



**AGENDA
REGULAR MEETING**

**Wednesday, January 17, 2018, 8:00 A.M.
CITY HALL, 3rd FLOOR CONFERENCE ROOM, 120 E. FIRST ST.**

- 1. Roll Call**
- 2. Vision Statement – Shaun McGowan** (2 minutes)
- 3. Additions/Deletions to the Meeting Agenda** (1 minute)
- 4. Public Comment** (2 minutes per individual)
- 5. Consent Agenda** (2 minutes)

Action Requested

 - A. Approval of Agenda
 - B. Approval of Minutes
 - i. Wednesday, November 15 , 2017 Regular Meeting
 - C. Financial Reports
 - i. November, DDA Revenue and Expenditure Report FY 2017–2018
 - ii. November, DDA Itemized Expenditure Report FY 2017–2018
 - iii. December, DDA Revenue and Expenditure Report FY 2017–2018
 - iv. December, DDA Itemized Expenditure Report FY 2017–2018
 - D. Approval of Annual Meeting Schedule
 - E. Request to Publish DDA Annual Report
 - F. Acceptance of Proposal to Revise Web Site Design
 - G. Purchase of Lamp Post Holiday Decorations – Final Phase
- 6. New Business**
 - A. City Branding Discussion – Jody Egen (10 minutes)
 - B. FY2018–2019 Work Plan Finalization and Budget Preparation (30 minutes)
- 7. Other Business**

- A. Tabled Item: Election of Secretary
 - B. Tabled Item: Parking Management/Enforcement Discussion
 - C. Seasonal Direct Mail Piece – Request for Additional Payment
 - D. Facade Reinvestment Grant Application – 321 N Monroe Reconsideration
 - E. Façade Reinvestment Grant Reimbursement – 21 West Front Street

Action Requested
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- 8. Communications**
- 9. Board Member and Administrative Comments**
- 10. Adjournment**

Action Requested

Minutes

Monroe Downtown Development Authority
Regular Meeting
Wednesday, November 15, 2017
Third Floor Conference Room
Monroe City Hall

Vice-Chairperson Anthony Trujillo called the meeting to order at 8:05 a.m.

1. Roll Call

Present: Mayor Robert Clark, Scott Goocher, Shaun McGowan, Les Lukacs, Anthony Trujillo
Excused: George Boyan, Chairperson Joe Peruski, Scott Kegerreis, Mackenzie Swanson
Guests: Chip Williams, Williams Insurance; Matt Vanisacker, Senator Dale Zorn Office; Janet Berns, Book Nook
Staff: Annette Knowles and Michelle LaVoy

2. Vision Statement

No copy to read.

3. Additions/Deletions to the Meeting Agenda

Reconsideration of a Façade Grant denial to be placed in Other Business item B.

4. Public Comments

None

5. Consent Agenda

- A. Approval of Agenda
- B. Approval and File Minutes of October 18, 2017 DDA regular meeting
- C. Financial Reports:
 - ❖ October, DDA Revenue and Expenditure Report FY2017-2018
 - ❖ October, DDA Itemized Expenditure Report FY2017-2018

Mayor Clark asked to remove the minutes of the October 18, 2017 meeting from the Consent Agenda.

Motion by Mayor Robert Clark, seconded by Shaun McGowan to approve the remaining items on the Consent Agenda.

Motion carried unanimously.

Motion by Mayor Robert Clark, seconded by Les Lukacs to amend the minutes to include the statement the "The letter was withdrawn by Scott Goocher" preceding the statement "No action was taken."

Motion carried unanimously.

Motion by Mayor Robert Clark, seconded by Les Lukacs to approve the minutes as amended.

Motion carried unanimously.

6. New Business

A. Parking Management/Enforcement Discussion-per request of Member Boyan

Motion by Mayor Clark, seconded by Shaun McGowan, to table the discussion to a future meeting when a full board is present.

Ayes: Clark, Goocher, McGowan, Lukacs, Trujillo. Nays: None. Motion carried.

B. Approval of Social Media Policy

Annette discussed the proposed social media policy.

Mayor Robert Clark questioned who will have administrative rights to social media sites.

There was discussion on the need for annual review of the policy.

Motion by Les Lukacs, seconded by Shaun McGowan, to approve the Social Media Policy.

Ayes: Clark, Goocher, McGowan, Lukacs, Trujillo. Nays: None. Motion carried.

C. Committee Structure Update

There was discussion regarding the implementation of the Strategic Plan and the transition from standing committees to project teams. Board members are to be the champions/leads on all projects.

7. Other Business

A. Election of Secretary

There was discussion on the By-Law changes that instate the Secretary position, which will share the responsibility for signing of documents.

Vice-Chairperson Trujillo opened the floor to nominations.

Shaun McGowan questioned the nomination of individuals who are not present at the meeting.

Mayor Robert Clark discussed the importance of the Secretary.

Motion by Mayor Robert Clark, seconded by Les Lukacs, to table the election of the Secretary until the full board is present.

Motion carried unanimously.

B. Consideration of Façade Grant denial for 321 N. Monroe St.

Annette Knowles updated the Board on the denial of the application for 321 North Monroe Street.

Motion by Mayor Robert Clark, seconded by Shaun McGowan, to refer the letter received from the owner at 321 North Monroe Street back to the Façade Grant Committee for review and presentation at the next meeting.

Ayes: Clark, Goocher, Lukacs, McGowan, Trujillo. Nays: None. Motion carried.

8. Communications

None

9. Board Member Comments/Guest Comments

Annette Knowles communicated that City Manager Vince Pastue would like to meet with each board member about the Operations Coordinator position.

Annette Knowles announced the Holiday Promotion "I just got a parking ticket" on behalf of the Downtown Monroe Business Network.

Les Lukacs commented on the decorations downtown.

Mayor Robert Clark commented on the decorations and improvements. Also, he remarked that the new logo should be used everywhere.

Shaun McGowan commented on the decorations and the parade.

Scott Goocher reminded everyone about Small Business Saturday.

Clerk - Treasurer LaVoy stated the Clerk's office willing to continue staff support to the DDA Board.

Vice Chairman Anthony Trujillo commented on the curb appeal by Public House and Cakes by Stephanie.

10. Adjournment

Motion to adjourn by Les Lukacs, seconded by Shaun McGowan at 8:49a.m.

Motion carried unanimously

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TRANSACTIONS FROM 11/01/2017 TO 11/30/2017

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 751 DOWNTOWN DEVELOPMENT AUTHORITY							
11/01/2017			751-00.000-005.000 COOP LIQUID ASSET SEC SYS	BEG. BALANCE			616,440.81
11/09/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19511		20,500.00	595,940.81
11/16/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19521		500.00	595,440.81
11/24/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19546		1,600.00	593,840.81
11/30/2017	GJ	JE	MICHIGAN CLASS INTEREST - NOV 2017	19624	609.58		594,450.39
11/30/2017			751-00.000-005.000	END BALANCE	609.58	22,600.00	594,450.39
11/01/2017			751-00.000-007.000 AUTOMATED PUBLIC FUNDS	BEG. BALANCE			877.90
11/01/2017	GJ		MONTHLY P&L INSURANCE PREMIUM	19488		55.50	822.40
11/02/2017	PR	CHK	SUMMARY PR 11/02/2017			732.65	89.75
11/07/2017	CD	CHK	SUMMARY CD 11/07/2017			20,474.47	(20,384.72)
11/09/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19511	20,500.00		115.28
11/09/2017	CR	RCPT			200.00		315.28
			SUMMARY CR POSTING: 11/09/2017 OTHER				
11/10/2017	GJ	JE	5/3 SERVICE FEES - OCT 2017	19519		6.38	308.90
11/16/2017	PR	CHK	SUMMARY PR 11/16/2017			732.65	(423.75)
11/16/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19521	500.00		76.25
11/21/2017	CD	CHK	SUMMARY CD 11/21/2017			1,432.39	(1,356.14)
11/21/2017	CD	CHK	SUMMARY CD 11/21/2017			186.49	(1,542.63)
11/22/2017	GJ	JE	BANK DEPOSIT SLIP PRINTING CHARGE	19558		0.57	(1,543.20)
11/24/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19546	1,600.00		56.80
11/28/2017	CR	RCPT			19,427.62		19,484.42
			SUMMARY CR POSTING: 11/28/2017 OTHER				
11/30/2017	PR	CHK	SUMMARY PR 11/30/2017			810.50	18,673.92
11/30/2017			751-00.000-007.000	END BALANCE	42,227.62	24,431.60	18,673.92
11/01/2017			751-00.000-202.000 ACCOUNTS PAYABLE	BEG. BALANCE			0.00
11/06/2017	AP	INV	AGUA DULCE COFFEE & TEA	10/31/17		474.47	(474.47)
			REIMBURSE FALL DECORATIONS				
11/06/2017	AP	INV	GRAB, HEIDI S	10/26/17		10,000.00	(10,474.47)
			FACADE GRANT REIMBURSEMENT 123 S MONI				
11/06/2017	AP	INV	GRAB, HEIDI S	10/26/2017		10,000.00	(20,474.47)
			FACADE GRANT REIMBURSEMENT 125 S MONI				
11/07/2017	CD	CHK	SUMMARY CD 11/07/2017		20,474.47		0.00
11/20/2017	AP	INV	FOUR STAR GREENHOUSE INC	483940		333.74	(333.74)
			PLANTS FOR FALL DECORATING				
11/20/2017	AP	INV	FOUR STAR GREENHOUSE INC	484074		43.53	(377.27)
			PLANTS FOR FALL DECORATING				
11/20/2017	AP	INV	MKSK2 LLC	2171152		1,055.12	(1,432.39)
			DOWNTOWN MASTER PLAN CONSULTANT				
11/20/2017	AP	INV	FIFTH THIRD BANK	10/23/2017		50.00	(1,482.39)
			ULI EMERG TRENDS WORKSHOP REG				
11/20/2017	AP	INV	FIFTH THIRD BANK	10/17/2017		26.49	(1,508.88)
			ADOBE SUBSCRIPTION				
11/20/2017	AP	INV	FIFTH THIRD BANK	10/01/2017		10.00	(1,518.88)
			EMAIL SUBSCRIPTION				
11/20/2017	AP	INV	FIFTH THIRD BANK	09/28/2017		100.00	(1,618.88)
			MI DOWNTOWNS CONFERENCE REG				
11/21/2017	CD	CHK	SUMMARY CD 11/21/2017		1,432.39		(186.49)
11/21/2017	CD	CHK	SUMMARY CD 11/21/2017		186.49		0.00
11/30/2017			751-00.000-202.000	END BALANCE	22,093.35	22,093.35	0.00
11/01/2017			751-65.691-703.000 PART TIME SALARIES & WAGES	BEG. BALANCE			5,380.49
11/02/2017	PR	CHK	SUMMARY PR 11/02/2017		680.00		6,060.49
11/16/2017	PR	CHK	SUMMARY PR 11/16/2017		680.00		6,740.49
11/30/2017	PR	CHK	SUMMARY PR 11/30/2017		752.25		7,492.74
11/30/2017			751-65.691-703.000	END BALANCE	2,112.25	0.00	7,492.74
11/01/2017			751-65.691-717.000 SOCIAL SECURITY	BEG. BALANCE			333.59
11/02/2017	PR	CHK	SUMMARY PR 11/02/2017		42.16		375.75
11/16/2017	PR	CHK	SUMMARY PR 11/16/2017		42.16		417.91
11/30/2017	PR	CHK	SUMMARY PR 11/30/2017		46.64		464.55
11/30/2017			751-65.691-717.000	END BALANCE	130.96	0.00	464.55

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GL ACTIVITY REPORT FOR CITY OF MONROE

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TRANSACTIONS FROM 11/01/2017 TO 11/30/2017

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
11/01/2017			751-65.691-717.005 MEDICARE		BEG. BALANCE		78.02
11/02/2017	PR	CHK	SUMMARY PR 11/02/2017		9.86		87.88
11/16/2017	PR	CHK	SUMMARY PR 11/16/2017		9.86		97.74
11/30/2017	PR	CHK	SUMMARY PR 11/30/2017		10.91		108.65
11/30/2017			751-65.691-717.005	END BALANCE	30.63	0.00	108.65
11/01/2017			751-65.691-718.010 WORKERS' COMP INSURANCE		BEG. BALANCE		4.99
11/02/2017	PR	CHK	SUMMARY PR 11/02/2017		0.63		5.62
11/16/2017	PR	CHK	SUMMARY PR 11/16/2017		0.63		6.25
11/30/2017	PR	CHK	SUMMARY PR 11/30/2017		0.70		6.95
11/30/2017			751-65.691-718.010	END BALANCE	1.96	0.00	6.95
11/01/2017			751-65.691-727.000 OFFICE SUPPLIES		BEG. BALANCE		378.32
11/20/2017	AP	INV	FIFTH THIRD BANK	10/17/2017	26.49		404.81
			ADOBE SUBSCRIPTION				
11/20/2017	AP	INV	FIFTH THIRD BANK	10/01/2017	10.00		414.81
			EMAIL SUBSCRIPTION				
11/30/2017			751-65.691-727.000	END BALANCE	36.49	0.00	414.81
11/01/2017			751-65.691-818.020-18R0300000 GENERAL CONTRACT		BEG. BALANCE		0.00
11/20/2017	AP	INV	MKSK2 LLC	2171152	1,055.12		1,055.12
			DOWNTOWN MASTER PLAN CONSULTANT				
11/30/2017			751-65.691-818.020-18R0300000	END BALANCE	1,055.12	0.00	1,055.12
11/01/2017			751-65.691-818.080 FACADE IMPROVEMENTS		BEG. BALANCE		33,900.00
11/06/2017	AP	INV	GRAB, HEIDI S	10/26/17	10,000.00		43,900.00
			FACADE GRANT REIMBURSEMENT 123 S MONI				
11/06/2017	AP	INV	GRAB, HEIDI S	10/26/2017	10,000.00		53,900.00
			FACADE GRANT REIMBURSEMENT 125 S MONI				
11/30/2017			751-65.691-818.080	END BALANCE	20,000.00	0.00	53,900.00
11/01/2017			751-65.691-860.000 TRAINING & TRAVEL		BEG. BALANCE		0.00
11/20/2017	AP	INV	FIFTH THIRD BANK	10/23/2017	50.00		50.00
			ULI EMERG TRENDS WORKSHOP REG				
11/20/2017	AP	INV	FIFTH THIRD BANK	09/28/2017	100.00		150.00
			MI DOWNTOWNS CONFERENCE REG				
11/30/2017			751-65.691-860.000	END BALANCE	150.00	0.00	150.00
11/01/2017			751-65.691-910.000 INSURANCE PREMIUM		BEG. BALANCE		222.00
11/01/2017	GJ		MONTHLY P&L INSURANCE PREMIUM	19488	55.50		277.50
11/30/2017			751-65.691-910.000	END BALANCE	55.50	0.00	277.50
11/01/2017			751-65.691-955.035 DESIGN COMMITTEE		BEG. BALANCE		0.00
11/06/2017	AP	INV	AGUA DULCE COFFEE & TEA	10/31/17	474.47		474.47
			REIMBURSE FALL DECORATIONS				
11/20/2017	AP	INV	FOUR STAR GREENHOUSE INC	483940	333.74		808.21
			PLANTS FOR FALL DECORATING				
11/20/2017	AP	INV	FOUR STAR GREENHOUSE INC	484074	43.53		851.74
			PLANTS FOR FALL DECORATING				
11/30/2017			751-65.691-955.035	END BALANCE	851.74	0.00	851.74
11/01/2017			751-80.100-665.005 INTEREST ON INVESTMENTS		BEG. BALANCE		(2,083.37)
11/10/2017	GJ	JE	5/3 SERVICE FEES - OCT 2017	19519	6.38		(2,076.99)
11/22/2017	GJ	JE	BANK DEPOSIT SLIP PRINTING CHARGE	19558	0.57		(2,076.42)
11/30/2017	GJ	JE	MICHIGAN CLASS INTEREST - NOV 2017	19624		609.58	(2,686.00)
11/30/2017			751-80.100-665.005	END BALANCE	6.95	609.58	(2,686.00)
11/01/2017			751-80.600-573.000 LCSA APPROPRIATION/PPT EXEMI		BEG. BALANCE		0.00
11/28/2017	CR	RCPT	SUMMARY CR POSTING: 11/28/2017 OTHER			19,427.62	(19,427.62)
11/30/2017			751-80.600-573.000	END BALANCE	0.00	19,427.62	(19,427.62)

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GL ACTIVITY REPORT FOR CITY OF MONROE
TRANSACTIONS FROM 11/01/2017 TO 11/30/2017

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
11/01/2017			751-80.600-692.090 MISCELLANEOUS REVENUE	BEG. BALANCE			(1,600.00)
11/09/2017	CR	RCPT				200.00	(1,800.00)
			SUMMARY CR POSTING: 11/09/2017 OTHER				
11/30/2017			751-80.600-692.090	END BALANCE	0.00	200.00	(1,800.00)
TOTAL FOR FUND 751 DOWNTOWN DEVELOPMENT AUTHORITY					89,362.15	89,362.15	653,932.75

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REVENUE AND EXPENDITURE REPORT FOR CITY OF MONROE

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PERIOD ENDING 11/30/2017

		2017-18	YTD BALANCE	ACTIVITY FOR	AVAILABLE
GL NUMBER	DESCRIPTION	AMENDED BUDGET MAL	11/30/2017 (ABNORMAL) ASE	11/30/2017 (DECREASE) MAL	BALANCE (ABNORMAL)
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY					
Revenues					
Dept 80.100-GENERAL REVENUE					
751-80.100-665.005	INTEREST ON INVESTMENTS	4,500.00	2,686.00	602.63	1,814.00
Total Dept 80.100-GENERAL REVENUE		4,500.00	2,686.00	602.63	1,814.00
Dept 80.600-GENERAL REVENUE					
751-80.600-402.000	REAL PROPERTY TAXES	216,893.00	191,085.21	0.00	25,807.79
751-80.600-410.000	PERSONAL PROPERTY TAXES	(30,500.00)	(28,618.54)	0.00	(1,881.46)
751-80.600-441.000	LCSA APPROPRIATION/PPT EXEMPT RJ	16,212.00	0.00	0.00	16,212.00
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT RJ	0.00	19,427.62	19,427.62	(19,427.62)
751-80.600-692.090	MISCELLANEOUS REVENUE	5,000.00	1,800.00	200.00	3,200.00
Total Dept 80.600-GENERAL REVENUE		207,605.00	183,694.29	19,627.62	23,910.71
TOTAL REVENUES		212,105.00	186,380.29	20,230.25	25,724.71
Expenditures					
Dept 65.691-DOWNTOWN DEVELOPMENT					
751-65.691-703.000	PART TIME SALARIES & WAGES	24,000.00	7,492.74	2,112.25	16,507.26
751-65.691-717.000	SOCIAL SECURITY	1,400.00	464.55	130.96	935.45
751-65.691-717.005	MEDICARE	319.00	108.65	30.63	210.35
751-65.691-718.010	WORKERS' COMP INSURANCE	20.00	6.95	1.96	13.05
751-65.691-727.000	OFFICE SUPPLIES	500.00	414.81	36.49	85.19
751-65.691-728.000	COPIES	100.00	0.00	0.00	100.00
751-65.691-730.000	POSTAGE	500.00	11.00	0.00	489.00
751-65.691-818.010	AUDIT SERVICES	1,500.00	1,360.00	0.00	140.00
751-65.691-818.020	GENERAL CONTRACT SERVICES	54,000.00	0.00	0.00	54,000.00
751-65.691-818.020-18R0300000	GENERAL CONTRACT SERVICES	35,000.00	1,055.12	1,055.12	33,944.88
751-65.691-818.080	FACADE IMPROVEMENTS	85,000.00	53,900.00	20,000.00	31,100.00
751-65.691-860.000	TRAINING & TRAVEL	1,400.00	150.00	150.00	1,250.00
751-65.691-905.000	PUBLISHING/ADVERTISING	4,000.00	0.00	0.00	4,000.00
751-65.691-910.000	INSURANCE PREMIUM	1,500.00	277.50	55.50	1,222.50
751-65.691-955.000	MISCELLANEOUS EXPENSE	800.00	0.00	0.00	800.00
751-65.691-955.035	DESIGN COMMITTEE	5,500.00	851.74	851.74	4,648.26
751-65.691-955.040	PROMOTION COMMITTEE	2,500.00	976.43	0.00	1,523.57
751-65.691-999.101	TRANSFER OUT-GENERAL	10,000.00	0.00	0.00	10,000.00
751-65.691-999.301	TRANSFER OUT-DEBT SERVICE	105,494.00	27,746.88	0.00	77,747.12
Total Dept 65.691-DOWNTOWN DEVELOPMENT		333,533.00	94,816.37	24,424.65	238,716.63
Dept 95.260-CLERK/TREASURER					
751-95.260-961.005	REFUND - BOR SETTLEMENT	0.00	100.32	0.00	(100.32)
Total Dept 95.260-CLERK/TREASURER		0.00	100.32	0.00	(100.32)
TOTAL EXPENDITURES		333,533.00	94,916.69	24,424.65	238,616.31
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY:					
TOTAL REVENUES		212,105.00	186,380.29	20,230.25	25,724.71
TOTAL EXPENDITURES		333,533.00	94,916.69	24,424.65	238,616.31
NET OF REVENUES & EXPENDITURES		(121,428.00)	91,463.60	(4,194.40)	(212,891.60)
BEG. FUND BALANCE		521,660.71	521,660.71		
END FUND BALANCE		400,232.71	613,124.31		

TRANSACTIONS FROM 12/01/2017 TO 12/31/2017

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 751 DOWNTOWN DEVELOPMENT AUTHORITY							
12/01/2017			751-00.000-005.000 COOP LIQUID ASSET SEC SYS		BEG. BALANCE		594,450.39
12/01/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19580	18,600.00		613,050.39
12/08/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19619		1,700.00	611,350.39
12/15/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19644		1,000.00	610,350.39
12/22/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19666		18,000.00	592,350.39
12/29/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19679		700.00	591,650.39
12/31/2017			751-00.000-005.000	END BALANCE	18,600.00	21,400.00	591,650.39
12/01/2017			751-00.000-007.000 AUTOMATED PUBLIC FUNDS		BEG. BALANCE		18,673.92
12/01/2017	GJ		MONTHLY P&L INSURANCE PREMIUM	19569		55.50	18,618.42
12/01/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19580		18,600.00	18.42
12/05/2017	CD	CHK	SUMMARY CD 12/05/2017			1,695.00	(1,676.58)
12/08/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19619	1,700.00		23.42
12/12/2017	GJ	JE	5/3 SERVICE FEES - NOV 2017	19634		7.80	15.62
12/14/2017	PR	CHK	SUMMARY PR 12/14/2017			769.28	(753.66)
12/15/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19644	1,000.00		246.34
12/19/2017	CD	CHK	SUMMARY CD 12/19/2017			15,814.65	(15,568.31)
12/19/2017	CD	CHK	SUMMARY CD 12/19/2017			2,342.69	(17,911.00)
12/22/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19666	18,000.00		89.00
12/28/2017	PR	CHK	SUMMARY PR 12/28/2017			732.65	(643.65)
12/29/2017	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	19679	700.00		56.35
12/31/2017			751-00.000-007.000	END BALANCE	21,400.00	40,017.57	56.35
12/01/2017			751-00.000-390.000 RESTRICTED FUND BALANCE		BEG. BALANCE		(521,660.71)
12/31/2017			751-00.000-390.000	END BALANCE	0.00	0.00	(521,660.71)
12/01/2017			751-65.691-703.000 PART TIME SALARIES & WAGES		BEG. BALANCE		7,492.74
12/14/2017	PR	CHK	SUMMARY PR 12/14/2017		714.00		8,206.74
12/28/2017	PR	CHK	SUMMARY PR 12/28/2017		680.00		8,886.74
12/31/2017			751-65.691-703.000	END BALANCE	1,394.00	0.00	8,886.74
12/01/2017			751-65.691-717.000 SOCIAL SECURITY		BEG. BALANCE		464.55
12/14/2017	PR	CHK	SUMMARY PR 12/14/2017		44.27		508.82
12/28/2017	PR	CHK	SUMMARY PR 12/28/2017		42.16		550.98
12/31/2017			751-65.691-717.000	END BALANCE	86.43	0.00	550.98
12/01/2017			751-65.691-717.005 MEDICARE		BEG. BALANCE		108.65
12/14/2017	PR	CHK	SUMMARY PR 12/14/2017		10.35		119.00
12/28/2017	PR	CHK	SUMMARY PR 12/28/2017		9.86		128.86
12/31/2017			751-65.691-717.005	END BALANCE	20.21	0.00	128.86
12/01/2017			751-65.691-718.010 WORKERS' COMP INSURANCE		BEG. BALANCE		6.95
12/14/2017	PR	CHK	SUMMARY PR 12/14/2017		0.66		7.61
12/28/2017	PR	CHK	SUMMARY PR 12/28/2017		0.63		8.24
12/31/2017			751-65.691-718.010	END BALANCE	1.29	0.00	8.24
12/01/2017			751-65.691-727.000 OFFICE SUPPLIES		BEG. BALANCE		414.81
12/18/2017	AP	INV	FIFTH THIRD BANK	11/17/2017	26.49		441.30
			ADOBE SUBSCRIPTION				
12/18/2017	AP	INV	FIFTH THIRD BANK	11/02/2017	10.00		451.30
			EMAIL ACCOUNT				
12/31/2017			751-65.691-727.000	END BALANCE	36.49	0.00	451.30
12/01/2017			751-65.691-730.000 POSTAGE		BEG. BALANCE		11.00
12/31/2017			751-65.691-730.000	END BALANCE	0.00	0.00	11.00
12/01/2017			751-65.691-818.010 AUDIT SERVICES		BEG. BALANCE		1,360.00

TRANSACTIONS FROM 12/01/2017 TO 12/31/2017

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
			751-65.691-818.010 AUDIT SERVICES	(Continued)			
12/31/2017			751-65.691-818.010	END BALANCE	0.00	0.00	1,360.00
12/01/2017			751-65.691-818.020-18R0300000 GENERAL CONTRACT	BEG. BALANCE			1,055.12
12/18/2017	AP	INV	MKSK2 LLC	2171316	15,710.86		16,765.98
			DOWNTOWN MASTER PLAN CONSULTANT				
12/31/2017			751-65.691-818.020-18R0300000	END BALANCE	15,710.86	0.00	16,765.98
12/01/2017			751-65.691-818.080 FACADE IMPROVEMENTS	BEG. BALANCE			53,900.00
12/31/2017			751-65.691-818.080	END BALANCE	0.00	0.00	53,900.00
12/01/2017			751-65.691-860.000 TRAINING & TRAVEL	BEG. BALANCE			150.00
12/18/2017	AP	INV	STANIFER, PAULA	12/11/2017	103.79		253.79
			MILEAGE DDA FLYERS TO TEMPERANCE & DI				
12/31/2017			751-65.691-860.000	END BALANCE	103.79	0.00	253.79
12/01/2017			751-65.691-905.000 PUBLISHING/ADVERTISING	BEG. BALANCE			0.00
12/18/2017	AP	INV	FIFTH THIRD BANK	11/13/2017	501.09		501.09
			CO-OP ADVERTISING				
12/18/2017	AP	INV	FIFTH THIRD BANK	11/10/2017	326.92		828.01
			CO-OP ADVERTISING				
12/18/2017	AP	INV	FIFTH THIRD BANK	11/10/2017	484.45		1,312.46
			CO-OP ADVERTISING				
12/18/2017	AP	INV	FIFTH THIRD BANK	11/09/2017	494.54		1,807.00
			CO-OP ADVERTISING				
12/18/2017	AP	INV	FIFTH THIRD BANK	11/09/2017	300.37		2,107.37
			CO-OP ADVERTISING				
12/31/2017			751-65.691-905.000	END BALANCE	2,107.37	0.00	2,107.37
12/01/2017			751-65.691-910.000 INSURANCE PREMIUM	BEG. BALANCE			277.50
12/01/2017	GJ		MONTHLY P&L INSURANCE PREMIUM	19569	55.50		333.00
12/31/2017			751-65.691-910.000	END BALANCE	55.50	0.00	333.00
12/01/2017			751-65.691-955.000 MISCELLANEOUS EXPENSE	BEG. BALANCE			0.00
12/18/2017	AP	INV	FIFTH THIRD BANK	11/14/2017	198.83		198.83
			INK, CARD STOCK				
12/31/2017			751-65.691-955.000	END BALANCE	198.83	0.00	198.83
12/01/2017			751-65.691-955.035 DESIGN COMMITTEE	BEG. BALANCE			851.74
12/31/2017			751-65.691-955.035	END BALANCE	0.00	0.00	851.74
12/01/2017			751-65.691-955.040 PROMOTION COMMITTEE	BEG. BALANCE			976.43
12/04/2017	AP	INV	LAMOUR PRINTING CO	L 17-1552	1,500.00		2,476.43
			12,000 EDDM MAILERS 11 X 17 FOLDED				
12/04/2017	AP	INV	MONROE NEWS	11172319	195.00		2,671.43
			DDA ADVERTISING				
12/31/2017			751-65.691-955.040	END BALANCE	1,695.00	0.00	2,671.43
12/01/2017			751-65.691-999.301 TRANSFER OUT-DEBT SERVICE	BEG. BALANCE			27,746.88
12/31/2017			751-65.691-999.301	END BALANCE	0.00	0.00	27,746.88
12/01/2017			751-80.100-665.005 INTEREST ON INVESTMENTS	BEG. BALANCE			(2,686.00)
12/12/2017	GJ	JE	5/3 SERVICE FEES - NOV 2017	19634	7.80		(2,678.20)
12/31/2017			751-80.100-665.005	END BALANCE	7.80	0.00	(2,678.20)
12/01/2017			751-80.600-402.000 REAL PROPERTY TAXES	BEG. BALANCE			(191,085.21)
12/31/2017			751-80.600-402.000	END BALANCE	0.00	0.00	(191,085.21)

TRANSACTIONS FROM 12/01/2017 TO 12/31/2017

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
12/01/2017			751-80.600-410.000 PERSONAL PROPERTY TAXES	BEG. BALANCE			28,618.54
12/31/2017			751-80.600-410.000	END BALANCE	0.00	0.00	28,618.54
12/01/2017			751-80.600-573.000 LCSA APPROPRIATION/PPT EXEMI	BEG. BALANCE			(19,427.62)
12/31/2017			751-80.600-573.000	END BALANCE	0.00	0.00	(19,427.62)
12/01/2017			751-80.600-692.090 MISCELLANEOUS REVENUE	BEG. BALANCE			(1,800.00)
12/31/2017			751-80.600-692.090	END BALANCE	0.00	0.00	(1,800.00)
12/01/2017			751-95.260-961.005 REFUND - BOR SETTLEMENT	BEG. BALANCE			100.32
12/31/2017			751-95.260-961.005	END BALANCE	0.00	0.00	100.32

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 DB: Monroe

REVENUE AND EXPENDITURE REPORT FOR CITY OF MONROE

Pag

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PERIOD ENDING 12/31/2017

		2017-18	YTD BALANCE	ACTIVITY FOR	AVAILABLE
GL NUMBER	DESCRIPTION	AMENDED BUDGET MAL	12/31/2017 (ABNORMAL) ASE	12/31/2017 (DECREASE) MAL	BALANCE (ABNORMAL)
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY					
Revenues					
Dept 80.100 - GENERAL REVENUE					
751-80.100-665.005	INTEREST ON INVESTMENTS	4,500.00	2,678.20	(7.80)	1,821.80
Total Dept 80.100 - GENERAL REVENUE		4,500.00	2,678.20	(7.80)	1,821.80
Dept 80.600 - GENERAL REVENUE					
751-80.600-402.000	REAL PROPERTY TAXES	216,893.00	191,085.21	0.00	25,807.79
751-80.600-410.000	PERSONAL PROPERTY TAXES	(30,500.00)	(28,618.54)	0.00	(1,881.46)
751-80.600-441.000	LCSA APPROPRIATION/PPT EXEMPT RJ	16,212.00	0.00	0.00	16,212.00
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT RJ	0.00	19,427.62	0.00	(19,427.62)
751-80.600-692.090	MISCELLANEOUS REVENUE	5,000.00	1,800.00	0.00	3,200.00
Total Dept 80.600 - GENERAL REVENUE		207,605.00	183,694.29	0.00	23,910.71
TOTAL REVENUES		212,105.00	186,372.49	(7.80)	25,732.51
Expenditures					
Dept 65.691 - DOWNTOWN DEVELOPMENT					
751-65.691-703.000	PART TIME SALARIES & WAGES	24,000.00	8,886.74	1,394.00	15,113.26
751-65.691-717.000	SOCIAL SECURITY	1,400.00	550.98	86.43	849.02
751-65.691-717.005	MEDICARE	319.00	128.86	20.21	190.14
751-65.691-718.010	WORKERS' COMP INSURANCE	20.00	8.24	1.29	11.76
751-65.691-727.000	OFFICE SUPPLIES	500.00	451.30	36.49	48.70
751-65.691-728.000	COPIES	100.00	0.00	0.00	100.00
751-65.691-730.000	POSTAGE	500.00	11.00	0.00	489.00
751-65.691-818.010	AUDIT SERVICES	1,500.00	1,360.00	0.00	140.00
751-65.691-818.020	GENERAL CONTRACT SERVICES	54,000.00	0.00	0.00	54,000.00
751-65.691-818.020-18R0300000	GENERAL CONTRACT SERVICES	35,000.00	16,765.98	15,710.86	18,234.02
751-65.691-818.080	FACADE IMPROVEMENTS	85,000.00	53,900.00	0.00	31,100.00
751-65.691-860.000	TRAINING & TRAVEL	1,400.00	253.79	103.79	1,146.21
751-65.691-905.000	PUBLISHING/ADVERTISING	4,000.00	2,107.37	2,107.37	1,892.63
751-65.691-910.000	INSURANCE PREMIUM	1,500.00	333.00	55.50	1,167.00
751-65.691-955.000	MISCELLANEOUS EXPENSE	800.00	198.83	198.83	601.17
751-65.691-955.035	DESIGN COMMITTEE	5,500.00	851.74	0.00	4,648.26
751-65.691-955.040	PROMOTION COMMITTEE	2,500.00	2,671.43	1,695.00	(171.43)
751-65.691-999.101	TRANSFER OUT-GENERAL	10,000.00	0.00	0.00	10,000.00
751-65.691-999.301	TRANSFER OUT-DEBT SERVICE	105,494.00	27,746.88	0.00	77,747.12
Total Dept 65.691 - DOWNTOWN DEVELOPMENT		333,533.00	116,226.14	21,409.77	217,306.86
Dept 95.260 - CLERK/TREASURER					
751-95.260-961.005	REFUND - BOR SETTLEMENT	0.00	100.32	0.00	(100.32)
Total Dept 95.260 - CLERK/TREASURER		0.00	100.32	0.00	(100.32)
TOTAL EXPENDITURES		333,533.00	116,326.46	21,409.77	217,206.54
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY:					
TOTAL REVENUES		212,105.00	186,372.49	(7.80)	25,732.51
TOTAL EXPENDITURES		333,533.00	116,326.46	21,409.77	217,206.54
NET OF REVENUES & EXPENDITURES		(121,428.00)	70,046.03	(21,417.57)	(191,474.03)
BEG. FUND BALANCE		521,660.71	521,660.71		
END FUND BALANCE		400,232.71	591,706.74		

Monroe Downtown Development Authority
2017-2018 Fiscal Year Expenditure Report

Part Time Salaries	Budget	Expenditures		Balance
	\$24,000.00			
7/13/2017		\$295.79		
7/27/2017		\$769.08		
8/10/2017		\$591.60		
8/24/2017		\$927.52		
9/7/2017		\$680.00		
9/21/2017		\$714.00		
10/5/2017		\$722.50		
10/19/2017		\$680.00		
11/2/2017		\$680.00		
11/16/2017		\$680.00		
11/30/2017		\$752.25		
12/14/2017		\$714.00		
12/28/2017		\$680.00		
				\$15,113.26
Social Security	Budget	Expenditures		Balance
	\$1,400.00			
7/13/2017		\$18.34		
7/27/2017		\$47.68		
8/10/2017		\$36.68		
8/24/2017		\$57.51		
9/7/2017		\$42.16		
9/21/2017		\$44.26		
10/5/2017		\$44.80		
10/19/2017		\$42.16		
11/2/2017		\$42.16		
11/16/2017		\$42.16		
11/30/2017		\$46.64		
12/14/2017		\$44.27		
12/28/2017		\$42.16		
				\$849.02
Medicare	Budget	Expenditures		Balance
	\$319.00			
7/13/2017		\$4.29		
7/27/2017		\$11.15		
8/10/2017		\$8.58		
8/24/2017		\$13.45		
9/7/2017		\$9.86		
9/21/2017		\$10.35		
10/5/2017		\$10.48		

Monroe Downtown Development Authority
2017-2018 Fiscal Year Expenditure Report

10/19/2017		\$9.86		
11/2/2017		\$9.86		
11/16/2017		\$9.86		
11/30/2017		\$10.91		
12/14/2017		\$10.35		
12/28/2017		\$9.86		
				\$190.14
Workers Comp Insurance	Budget	Expenditures		Balance
	\$20.00			
7/13/2017		\$0.27		
7/27/2017		\$0.72		
8/10/2017		\$0.55		
8/24/2017		\$0.86		
9/7/2017		\$0.63		
9/21/2017		\$0.66		
10/5/2017		\$0.67		
10/19/2017		\$0.63		
11/2/2017		\$0.63		
11/16/2017		\$0.63		
11/30/2017		\$0.70		
12/14/2017		\$0.66		
12/28/2017		\$0.63		
				\$11.76
Office Supplies - 727.000	Budget	Expenditures		Balance
	\$500.00			
Email Subscription		\$10.00		
Web Hosting		\$275.00		
Domain Name Renewal		\$30.34		
Adobe subscription		\$26.49		
Adobe subscription		\$26.49		
Email Subscription		\$10.00		
Adobe subscription		\$26.49		
Email Subscription		\$10.00		
Adobe subscription		\$26.49		
Email Subscription		\$10.00		
				\$48.70
Copies	Budget	Expenditures		Balance
	\$100.00			

Monroe Downtown Development Authority
2017-2018 Fiscal Year Expenditure Report

				\$100.00
Postage	Budget	Expenditures		Balance
	\$500.00			
August		\$0.46		
Postage for return of banner		\$10.54		
				\$489.00
Audit Services	Budget	Expenditures		Balance
	\$1,500.00			
Plante & Moran PLLC		\$1,360.00		
				\$140.00
General Contract Services - 818.020	Budget	Expenditures		Balance
	\$90,000.00			
Master Plan Consultant		\$1,055.12		
Master Plan Consultant		\$15,710.86		
				\$73,234.02
Façade Improvements - 818.080	Budget	Expenditures		Balance
	\$85,000.00			
8/1/2017 Darany Restaurant Reimb		\$8,900.00		
9/5/2017 S. Chen reimb		\$10,000.00		
10/16/2017 128 N Monroe LLC		\$10,000.00		
10/16/2017 TEC Holding		\$5,000.00		
10/26/2017 Heidi Grab (123 S. Monroe)		\$10,000.00		
10/26/2017 Heidi Grab (125 S. Monroe)		\$10,000.00		
				\$31,100.00
Training & Travel - 860.000	Budget	Expenditures		Balance
	\$1,400.00			
Emerg Trends Workshop		\$50.00		
MI Downtowns Conference		\$100.00		
Mileage Temperance and Dundee		\$103.79		
				\$1,146.21

Monroe Downtown Development Authority
2017-2018 Fiscal Year Expenditure Report

Publishing/Advertising 905.000	Budget	Expenditures		Balance
	\$4,000.00			
EDD Mailing postage		\$501.09		
EDD Mailing postage		\$326.92		
EDD Mailing postage		\$484.45		
EDD Mailing postage		\$494.54		
EDD Mailing postage		\$300.37		
				\$1,892.63
Insurance Premium	Budget	Expenditures		Balance
	\$1,500.00			
Monthly P&L		\$55.50		
Monthly P&L		\$55.50		
Monthly P&L		\$55.50		
Monthly P&L		\$55.50		
Monthly P&L		\$55.50		
Monthly P&L		\$55.50		
				\$1,167.00
Miscellaneous Expense - 955.000	Budget	Expenditures		Balance
	\$800.00			
Ink, card stock		\$198.83		
				\$601.17
Development Committee - 955.030	Budget	Expenditures		Balance
	\$0.00			
				\$0.00
Design Committee - 955.035	Budget	Expenditures		Balance
	\$5,500.00			
Aqua Dulce - Fall Decoration reimb.		\$474.47		
Four Star Greenhouse - fall decorations		\$333.74		
Four Star Greenhouse - fall decorations		\$43.53		

Monroe Downtown Development Authority
2017-2018 Fiscal Year Expenditure Report

				\$4,648.26
Promotion Committee - 955.040	Budget	Expenditures		Balance
	\$2,500.00			
Hohman Promotions		\$731.25		
Lamour Printing		\$85.00		
Lamour Printing brochures		\$40.00		
Balloons		\$42.15		
Balloons		\$8.48		
P. Stanifer mileage brochures		\$69.55		
Lamour Printing - EDD		\$1,500.00		
Monroe News Ad		\$195.00		
				-\$171.43
Dues & Subscriptions - 958.000	Budget	Expenditures		Balance
	\$600.00			
				\$600.00
Transfer Out Debt Service	Budget	Expenditures		Balance
	\$105,494.00			
Bond Payment		\$27,746.88		
				\$77,747.12
Transfer Out General	Budget	Expenditures		Balance
	\$10,000.00			
				\$10,000.00
Total	\$335,133.00	\$116,226.14		

Memo

Date: Wednesday, January 10, 2018

To: DDA Board of Directors

From: Annette M. Knowles, Downtown/Economic Development Coordinator *AMK*

Re: APPROVAL OF ANNUAL MEETING SCHEDULE

BACKGROUND

Please find attached a proposed annual meeting schedule for calendar year 2018. It is proposed that regular meetings of the Monroe Downtown Development Authority Board of Directors are retained on the third Wednesday of each month, convening at 8a.m. There is a December date on the calendar, but that meeting may be canceled unless pressing matters exist which require attention before the January meeting. Lastly, the annual meeting of the Board of Directors at which the election of officers is held happens at the July meeting.

We anticipate the inclusion of a full morning work session for the purpose of work planning in the fall, but that meeting date has not been set.

ACTION

Approve 2018 annual meeting schedule.

DDA Meeting List for 2018

All meetings begin at 8:00 a.m.

Board Meetings are in the third floor conference room

DDA Board Meetings

January 17
February 21
March 21
April 18
May 16
June 20
July 18
August 15
September 19
October 17
November 21
December 19

Memo

Date: Wednesday, January 10, 2018

To: DDA Board of Directors

From: Annette M. Knowles, Downtown/Economic Development Coordinator *AMK*

Re: REQUEST TO PUBLISH DDA ANNUAL REPORT

BACKGROUND

In accordance with Michigan Public Act 197 of 1975 (the DDA enabling legislation), the attached annual report for fiscal year July 1, 2016 through June 30, 2017 was prepared for publication in a newspaper of general circulation. The report contents are specifically required as described in section 125.1665 of the Act. Said report shall also be supplied to the City Council and the State Tax Commission. Note, this report normally is due within thirty days of the end of a fiscal year; the State Tax Commission has confirmed that the Monroe DDA has not been in compliance with section 125.1665 in prior years. This report shall remedy non-compliance.

ACTION

Approve publication of the annual report for FY2016-2017 and distribution to the City Council of Monroe and the Michigan State Tax Commission.

*CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
ANNUAL REPORT
JULY 1, 2016-JUNE 30, 2017*

REVENUES

Property Taxes		
	Jul-16	\$ 152,539
	Dec-16	\$ 32,000
Interest		\$ 4,731
State Reimbursement		\$ 16,212
Miscellaneous		\$ 5,194
<i>Total</i>		\$ 210,676

BOND RESERVE

\$ -

EXPENDITURES

Administration	\$ 52,178
Design Projects	\$ 15,554
Façade Improvements	\$ 40,507
Marketing	\$ 11,738
Refund - Settlement	\$ 1,419
Debt Service - Principal	\$ 40,000
Debt Service - Interest	\$ 56,394
<i>Total</i>	\$ 217,790

OUTSTANDING BOND INDEBTEDNESS

Principal	\$ 1,750,000
Interest	\$ 541,833
<i>Total</i>	\$ 2,291,833

<i>INITIAL ASSESSED VALUE</i>	\$ 15,836,210
<i>CURRENT TAXABLE VALUE - 2016</i>	\$ 22,607,410
<i>CAPTURED VALUE</i>	\$ 6,771,200

TAX INCREMENT REVENUES RECEIVED

\$ 184,539

NUMBER OF JOBS CREATED UNK

For additional information, contact the Monroe DDA at
734-384-9172

Memo

Date: Wednesday, January 10, 2018

To: DDA Board of Directors

From: Annette M. Knowles, Downtown/Economic Development Coordinator *AMK*

Re: ACCEPTANCE OF PROPOSAL TO REVISE WEB SITE DESIGN

BACKGROUND

Please find attached for your review and action is a proposal received from Hadrout Design for Business to update the Downtown Monroe web site to correspond to the new branding standards. This item was included in the 2017-2018 Communications Plan. When complete, the logo, fonts and color scheme of the existing web site will reflect the new branding elements. There is an option to move forward with a more comprehensive design change, but the representatives from Hadrout Design recommended that a simple refresh would likely portray the branding satisfactorily and would be more cost-effective.

According to the proposal, the cost is projected at \$720.00; in order to expedite completion any unexpected issues that may arise, I would propose that the board establish and approve an amount not to exceed \$800.00 for this project.

Funds for the web site refresh were included in the amended fiscal year 2018-2019 budget.

ACTION

Accept proposal from Hadrout Design for Business to revise the Downtown Monroe web site for branding elements at a cost not to exceed \$800.00, funds to be derived from Account #751-65.691-905.000, Publishing/Advertising.



Annette Knowles <annette.knowles@monroemi.gov>

quote for (first items) DDA website work

1 message

Nicole Lupilloff <nicole@hadrout.com>

Sun, Dec 17, 2017 at 4:42 PM

To: Annette Knowles <annette.knowles@monroemi.gov>

Cc: "Maria Petrenko (Hadrout)" <maria@hadrout.com>

Greetings Annette-

Thank you for chatting with Maria (after you and I did) and the follow up / communication.

For changing the CSS and following items:

*match colors to new branding

*change logos

*change fonts for titles/subtitles/body text (for eventual chosen Google font)

This will be **\$720** (8 hours of work at discounted \$90/hour)

All additional/late items will be quoted separately, with your review/approval of course.

Thank you again and let us know about the above items/price. If approved, will put it through to be started.

Kindest,
Nicole and Maria

** Note: Additional work quoted
@ \$90/hour.*

Nicole Lupilloff Director of Operations | Project Manager

HADRUT DESIGN FOR BUSINESS

Nicole@hadrout.com

195 West 9 Mile Road, Suite 102 Ferndale, MI 48220

Office: 313.444.9323 | Cell: 248.563.5191

www.hadrout.com | www.facebook.com/Hadrout

On Wed, Dec 6, 2017 at 3:21 PM, Annette Knowles <annette.knowles@monroemi.gov> wrote:

Hello, Nicole,

Thank you for answering my questions today. I have attached the style guide for your review.

We are not interested in rebuilding the entire site, but at this juncture would like to use a new color palette and new fonts.

We also have three new logos -- two that are mostly text-based and one with graphic elements. It makes sense to use the one with graphic elements at the top of the home page and to use the one with Downtown Development Authority at the panel at the bottom of the page.

I am happy to talk you through the correct logo for each possible application. I also have a monotone version (reference page 11) if that is the best course, but would prefer a full-color logo.

As I mentioned, if I can sneak away tomorrow or Friday for a call, I will. But, it may be early next week when I can follow up again.

Thanks for your time,
Annette Knowles



Annette M. Knowles

Downtown/Economic Development Coordinator at the City of
Monroe

Address [120 East First St. Monroe MI 48161](#)

Direct 734-384-9146

Phone 734.243.0700

Mobile 734-639-7880

Email annette.knowles@monroemi.gov

Website monroemi.gov

Memo

Date: Wednesday, January 10, 2018

To: DDA Board of Directors

From: Annette M. Knowles, Downtown/Economic Development Coordinator *AMK*

Re: PURCHASE OF LAMP POST HOLIDAY DECORATIONS – FINAL PHASE

BACKGROUND

Please find attached for your review and action is an estimate received from Bronner's to purchase the remaining holiday-themed decorations that adorn the lamp posts in Downtown Monroe during the holiday season. This purchase completes a five-year acquisition program to improve the ambience and attractiveness of the downtown during the early winter season. With the expansion of holiday-related programming by the Monroe County Chamber of Commerce and other organizations, setting a spirited tone for the downtown is especially important to drawing visitors. The best pricing for a purchase of this nature is post-holiday, when demand is down and suppliers are looking to reduce inventory.

There are two options, based on affordability. The remaining lamp post decorations are intended to be lighted soldiers. A purchase of two soldiers, shipping included, would cost \$1,327 and the purchase of four is \$2,479. There remains sufficient budget to purchase four lamp post decorations, but that would diminish/reduce funds for spring flower plantings to about \$2,000.00. Given the interest of the "curb appeal" team in developing a new vision and approach for spring decorations, the purchase with the most value to the downtown at this time is the completion of the existing plan for holiday décor.

ACTION

Authorize the purchase of four (4) lighted soldier lamp post decorations from Bronner's at a cost of \$2,479.00, funds to be derived from Account #751-65.691-955.035, Design Committee.

Note: if there is interest in discussing the merits of this approach, the item can be removed from the Consent Agenda upon request. If the item is not removed from the Consent Agenda, then the board is acting upon the recommended course of action to purchase a full complement of soldiers.



BRONNER'S COMMERCIAL DISPLAY

25 Christmas Lane • P.O. Box 176
Frankenmuth, MI 48734-0176 U.S.A.

PHONE 800-544-6635
FAX 989-652-8678

www.bronnerscommercial.com

SALES AGREEMENT

Bill To:

CITY OF MONROE DDA
PAULA STANIFER
120 EAST FIRST STREET
MONROE MI 48161-9986

Ship To:

CITY OF MONROE DDA

BILL WALTERS
222 JONES AVE
MONROE MI 48161

Issue Date: 01/09/2018
Req.Del.Date:01/09/2018

Customer#:2430700JC
Quote # :072570
Cust. Po#:

Salesperson:BRIAN GOFF
Ordered By:PAULA
Terms: NET 30 DAYS

Page 1 of 1

SKU	Order	Product Description	Price	Price each	Discount	Total
1185521	4	TOY SOLDIER POLE MT SIL 3'X8'	768.00	576.00	25.00%	2304.00

Freight 175.00
T O T A L 2479.00

Thank you for your order !

If you have any questions regarding this order, please call our Commercial Sales Division.

No return without written authorization.

All claims must be made within 10 days after receipt of goods.

Finance charge of 1 1/2 % per month, 18% per annum on overdue accounts.

15 % restocking charge on all returned or cancelled orders.

All shipping costs are the responsibility of the customer.

Memo

Date: Wednesday, January 10, 2018

To: DDA Board of Directors

From: Annette M. Knowles, Downtown/Economic Development Coordinator *AMK*

Re: FY2018-2019 WORK PLAN FINALIZATION AND BUDGET PREPARATION

BACKGROUND

The three-phase work planning and prioritization culminates at the January meeting with the presentation of detailed work plans and budget requests for projects that “made the cut” during the course of the preceding exercises. You will find attached a master project list with supporting project work plans with a requested budget amount.

The task at hand at the January board meeting is to review the project work plans and indicate if the budget amounts requested are to be allocated in the proposed budget, which will be presented in February. For each project, the board may fund as requested or adjust upward or downward based on its priorities.

You will note as well as a *DRAFT* two-year budget with known amounts or commitments included only, so you may understand the full financial status before making decisions about how best to allocate available funding. I plan to review this in its entirety during the board meeting and ask for direction and concurrence so that I am fully prepared to complete the budget process. Given current obligations and debt, the available funding is slightly under \$40,000, which would require a draw down from fund balance to fully implement the items as presented. If projections are correct, based on anticipated expenses by fiscal year end, the board will have at its disposal about \$460,000 in fund balance; a recommended fund balance is twenty (20%) percent of the annual budget (or \$50,000, rounded up).

Please submit your questions in advance of the board meeting so that we might be prepared with adequate responses.

ACTION

Discuss and specify final work plan and budget direction; budget shall be prepared and submitted at the meeting on February 21, 2018 for action. We are seeking general concurrence only at the January meeting.

MONROE DDA
2018-2019 WORK PLAN

	PROJECT	CHAMPION(S)	BUDGET REQUEST
Goal:	Inform and educate building owners and public of the actions and accomplishments of the DDA and businesses		
	1. Annual Communications Plan	Staff	\$ 2,600
	2. Volunteer Management Program	Staff	\$ 290
Goal:	Support downtown businesses and property owners		
	1. Façade Improvement Program	Scott Goocher	\$ 10,000
	2. Maintain online list of available properties	Staff	\$ -
Goal:	Preserve and enhance downtown by facilitating development		
	1. Riverfront Parking Lot Redevelopment	Staff	\$ 25,000
	2. Streetscape Improvements	Les Lukacs	\$ 40,000
Goal:	Market the downtown to encourage people to frequent local businesses and events		
	1. Establish and update a coordinated event calendar on the web site	Staff	\$ 1,000
	2. Establish an Annual Marketing Plan	Mackenzie Swanson/Shawn McGowan	\$ 8,850
Goal:	Serve as an intermediary between the organizations that connect to downtown and link to other community resources		
	1. Schedule quarterly stakeholder/partner meetings	Staff	\$ 200
Goal:	Establish an environment that promotes residential growth downtown		
	1. Clean-Safe-Attractive Effort	Tony Trujillo/George Boyan	\$ 20,000
	2. Implement opportunities included in the Residential TMA	Mayor Clark/Joe Peruski	\$ 10,000
TOTAL			\$ 117,940

Monroe Downtown Development Authority

Communications Plan

2018-2019

aknowles
12/20/2017

BACKGROUND

One of the most important things an organization can do is to tell its story and the stories of those it serves. By creating a comprehensive communications plan, the DDA can, on an ongoing basis, inform the public, property and business owners of the efforts of the DDA as well as tell the good news stories of the district it serves. The communications plan should include traditional media tools such as press releases and media alert templates, but also social media efforts and a schedule or planned and coordinated posts to various platforms.

OVERALL OBJECTIVES

1. **To inform.** The Downtown Development Authority should become a clearinghouse for information about downtown happenings and be seen as the useful resource to keep stakeholders and constituents in-the-know.
2. **To inspire.** The Downtown Development Authority should strive to raise awareness of the downtown as a place, to elevate its own exposure in the community and to increase engagement in its activities.
3. **To build the brand.** The Downtown Development Authority should capitalize on the City of Monroe's recent rebranding campaign and correlate its activities to be complementary, from using variations of the brand language of "Raisin' Expectations" to expecting outstanding experiences.
4. **To build alliances.** The Downtown Development Authority should use its communications resources as a means to connect and to partner with stakeholders such as the City, Chamber of Commerce, business and property owners, visitors bureau, the general public and the Business Network, especially as a means to leverage funds for marketing.

RESOURCES

Electronic:	Example:
Web Site and Web Calendar	
E-Newsletter	MailChimp has no fee for <2,000 subscribers
Social Media	Facebook, Linked-In, Instagram
Blog	WordPress
Print:	
Printed locator maps/directories	
Promotional materials for events – posters, flyers, postcards	
Press releases	
Media alerts (condensed press releases)	
Print ads	
Other:	
Multimedia	
Video	

Signage	
Personal Engagement	Ribbon-Cutting, Ground-breaking
Case Studies	Before & After

KEY MESSAGING

Mission Statement: The Monroe Downtown Development Authority exists to serve as the lead organization in the **preservation** and **enhancement** of Downtown Monroe. Its mission is to provide **direction** and **resources** to businesses, property owners and residents in the downtown district. It works for the **advancement** of downtown through **promotion** of its businesses and events; the facilitation of **redevelopment** opportunities; and to increase Monroe's unique **sense of place** and **community**. Its goal is be a **dynamic** and **innovative** organization that works with volunteers, other organizations and the City of Monroe for the betterment of downtown.

Location Statement: Home to nearly 300 businesses, historic Downtown Monroe is the 67.2 acre center for civic, cultural and commercial activities for the greater Monroe area. Anchored by institutions like the County of Monroe and City of Monroe office campus and the corporate headquarters of Monroe Bank and Trust, Downtown Monroe is abundant with opportunities for enjoyment of everyday life and recreation. The River Raisin, the River Raisin Centre for the Arts and the nearby River Raisin National Battlefield are amenities the afford businesses and visitors alike a unique and engaging atmosphere. In Downtown Monroe, expect an amazing experience!

MEDIA LIST

A list of media contacts (see Attachment A) has been compiled and will be updated as needed to include those contacts or agencies with capacity to assist in disseminating news and information about the ongoing projects and programs.

STRATEGIES AND ACTIONS, TIMELINE AND COST

ONE-TIME ACTIONS	TARGET DATE OF COMPLETION	COST
Build a stock photo library	June, 2019	\$1,000
Develop a template for an annual report	October, 2018	\$250
Brand program descriptions	Once each, as needed	
Develop template for direct mail newsletter	October, 2018	\$250
ON-GOING ACTIONS	FREQUENCY	

Establish key messages for all projects and programs	As needed	
Update web site	As needed	
Update centralized calendar for internal meetings and internal and external events	Weekly	
Video showcase	Quarterly	\$
Create a specialized marketing plan for promotions or activities	One for each promotion/activity	\$ (apply to activity)
Interact via social media	Daily or other	\$ (some)
Direct mail newsletter	Quarterly	\$550 ea

BEST PRACTICES FOR ON-LINE ENGAGEMENT

When utilizing web-based applications, such as a web site and /or social media, the main recommendations are to be consistent, to be aware of audience preferences and to be a practitioner (i.e. interact with audience).

General best practices for **web sites** are:

- Keep the site current
- Use key words
- Connect with social media and email platforms
- Advertise the URL
- Pursue search engine optimization by establishing internal links and meta descriptions
- Ensure the site is fast-loading
- Write engaging content

General best practices for **social media** platforms are:

- Complete your profile
- Send links to your email subscribers
- Use social share buttons
- Include your social share in your email signature
- Share original, relevant content regularly; tell stories
- Monitor your most popular posts, that is what your audience wishes to see
- Follow others, especially those relevant to your business
- Post appropriately but do not overdo; quality over quantity
- Spend *a little* on Facebook advertisements

SIGN ONS

MailChimp	MonroeDDA	Mondoedda123#
Facebook	Sign in from Paula Stanifer Facebook Account	
LinkedIn	Sign in from Annette Knowles LinkedIn Account	

GENERAL INFORMATION AND TIPS FOR EFFECTIVE COMMUNICATION

- Do not use “I” voice in communications, unless it is a direct quote. Use terms such as the DDA, downtown, “we”, etc.
- Social media interaction should be two-way communication. Manage your posts and page(s) efficiently. Selectively post, use correct spelling and grammar, etc.
- Press releases and media alerts should be cut-and-pasted into the body of an email, not sent as an attachment.
- Press releases for events should be sent out 4-6 weeks in advance; send a media alert as a reminder.

PRESS RELEASE



FOR IMMEDIATE RELEASE
DATE:

CONTACT:
PHONE:

TITLE

Sub-Title

(Monroe, MI) – Summarize in first paragraph, add quotes and additional information in following paragraphs. Add background. Close with contact info.

####

The Monroe DDA exists to serve as the lead organization in the **preservation** and **enhancement** of Downtown Monroe. Its mission is to provide **direction** and **resources** to businesses, property owners and residents in the downtown district. It works for the **advancement** of downtown through **promotion** of its businesses and events; the facilitation of **redevelopment** opportunities; and to increase Monroe's unique **sense of place** and **community**. Its goal is be a **dynamic** and **innovative** organization that works with volunteers, other organizations and the City of Monroe for the betterment of downtown. Find out more at www.DowntownMonroeMI.com.

MEDIA ALERT



FOR IMMEDIATE RELEASE
DATE:

CONTACT:
PHONE:

TITLE

Sub-Title

(Monroe, MI) – Condensed who, what, where, when, contact

####

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Work Plan

Project: Volunteer Management Program

Project Name: Volunteer Management Program

Committee Members:

Staff

Project Goals: Develop a program to attract, manage and reward volunteers; program should address recruitment, communication/placement and recognition efforts

Task	Responsible	# Volunteers	Start Date	End Date	Budget
Research volunteer management best practices	Staff		July, 2018	August, 2018	
Write volunteer management program; outlining steps to recruit, invite, place and recognize volunteer efforts	Staff		August, 2018	September, 2018	
Board approval of program	Staff			September, 2018	
Create volunteer form and welcome letter	Staff		October, 2018	October, 2018	
Create volunteer database	Staff		October, 2018	October, 2018	
Create volunteer online sign up	Staff		October, 2018	October, 2018	\$90
Establish volunteer email address	Staff		October, 2018	October, 2018	
Contact known volunteers to complete volunteer form	Staff		November, 2018	December, 2018	
Host volunteer recruitment fair	Staff		January, 2019	March, 2019	\$200
Develop mechanism for tracking volunteer hours	Staff		March, 2019	May, 2019	

Work Plan

Project: Riverfront Parking Lot Redevelopment

Project Name: Riverfront Parking Lot Redevelopment

Committee Members:

Staff

Project Goals: To establish and implement a market-based strategy for redevelopment of the Riverfront Parking Lot, in accordance with the Downtown Master Plan

Task	Responsible	# Volunteers	Start Date	End Date	Budget
Establish redevelopment goals; align with Downtown Master Plan	Board		September, 2018	October, 2018	
Contract with development advisor who can help guide process and selection	Staff/Board		September, 2018	October, 2018	\$20,000
Write quality-based criteria for selection process	Staff		October, 2018	November, 2018	
Presentation to City Council re; plan	Staff			December, 2018	
Communicate plan to stakeholders and neighbors with rationale	Staff		January, 2019	February, 2019	
Issue request for qualifications	Staff		February, 2019	May, 2019	
Marketing plan for RFQ (incl. Crains)	Staff		February, 2019	May, 2019	\$5,000
Responses Due	Staff			May, 2019	
Evaluate responses	Staff		June, 2019	August, 2019	
Recommendation to Board	Staff			August, 2019	

Work Plan

Project: Streetscape Improvements

Project Name: Streetscape Improvements

Committee Members:

Les Lukacs, Staff, Patrick Lewis, need volunteers with design and/or landscape background

Project Goals: To establish streetscape design standards and to pursue a phased approach to implementation

Task	Responsible	# Volunteers	Start Date	End Date	Budget
Establish streetscape design standards					\$30,000
Contract with civil engineer/urban planner/landscape architect	Board		July, 2018	August, 2018	
Establish design standard goals; align with Downtown Master Plan	Project Team		August, 2018	September, 2018	
Tour/inventory existing streetscape designs and site furnishings			September, 2018	September, 2018	
Develop 2-3 alternatives for future streetscape projects			September, 2018	December, 2018	
Solicit feedback from city departments and stakeholders			January, 2019	February, 2019	
Select one set of standards			February, 2019	February, 2019	
Develop design guideline spec sheets			February, 2019	April, 2019	
Pursue phased implementation					\$10,000
Develop a ranking system for prioritization of future projects			April, 2019	April, 2019	
Survey existing streetscapes for condition and recency of improvements			April, 2019	April, 2019	
Apply ranking system to current survey			May, 2019	May, 2019	
Develop a list of proposed projects			May, 2019	June, 2019	
Develop a rough cost estimate for each project			May, 2019	June, 2019	

Work Plan

Project: Streetscape Improvements

Finalize plan for implementation based on
need and cost

June, 2019

July, 2019

Monroe Downtown Development Authority

Marketing Plan

2018-2019

aknowles
10/24/2017

WHAT IS DOWNTOWN MONROE?

Location Statement: Home to nearly 300 businesses, historic Downtown Monroe is the 67.2 acre **center for civic, cultural and commercial activities** for the **greater Monroe area**. Anchored by institutions like the County of Monroe and City of Monroe office campus and the corporate headquarters of Monroe Bank and Trust, Downtown Monroe is **abundant with opportunities** for enjoyment of **everyday life and recreation**. The River Raisin, the River Raisin Centre for the Arts and the nearby River Raisin National Battlefield are **amenities** that afford businesses and visitors alike a unique and engaging atmosphere. In Downtown Monroe, expect a great experience.

OVERALL OBJECTIVES

1. **To position.** The Downtown Development Authority should promote the downtown as a destination to reside, work, recreate and gather, through a targeted advertising and branding campaign.
2. **To build the brand.** The Downtown Development Authority should capitalize on the City of Monroe's recent rebranding campaign and correlate its activities to be complementary, using variations of the tag line "Raisin' Expectations."
3. **To raise awareness.** The Downtown Development Authority should engage in activities that generate excitement and discovery about the downtown, its businesses and local events.
4. **To leverage.** The Downtown Development Authority should piggyback its marketing strategy with other communication tactics to maximize efficient use of resources

RESOURCES

Electronic:	Example:
Web Site and Web Calendar	
E-Newsletter	MailChimp has no fee for <2,000 subscribers
Social Media	Facebook, Instagram
Blog	WordPress
Print:	
Printed locator maps/directories	
Promotional materials for events – posters, cards	
Press releases	
Media alerts (condensed press releases)	
Print ads	
Downtown magazine	
Other:	
Multimedia	
Video	
Signage	
Personal Engagement	
Programming	Special Events
Banners	

KEY MESSAGING

Mission Statement: The Monroe Downtown Development Authority exists to serve as the lead organization in the **preservation** and **enhancement** of Downtown Monroe. Its mission is to provide **direction** and **resources** to businesses, property owners and residents in the downtown district. It works for the **advancement** of downtown through **promotion** of its businesses and events; the facilitation of **redevelopment** opportunities; and to increase Monroe's unique **sense of place** and **community**. Its goal is be a **dynamic** and **innovative** organization that works with volunteers, other organizations and the City of Monroe for the betterment of downtown.

TARGET AUDIENCES

Visitors – promote the downtown and businesses to the greater Monroe area residents, visitors to area events, visitors to area destinations and cultural institutions

Businesses – promote the downtown to businesses with market potential as identified in the target market analysis (retail, restaurant)

STRATEGIES AND ACTIONS, TIMELINE AND COST

AUDIENCE/TACTIC	TARGET DATE OF COMPLETION	COST	PRIORITY
VISITORS			
Add calendar module to web	August 2018	\$1,000	I
Web site	Ongoing	\$500	I
Rack Card (replaces locator map) - MI welcome center, national/state parks, hotels, county fairground, MCCC	August 2018	\$1,000	II
MPACT	Once/annual	\$350	II
Paid ads - state park guide, RV guide	Once/annual	\$1,000	II
Holiday co-op piece	Dec 2018	\$1,000	II
Radio co-op	Feb 2019	\$1,000	II
Advertise with banners or in programs at event venues like fairgrounds, Munson Park, RRNB, etc.	Ongoing	\$1,000	III
Event marketing support/sponsor	Ongoing	\$1,000	III
Parking map	Once/annual	\$500	III
BUSINESSES			
Develop a recruitment packet	August 2018	\$1,000	I
Vacancy Tour	Oct 2018	\$500	I
EVENTS/FAMILY-ORIENTED			
Leverage existing by others	Ongoing	-	I
Conduct annual event audit	<input checked="" type="checkbox"/>		
River-festival in June 2019	June 2019	-	III

Work Plan

Project: Curb Appeal

Project Name: Curb Appeal

Committee Members:

Tony Trujillo (Lead), George Boyan, Darlene Belair, Jeremy Albergo

Project Goals:

To improve the sense of place of the downtown through mini-projects that will improve visual appeal

Task	Responsible	# Volunteers	Start Date	End Date	Budget
Three-Year Tree Maintenance Program					\$5,000
Investigate what city has planned			June, 2018	July, 2018	
ID trees/section that need work, include tree grates in discussion?			July, 2018	August, 2018	
Develop plan, divide into three phases			September, 2018	November, 2018	
Write spec			November, 2018	December, 2018	
Obtain bids			December, 2018	January, 2019	
Proceed with and monitor work			March, 2019	May, 2019	
Downtown Lighting - Three Year Plan					\$10,000
Investigate current plans (city and/or DTE)			July, 2018	August, 2018	
Clean existing globes			July, 2018	September, 2018	
ID globes/LED for replacement			July, 2018	September, 2018	
Write spec			September, 2018	October, 2018	
Obtain bids			October, 2018	December, 2018	
Proceed with and monitor work			January, 2019	June, 2019	
Annual Seasonal Decorations					\$5,000
(Repeat steps for fall, winter - no spring planting)					
Develop plan			July/Sep, 2018	Aug/Oct, 2018	
Select installation date				July/Sep, 2018	
Request volunteers				Aug/Oct, 2018	

Work Plan

Project: Curb Appeal

Inventory and purchase items
Installation Day
Take photos
Spring Only

Aug/Oct, 2018
Sep/Nov, 2018
Sep/Nov, 2018

Encourage business and property owners
to install/maintain flower planters
Locate a place to store or dispose of
concrete planters
Investigage opportunity to mass
purchase planters based on orders from
business or property owners

March, 2019

November, 2018

November, 2018

Work Plan

Project: Implement Residential TMA

Project Name: Implement Residential TMA

Committee Members:

Mayor Clark (Lead)

Project Goals: To work with property owners to educate about residential development opportunities and resources available to assist

Task	Responsible	# Volunteers	Start Date	End Date	Budget
Consultative Services Program					\$10,000
Write program description			July, 2018	October, 2018	
Solicit proposals for program consultant			October, 2018	December, 2018	
Issue application that includes goals for the property			February, 2019	March, 2019	
Establish contact with property owners to pilot the program			February, 2019	March, 2019	
Select awardees			April, 2019	April, 2019	
Complete service and compile report to include available resources			May, 2019	June, 2019	

Alternate Plan

Strategic acquisition; embrace it when the right opportunity presents itself

Column1	Column2	Column3	Column4	Column5	Column6	Column7	Column8	Column9
01/05/2018 BUDGET REPORT FOR CITY OF MONROE								
Calculations as of 01/31/2018								
		2016-17	2017-18	2017-18	2017-18	2018-19	2019-20	
		ACTIVITY	AMENDED	ACTIVITY	PROJECTED	REQUESTED	REQUESTED	
GL NUMBER	DESCRIPTION		BUDGET	THRU 01/31/18	ACTIVITY	BUDGET	BUDGET	
ESTIMATED REVENUES								
Dept 80.100-GENERAL REVENUE								
751-80.100-665.005	INTEREST ON INVESTMENTS	4,731.34	4,500.00	2,678.20	4,500.00	4,500.00	4,000.00	
Totals for dept 80.100-GENERAL REVENUE		4,731.34	4,500.00	2,678.20	4,500.00	4,500.00	4,000.00	
Dept 80.600-GENERAL REVENUE								
751-80.600-402.000	REAL PROPERTY TAXES	214,728.01	216,893.00	191,085.21	216,893.00	219,062.00	223,000.00	
751-80.600-410.000	PERSONAL PROPERTY TAXES	(30,188.28)	(30,500.00)	(28,618.54)	(30,500.00)	(31,000.00)	(31,500.00)	
751-80.600-441.000	LCSA APPROPRIATION/PPT EXEMPT REIMB		16,212.00					
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT REIMB	16,211.53		19,427.62	19,427.62	19,500.00	19,500.00	
751-80.600-692.090	MISCELLANEOUS REVENUE	5,194.37	5,000.00	1,800.00	1,800.00	2,000.00	2,000.00	
Totals for dept 80.600-GENERAL REVENUE		205,945.63	207,605.00	183,694.29	207,620.62	209,562.00	213,000.00	
TOTAL ESTIMATED REVENUES		210,676.97	212,105.00	186,372.49	212,120.62	214,062.00	217,000.00	
APPROPRIATIONS								
Dept 65.691-DOWNTOWN DEVELOPMENT								
751-65.691-703.000	PART TIME SALARIES & WAGES	17,066.52	24,000.00	8,886.74	20,000.00	22,000.00	22,300.00	1,000 hours + 150 flexible
751-65.691-717.000	SOCIAL SECURITY	1,058.13	1,400.00	550.98	1,200.00	1,320.00	1,340.00	6%
751-65.691-717.005	MEDICARE	247.47	319.00	128.86	280.00	319.00	320.00	
751-65.691-718.010	WORKERS' COMP INSURANCE	30.00	20.00	8.24	20.00	20.90	30.00	
751-65.691-727.000	OFFICE SUPPLIES	400.23	500.00	451.30	500.00	500.00		
751-65.691-728.000	COPIES		100.00			100.00		
751-65.691-730.000	POSTAGE	104.07	500.00	11.00	100.00	500.00		
751-65.691-818.010	AUDIT SERVICES	1,320.00	1,500.00	1,360.00	1,360.00	1,500.00	1,500.00	
751-65.691-818.020	GENERAL CONTRACT SERVICES	29,760.00	89,000.00	16,765.98	35,000.00	10,000.00		FY17 \$10K Arch Services, \$45K Riverwalk; FY18 DMP \$10K
751-65.691-818.080	FACADE IMPROVEMENTS	40,507.00	85,000.00	53,900.00	85,000.00			
751-65.691-860.000	TRAINING & TRAVEL		1,400.00	253.79	1,400.00	1,400.00	1,400.00	
751-65.691-905.000	PUBLISHING/ADVERTISING	2,749.89	4,000.00	2,107.37	4,000.00			
751-65.691-910.000	INSURANCE PREMIUM	467.04	1,500.00	388.50	500.00	1,500.00		
751-65.691-955.000	MISCELLANEOUS EXPENSE	322.88	800.00	198.83	800.00	800.00		

01/05/2018		BUDGET REPORT FOR CITY OF MONROE					
		Calculations as of 01/31/2018					

Memorandum

Date: January 2, 2018
To: DDA Board of Directors
From: Paula Stanifer, DDA
Re: Reimbursement to Lamour Printing

BACKGROUND

A verbal quote was received from Lamour Printing for the Direct Mail piece that was published in November. After printing, the bill was delivered and it was \$760.00 higher than originally quoted. A call to Brian Lamour revealed that his supplier charged more for production than anticipated as it was considered a rush job.

13 ads were sold at \$200 each for a revenue of \$2,600.

The total cost for production and mailing/distribution was \$4,367.37.

DDA underwrote: \$1,767.37

DDA has already paid \$1,000 toward this as approved by the board.

ACTION

Approve additional expenditures.

\$760.00 can be taken from Miscellaneous or Advertising.

Façade Grant Committee Meeting

December 14, 2017

Meeting: 8:00 a.m. – 8:45 a.m.

In Attendance: Mary Gail Beneteau, Janet Berns, Scott Goocher, George Boyan

Office Manager: Paula Stanifer

Absent: Jake Laroy

Review of previous Façade Reinvestment denial from 321 North Monroe Street (Citgo Gas).

Letter from applicant was read. Ms. Stanifer presented correspondence between applicant and DDA office. Application was thoroughly reviewed a second time.

Motion by J. Berns, supported by G. Boyan, to recommend upholding our original decision not to award a Façade Reinvestment Grant.

Project was almost completed before application was submitted thereby excluding the DDA from any input on material, design, etc. A look at the previous applicant's application that was submitted before the building was sold reveals a change to those original plans that were awarded a Façade Reinvestment Grant.

Current Façade Grants

15 West Front Street:

Waiting for final glass installation.

21 West Front Street:

Project has been completed. DDA office waiting on receipts.

15 East Second:

Project has been completed. DDA office waiting on receipts.

6 East Front:

Painting will begin in the Spring 2018.

Memorandum

Date: January 11, 2018
To: DDA Board
From: Paula Stanifer
Re: Façade Grant Payment - 21 West Front Street

Façade Grant Payment Approval

The applicant, GTAK Properties, has completed the work at 21 West Front Street. At this time they are asking for reimbursement as approved by the DDA Board on September 16, 2015.

They have provided copies of receipts/checks showing the payment for the work completed. The façade improvement totaled \$41,392. The applicant was approved for reimbursement of \$10,000.

Board approval is requested for the payment of \$10,000 to GTAK Properties for reimbursement for façade improvements.

Wickenheiser Home Supply

2375 W. Labo Rd. Carleton MI 48117

Invoice #: 57332

Date: 11/29/2017

To: GTAK Properties
10306 Stewart Rd
Monroe, MI 48162

Project Address: 21 W. Front St.
Monroe, MI 48161

Description Of Work:

Brick Cleaning and Repair:

Cleaned and tucked brick

Brick Cleaning and Repair Subtotal: \$1,745

Window Trim Repair and Painting:

Repaired and replaced deteriorated window trim and sills on upper story windows
Prepared, primed and painted wood trim on upper story windows

Window Trim Repair and Painting Subtotal: \$1,662

New Window Installation:

Provided and installed twelve Jeld-Wen replacement windows
Provided and Installed extension jambs and casing dd

New Window Installation Subtotal: \$10,113

Storefront Removal / Replacement:

Removed existing storefront and disposed of debris

Remove existing cement entry step and support structure
Constructed new storefront framing per stamped drawings
Provided and install double doors and hardware per stamped drawings
Provided and installed glazing per stamped drawings
Provided and installed exterior trim per stamped drawings
Prepared, primed and painted new doors and storefront.
Estimate Excludes Repair To Terrazzo Flooring

Storefront Removal / Replacement Subtotal: \$27,872

Project Total: \$41,392

Terms: Net Due 30 Days

Pa In Full 12-6-2017

German Wickenheiser



