

# MONROE

DOWNTOWN  
DEVELOPMENT AUTHORITY

**AGENDA**  
**REGULAR MEETING**

**Wednesday, September 19, 2018, 8:00 A.M.**  
**CITY HALL, 3RD FLOOR CONFERENCE ROOM, 120 E. FIRST ST.**

1. **Roll Call**
2. **Vision Statement** (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, August 15, 2018 Annual Meeting
  - C. Financial Reports
    - i. August DDA Revenue and Expenditure Report FY 2018-2019
    - ii. DDA Revenue and Expenditure Report, FY2017-2018 Final
    - iii. August DDA Itemized Expenditure Report FY 2018-2019
  - D. Publication of Annual Report
6. **New Business**
  - A. Graphic Design Services (5 minutes)
  - B. Communication from City Manager re: Consideration of New Incentive Program – Fire Suppression System Reimbursement (10 minutes)
  - C. Fiscal Year 2019-2010 Work Planning – Part I (30 minutes) – Review of Current Plan and Obligations, Review of Projects in Downtown Master Plan
7. **Other Business**
  - A. Work Plan Updates (20 minutes)
8. **Communications**
9. **Board Member and Administrative Comments**
10. **Adjournment** **Action Requested**

# *Vision Statement*

In 2027, Downtown Monroe will be a state- and nationally-recognized vibrant and walkable downtown. The storefronts and upper floors are occupied and attract residents to shop and dine locally. It is the preferred downtown in the region for young and successful professionals and retired baby boomers to reside.

The Downtown Monroe retailers and restaurants combine into a lively shopping and entertainment district with an active nightlife. They leverage technology to augment their storefront sales online and to promote their businesses to the community and others in the region.

All historic downtown buildings have made improvements from facade renovations, new signage, and outdoor seating. Empty lots and underused properties are revitalized with productive real estate contributing to the tax base, creating jobs and places to live.

The downtown is connected by an attractive, functional streetscape that is welcoming to pedestrians and non-motorized modes of transportation. The downtown has created greater connection to major employers, education institute and other attractions in the area such as the River Raisin, National and State Parks, and the Center for the Arts.

# Minutes

**Monroe Downtown Development Authority  
Regular Meeting  
Wednesday, August 15, 2018  
Third Floor Conference Room  
Monroe City Hall**

Anthony Trujillo served as Chairperson and called the meeting to order at 8:05 a.m.

## **1. Roll Call**

Present: Mayor Robert Clark, Scott Goocher, Anthony Trujillo, Chip Williams, Les Lukacs  
Absent: Scott Kegerreis, Mackenzie Swanson  
Excused: George Boyan, Joe Peruski  
Guests: Vincent Pastue  
Staff: Annette Knowles, Michelle LaVoy Clerk-Treasurer

## **2. Vision Statement - Read by Mayor Clark**

## **3. Additions/Deletions to the Meeting Agenda - None**

## **4. Public Comments**

City Manager Vincent Pastue discussed a proposed incentive for fire suppression and let the Board know he will be sending correspondence soon.

## **5. Consent Agenda**

- A. Approval of Agenda
- B. Approval of Minutes of Wednesday, July 18, 2018 Regular Meeting
- C. Financial Reports:
  - ❖ July, DDA Revenue and Expenditure Report FY2017-2018
  - ❖ July, DDA Itemized Expenditure Report FY 2017-2018

Motion by Mayor Clark, seconded by Williams to accept the Consent Agenda as presented. ***Motion carried unanimously.***

## **6. New Business - None**

## **7. Other Business**

### **A. Façade Reinvestment Program FY 2018-2019**

Motion by Lukacs, seconded by Williams to approve acceptance of applications for the Façade Grant Program under the current program requirements for FY 2018-2019 funds, and approve budget increase from \$10,000 to \$11,300. ***Motion carried.***

### **B. Work Plan Updates:**

Knowles provided work plan updates as follows:

The communications and marketing plans are being implemented. She advised that a rack card is in production, and distributed samples of the Downtown Master Plan information pieces. She is working on updating the web site with current vacancies, which is requiring an inventory and data collection. The first quarterly meeting with stakeholders happens on August 16 with business and property owners as guests. Research for tree and lighting maintenance care are in the works.

**8. Communications** - No communications.

### **9. Board Member Comments/Administrative Guest Comments**

Williams thanked the City and City Workers for the sprucing up of the riverfront parking lot. He also updated the Board about the DMBN events. New events include a Michigan Craft Beer night.

Mayor Clark stated he is looking forward to discussion as well as moving ahead with the Façade Reinvestment Program. He also noted a couple of buildings that have been tagged with graffiti and has advised the police department. He asked that if any of the Board see any to report it right away to the police.

Les Lukacs spoke about the properties that look bad, getting them the help they will need. He also welcomed Williams to the Board.

Anthony Trujillo thanked everyone for working on the projects as well as the City staff that has worked hard. He also welcomed Williams, and likes the connection he brings to the DMBN. The new Agua Dulce location is almost ready, hopefully in September.

## **10. Adjournment**

Motion to adjourn by Williams, seconded by Lukacs at 8:38 a.m. ***Motion carried unanimously.***



TRANSACTIONS FROM 08/01/2018 TO 08/31/2018

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 751 DOWNTOWN DEVELOPMENT AUTHORITY							
08/01/2018			<b>751-00.000-005.000 COOP LIQUID ASSET SEC SYS</b>		BEG. BALANCE		479,859.34
08/02/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20494	5,400.00		485,259.34
08/23/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20573		4,900.00	480,359.34
08/31/2018	GJ	JE	MICHIGAN CLASS INTEREST - AUG 2018	20682	893.28		481,252.62
08/31/2018			751-00.000-005.000	END BALANCE	6,293.28	4,900.00	481,252.62
08/01/2018			<b>751-00.000-007.000 AUTOMATED PUBLIC FUNDS</b>		BEG. BALANCE		5,486.95
08/01/2018	GJ		MONTHLY P&L INSURANCE PREMIUM	20457		83.75	5,403.20
08/02/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20494		5,400.00	3.20
08/09/2018	PR	CHK	SUMMARY PR 08/09/2018			732.67	(729.47)
08/10/2018	GJ	JE	5/3 SERVICE FEES - JULY 2018	20526		8.17	(737.64)
08/21/2018	CD	CHK	SUMMARY CD 08/21/2018			2,554.67	(3,292.31)
08/21/2018	CD	CHK	SUMMARY CD 08/21/2018			798.61	(4,090.92)
08/23/2018	PR	CHK	SUMMARY PR 08/23/2018			732.67	(4,823.59)
08/23/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20573	4,900.00		76.41
08/31/2018			751-00.000-007.000	END BALANCE	4,900.00	10,310.54	76.41
08/01/2018			<b>751-00.000-202.000 ACCOUNTS PAYABLE</b>		BEG. BALANCE		(386.88)
08/20/2018	AP	INV	RUSSELL DESIGN INC	2400		2,046.48	(2,433.36)
08/20/2018	AP	INV	PROJECT M25-183 RIVERWALK				
08/20/2018	AP	INV	MONROE NEWS	07182319		508.19	(2,941.55)
08/20/2018	AP	INV	DOWNTOWN MASTER PLAN-COMMUNICATIONS I				
08/20/2018	AP	INV	FIFTH THIRD BANK	07/26/2018		275.00	(3,216.55)
08/20/2018	AP	INV	WEB HOSTING				
08/20/2018	AP	INV	FIFTH THIRD BANK	07/18/2018		26.49	(3,243.04)
08/20/2018	AP	INV	ADOBE				
08/20/2018	AP	INV	FIFTH THIRD BANK	07/12/2018		15.00	(3,258.04)
08/20/2018	AP	INV	PARKING FEE				
08/20/2018	AP	INV	FIFTH THIRD BANK	07/01/2018		10.00	(3,268.04)
08/20/2018	AP	INV	EMAIL ACCOUNT				
08/20/2018	AP	INV	FIFTH THIRD BANK	06/30/2018		85.24	(3,353.28)
08/20/2018	AP	INV	MARKING CHALK				
08/21/2018	CD	CHK	SUMMARY CD 08/21/2018		2,554.67		(798.61)
08/21/2018	CD	CHK	SUMMARY CD 08/21/2018		798.61		0.00
08/31/2018			751-00.000-202.000	END BALANCE	3,353.28	2,966.40	0.00
08/01/2018			<b>751-65.691-703.000 PART TIME SALARIES &amp; WAGES</b>		BEG. BALANCE		1,020.00
08/09/2018	PR	CHK	SUMMARY PR 08/09/2018		680.00		1,700.00
08/23/2018	PR	CHK	SUMMARY PR 08/23/2018		680.00		2,380.00
08/31/2018			751-65.691-703.000	END BALANCE	1,360.00	0.00	2,380.00
08/01/2018			<b>751-65.691-717.000 SOCIAL SECURITY</b>		BEG. BALANCE		63.24
08/09/2018	PR	CHK	SUMMARY PR 08/09/2018		42.16		105.40
08/23/2018	PR	CHK	SUMMARY PR 08/23/2018		42.16		147.56
08/31/2018			751-65.691-717.000	END BALANCE	84.32	0.00	147.56
08/01/2018			<b>751-65.691-717.005 MEDICARE</b>		BEG. BALANCE		14.79
08/09/2018	PR	CHK	SUMMARY PR 08/09/2018		9.86		24.65
08/23/2018	PR	CHK	SUMMARY PR 08/23/2018		9.86		34.51
08/31/2018			751-65.691-717.005	END BALANCE	19.72	0.00	34.51
08/01/2018			<b>751-65.691-718.010 WORKERS' COMP INSURANCE</b>		BEG. BALANCE		1.30
08/09/2018	PR	CHK	SUMMARY PR 08/09/2018		0.65		1.95
08/23/2018	PR	CHK	SUMMARY PR 08/23/2018		0.65		2.60
08/31/2018			751-65.691-718.010	END BALANCE	1.30	0.00	2.60
08/01/2018			<b>751-65.691-727.000 OFFICE SUPPLIES</b>		BEG. BALANCE		0.00
08/20/2018	AP	INV	FIFTH THIRD BANK	07/18/2018	26.49		26.49
08/20/2018	AP	INV	ADOBE				
08/20/2018	AP	INV	FIFTH THIRD BANK	07/01/2018	10.00		36.49
08/20/2018	AP	INV	EMAIL ACCOUNT				
08/31/2018			751-65.691-727.000	END BALANCE	36.49	0.00	36.49

TRANSACTIONS FROM 08/01/2018 TO 08/31/2018

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
08/01/2018			<b>751-65.691-818.020-19R0100000 GENERAL CONTRACT</b>		BEG. BALANCE		0.00
08/20/2018	AP	INV	RUSSELL DESIGN INC PROJECT M25-183 RIVERWALK	2400	2,046.48		2,046.48
08/31/2018			751-65.691-818.020-19R0100000	END BALANCE	2,046.48	0.00	2,046.48
08/01/2018			<b>751-65.691-860.000 TRAINING &amp; TRAVEL</b>		BEG. BALANCE		0.00
08/20/2018	AP	INV	FIFTH THIRD BANK PARKING FEE	07/12/2018	15.00		15.00
08/31/2018			751-65.691-860.000	END BALANCE	15.00	0.00	15.00
08/01/2018			<b>751-65.691-880.000 COMMUNITY PROMOTION</b>		BEG. BALANCE		537.50
08/20/2018	AP	INV	MONROE NEWS DOWNTOWN MASTER PLAN-COMMUNICATIONS I	07182319	508.19		1,045.69
08/20/2018	AP	INV	FIFTH THIRD BANK WEB HOSTING	07/26/2018	275.00		1,320.69
08/20/2018	AP	INV	FIFTH THIRD BANK MARKING CHALK	06/30/2018	85.24		1,405.93
08/31/2018			751-65.691-880.000	END BALANCE	868.43	0.00	1,405.93
08/01/2018			<b>751-65.691-910.000 INSURANCE PREMIUM</b>		BEG. BALANCE		83.75
08/01/2018	GJ		MONTHLY P&L INSURANCE PREMIUM	20457	83.75		167.50
08/31/2018			751-65.691-910.000	END BALANCE	83.75	0.00	167.50
08/01/2018			<b>751-80.100-665.005 INTEREST ON INVESTMENTS</b>		BEG. BALANCE		(889.28)
08/10/2018	GJ	JE	5/3 SERVICE FEES - JULY 2018	20526	8.17		(881.11)
08/31/2018	GJ	JE	MICHIGAN CLASS INTEREST - AUG 2018	20682		893.28	(1,774.39)
08/31/2018			751-80.100-665.005	END BALANCE	8.17	893.28	(1,774.39)
TOTAL FOR FUND 751 DOWNTOWN DEVELOPMENT AUTHORITY					19,070.22	19,070.22	485,790.71

PERIOD ENDING 08/31/2018

		YTD BALANCE	ACTIVITY FOR	AVAILABLE
		2018-19	08/31/2018	08/31/2018
GL NUMBER	DESCRIPTION	AMENDED BUDGET MAL	(ABNORMAL) ASE	(DECREASE) MAL
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY				
Revenues				
Dept 80.100 - GENERAL REVENUE				
751-80.100-665.005	INTEREST ON INVESTMENTS	7,500.00	1,774.39	885.11
				5,725.61
Total Dept 80.100 - GENERAL REVENUE		7,500.00	1,774.39	885.11
				5,725.61
Dept 80.600 - GENERAL REVENUE				
751-80.600-402.000	REAL PROPERTY TAXES	235,490.00	0.00	0.00
751-80.600-410.000	PERSONAL PROPERTY TAXES	(34,662.00)	0.00	0.00
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT RI	19,500.00	0.00	0.00
751-80.600-692.090	MISCELLANEOUS REVENUE	3,000.00	0.00	0.00
				3,000.00
Total Dept 80.600 - GENERAL REVENUE		223,328.00	0.00	0.00
				223,328.00
TOTAL REVENUES		230,828.00	1,774.39	885.11
				229,053.61
Expenditures				
Dept 65.691 - DOWNTOWN DEVELOPMENT				
751-65.691-703.000	PART TIME SALARIES & WAGES	22,000.00	2,380.00	1,360.00
751-65.691-717.000	SOCIAL SECURITY	1,320.00	147.56	84.32
751-65.691-717.005	MEDICARE	320.00	34.51	19.72
751-65.691-718.010	WORKERS' COMP INSURANCE	21.00	2.60	1.30
751-65.691-727.000	OFFICE SUPPLIES	500.00	36.49	36.49
751-65.691-728.000	COPIES	100.00	0.00	0.00
751-65.691-730.000	POSTAGE	500.00	0.00	0.00
751-65.691-750.075	SEASONAL DECORATIONS-DDA	5,000.00	0.00	0.00
751-65.691-818.010	AUDIT SERVICES	1,500.00	0.00	0.00
751-65.691-818.020	GENERAL CONTRACT SERVICES	115,000.00	0.00	0.00
751-65.691-818.020-19R0100000	GENERAL CONTRACT SERVICES	45,000.00	2,046.48	2,046.48
751-65.691-818.080	FACADE IMPROVEMENTS	10,000.00	0.00	0.00
751-65.691-860.000	TRAINING & TRAVEL	1,400.00	15.00	15.00
751-65.691-880.000	COMMUNITY PROMOTION	15,450.00	1,405.93	868.43
751-65.691-905.000	PUBLISHING/ADVERTISING	300.00	0.00	0.00
751-65.691-910.000	INSURANCE PREMIUM	500.00	167.50	83.75
751-65.691-934.751	REPAIR AND MAINTENANCE-DDA	15,000.00	0.00	0.00
751-65.691-955.000	MISCELLANEOUS EXPENSE	800.00	0.00	0.00
751-65.691-958.000	MEMBERSHIPS & DUES	600.00	0.00	0.00
751-65.691-999.101	TRANSFER OUT-GENERAL	20,000.00	0.00	0.00
751-65.691-999.301	TRANSFER OUT-DEBT SERVICE	113,994.00	0.00	0.00
				113,994.00
Total Dept 65.691 - DOWNTOWN DEVELOPMENT		369,305.00	6,236.07	4,515.49
				363,068.93
TOTAL EXPENDITURES		369,305.00	6,236.07	4,515.49
				363,068.93
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY:				
TOTAL REVENUES		230,828.00	1,774.39	885.11
TOTAL EXPENDITURES		369,305.00	6,236.07	4,515.49
NET OF REVENUES & EXPENDITURES		(138,477.00)	(4,461.68)	(3,630.38)
BEG. FUND BALANCE		521,660.71	521,660.71	
NET OF REVENUES/EXPENDITURES - 2017-18			(35,870.00)	
END FUND BALANCE		383,183.71	481,329.03	
				(35,870.00)

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REVENUE AND EXPENDITURE REPORT FOR CITY OF MONROE

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PERIOD ENDING 06/30/2018

		2017-18	YTD BALANCE	ACTIVITY FOR	AVAILABLE
GL NUMBER	DESCRIPTION	AMENDED BUDGET MAL	06/30/2018 (ABNORMAL) ASE	06/30/2018 (DECREASE) MAL	BALANCE (ABNORMAL)
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY					
Revenues					
Dept 80.100 - GENERAL REVENUE					
751-80.100-665.005	INTEREST ON INVESTMENTS	7,000.00	8,146.47	815.98	(1,146.47)
Total Dept 80.100 - GENERAL REVENUE		7,000.00	8,146.47	815.98	(1,146.47)
Dept 80.600 - GENERAL REVENUE					
751-80.600-402.000	REAL PROPERTY TAXES	230,873.00	230,855.08	0.00	17.92
751-80.600-410.000	PERSONAL PROPERTY TAXES	(34,662.00)	(34,679.49)	0.00	17.49
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT RJ	19,428.00	19,427.62	0.00	0.38
751-80.600-692.090	MISCELLANEOUS REVENUE	3,200.00	3,332.74	132.74	(132.74)
Total Dept 80.600 - GENERAL REVENUE		218,839.00	218,935.95	132.74	(96.95)
Dept 82.600 - ECONOMIC DEVELOPMENT					
751-82.600-675.000	CONTRIB FROM PRIVATE SOURCE	20,000.00	20,000.00	0.00	0.00
Total Dept 82.600 - ECONOMIC DEVELOPMENT		20,000.00	20,000.00	0.00	0.00
TOTAL REVENUES		245,839.00	247,082.42	948.72	(1,243.42)
Expenditures					
Dept 65.691 - DOWNTOWN DEVELOPMENT					
751-65.691-703.000	PART TIME SALARIES & WAGES	20,000.00	18,126.24	1,700.00	1,873.76
751-65.691-717.000	SOCIAL SECURITY	1,200.00	1,123.83	105.40	76.17
751-65.691-717.005	MEDICARE	280.00	262.83	24.65	17.17
751-65.691-718.010	WORKERS' COMP INSURANCE	20.00	16.49	1.26	3.51
751-65.691-727.000	OFFICE SUPPLIES	1,200.00	1,151.98	512.85	48.02
751-65.691-730.000	POSTAGE	100.00	11.47	0.00	88.53
751-65.691-818.010	AUDIT SERVICES	1,360.00	1,360.00	0.00	0.00
751-65.691-818.020	GENERAL CONTRACT SERVICES	600.00	900.00	300.00	(300.00)
751-65.691-818.020-18R0300000	GENERAL CONTRACT SERVICES	45,000.00	45,000.00	10,000.00	0.00
751-65.691-818.080	FACADE IMPROVEMENTS	85,200.00	83,900.00	0.00	1,300.00
751-65.691-860.000	TRAINING & TRAVEL	1,400.00	1,412.35	340.51	(12.35)
751-65.691-905.000	PUBLISHING/ADVERTISING	4,850.00	4,481.71	509.00	368.29
751-65.691-910.000	INSURANCE PREMIUM	700.00	666.00	55.50	34.00
751-65.691-955.000	MISCELLANEOUS EXPENSE	800.00	223.28	6.18	576.72
751-65.691-955.035	DESIGN COMMITTEE	5,750.00	5,730.74	2,400.00	19.26
751-65.691-955.040	PROMOTION COMMITTEE	2,700.00	2,671.43	0.00	28.57
751-65.691-958.000	MEMBERSHIPS & DUES	600.00	320.00	0.00	280.00
751-65.691-999.101	TRANSFER OUT-GENERAL	10,000.00	10,000.00	10,000.00	0.00
751-65.691-999.301	TRANSFER OUT-DEBT SERVICE	105,494.00	105,493.75	0.00	0.25
Total Dept 65.691 - DOWNTOWN DEVELOPMENT		287,254.00	282,852.10	25,955.35	4,401.90
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		287,254.00	282,952.42	25,955.35	4,301.58
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY:					
TOTAL REVENUES		245,839.00	247,082.42	948.72	(1,243.42)
TOTAL EXPENDITURES		287,254.00	282,952.42	25,955.35	4,301.58
NET OF REVENUES & EXPENDITURES		(41,415.00)	(35,870.00)	(25,006.63)	(5,545.00)
BEG. FUND BALANCE		521,660.71	521,660.71		
END FUND BALANCE		480,245.71	485,790.71		

Monroe Downtown Development Authority  
2018-2019 Fiscal Year Expenditure Report

<b>Part Time Salaries</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$22,000.00			
7/12/2018		\$340.00		
7/26/2018		\$680.00		
8/9/2018		\$680.00		
8/23/2018		\$680.00		
				\$19,620.00
<b>Social Security</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$1,320.00			
7/12/2018		\$21.08		
7/26/2018		\$42.16		
8/9/2018		\$42.16		
8/23/2018		\$42.16		
				\$1,172.44
<b>Medicare</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$320.00			
7/12/2018		\$4.93		
7/26/2018		\$9.86		
8/9/2018		\$9.86		
8/23/2018		\$9.86		
				\$285.49
<b>Workers Comp Insurance</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$21.00			
7/12/2018		\$0.65		
7/26/2018		\$0.65		
8/9/2018		\$0.65		
8/23/2018		\$0.65		

Monroe Downtown Development Authority  
2018-2019 Fiscal Year Expenditure Report

				<b>\$18.40</b>
<b>Office Supplies - 727.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$500.00			
Adobe		\$26.49		
Email subscription		\$10.00		
				<b>\$463.51</b>
<b>Copies</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$100.00			
				<b>\$100.00</b>
<b>Postage</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$500.00			
				<b>\$500.00</b>
<b>Seasonal Decorations - 750.075</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$5,000.00			
				<b>\$5,000.00</b>
<b>Audit Services</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$1,500.00			
				<b>\$1,500.00</b>

Monroe Downtown Development Authority  
2018-2019 Fiscal Year Expenditure Report

<b>General Contract Services - 818.020</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$160,000.00			
Russell Design - Riverwalk		\$2,046.48		
				\$157,953.52
<b>Façade Improvements - 818.080</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$10,000.00			
				\$10,000.00
<b>Training &amp; Travel - 860.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$1,400.00			
Parking Fee		\$15.00		
				\$1,385.00
<b>Community &amp; Promotion 880.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$15,450.00			
RR Nat'l Guidebook		\$300.00		
MPACT		\$162.50		
Monroe News design for brochure		\$75.00		
Monroe News - Master Plan cards		\$508.19		
Web Hosting		\$275.00		
Marking Chalk		\$85.24		
				\$14,044.07
<b>Publishing/Advertising 905.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$300.00			

Monroe Downtown Development Authority  
2018-2019 Fiscal Year Expenditure Report

				<b>\$300.00</b>
<b>Insurance Premium</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$500.00			
Monthly P&L		\$83.75		
Monthly P&L		\$83.75		
				<b>\$332.50</b>
<b>Repair &amp; Maintenance 934.751</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$15,000.00			
				<b>\$15,000.00</b>
<b>Miscellaneous Expense - 955.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$800.00			
				<b>\$800.00</b>
<b>Dues &amp; Subscriptions - 958.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$600.00			
Michigan Downtown Dues		\$200.00		
				<b>\$400.00</b>
<b>Transfer Out Debt Service</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>



Monroe Downtown Development Authority  
2018-2019 Fiscal Year Expenditure Report

	\$113,994.00			
				\$113,994.00
<b>Transfer Out General</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$20,000.00			
				\$20,000.00
<b>Total</b>	<b>\$369,305.00</b>	<b>\$6,436.07</b>		

Monroe Downtown Development Authority  
2017-2018 Fiscal Year Expenditure Report

<b>Part Time Salaries</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$20,000.00			
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		
1/11/2018		\$680.00		
1/25/2018		\$680.00		
2/8/2018		\$705.50		
2/22/2018		\$714.00		
3/8/2018		\$680.00		
3/22/2018		\$680.00		
4/5/2018		\$680.00		
4/19/2018		\$680.00		
5/3/2018		\$680.00		
5/17/2018		\$680.00		
5/31/2018		\$680.00		
6/14/2018		\$680.00		
6/28/2018		\$680.00		
6/30/2018		\$340.00		
				<b>\$1,873.76</b>
<b>Social Security</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$1,200.00			
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		
1/11/2018		\$42.16		

Monroe Downtown Development Authority  
2017-2018 Fiscal Year Expenditure Report

1/25/2018		\$42.16		
2/8/2018		\$43.74		
2/22/2018		\$44.27		
3/8/2018		\$42.16		
3/22/2018		\$42.16		
4/5/2018		\$42.16		
4/19/2018		\$42.16		
5/3/2018		\$42.16		
5/17/2018		\$42.16		
5/31/2018		\$42.16		
6/14/2018		\$42.16		
6/28/2018		\$42.16		
6/30/2018		\$21.08		
				<b>\$76.17</b>
<b>Medicare</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$280.00			
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		
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		
1/11/2018		\$9.86		
1/25/2018		\$9.86		
2/8/2018		\$10.23		
2/22/2018		\$10.35		
3/8/2018		\$9.86		
3/22/2018		\$9.86		
4/5/2018		\$9.86		
4/19/2018		\$9.86		
5/3/2018		\$9.86		
5/17/2018		\$9.86		
5/31/2018		\$9.86		
6/14/2018		\$9.86		
6/28/2018		\$9.86		
6/30/2018		\$4.93		
				<b>\$17.17</b>

Monroe Downtown Development Authority  
2017-2018 Fiscal Year Expenditure Report

<b>Workers Comp Insurance</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$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		
1/11/2018		\$0.63		
1/25/2018		\$0.63		
2/8/2018		\$0.66		
2/22/2018		\$0.66		
3/8/2018		\$0.63		
3/22/2018		\$0.63		
4/5/2018		\$0.63		
4/19/2018		\$0.63		
5/3/2018		\$0.63		
5/17/2018		\$0.63		
5/31/2018		\$0.63		
6/14/2018		\$0.63		
6/28/2018		\$0.63		
				<b>\$3.51</b>
<b>Office Supplies - 727.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$1,200.00			
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		
Adobe subscription		\$26.49		
Email Subscription		\$10.00		
Adobe subscription		\$26.49		
Email Subscription		\$10.00		

Monroe Downtown Development Authority  
2017-2018 Fiscal Year Expenditure Report

Adobe subscription		\$26.49		
Email Subscription		\$14.50		
Adobe subscription		\$26.49		
Email Subscription		\$10.88		
Adobe subscription		\$26.49		
Email Subscription		\$10.00		
Adobe subscription		\$26.49		
Email Subscription		\$10.00		
Email Subscription		\$52.99		
Adobe subscription		\$26.49		
Email Subscription		\$10.00		
Staples - printer ink		\$386.88		
				<b>\$48.02</b>
<b>Copies</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$0.00			
				<b>\$0.00</b>
<b>Postage</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$100.00			
August		\$0.46		
Postage for return of banner		\$10.54		
January		\$0.47		
				<b>\$88.53</b>
<b>Audit Services</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$1,360.00			
Plante & Moran PLLC		\$1,360.00		
				<b>\$0.00</b>
<b>General Contract Services - 818.020</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$45,600.00			
Master Plan Consultant		\$1,055.12		
Master Plan Consultant		\$15,710.86		
New Moon Visions (Logos)		\$600.00		
Master Plan Consultant		\$8,563.64		
Master Plan Consultant		\$6,390.38		
Master Plan Consultant		\$3,280.00		
Monroe News Classified Ad		\$300.00		
Master Plan		\$10,000.00		

Monroe Downtown Development Authority  
2017-2018 Fiscal Year Expenditure Report

				<b>-\$300.00</b>
<b>Façade Improvements - 818.080</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$85,200.00			
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		
2/5/2018 GTAK Prop (21 W Front)		\$10,000.00		
4/2/2018 GTAK Prop (15 W Front)		\$10,000.00		
4/16/2018 17 E Second LLC (15 E 2nd.)		\$10,000.00		
				<b>\$1,300.00</b>
<b>Training &amp; Travel - 860.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$1,400.00			
Emerg Trends Workshop		\$50.00		
MI Downtowns Conference		\$100.00		
Mileage Temperance and Dundee		\$103.79		
Mileage January		\$27.80		
Swanson Planners Gathering Mtg		\$20.00		
Spring 2018 MI Member Registration		\$475.00		
A. Knowles training website		\$100.00		
MI Downtown Assoc Workshop Lodging		\$80.25		
FKEY 132743		\$30.00		
Workshop Registration Downtown Develop		\$85.00		
Conf Fees Swanson & Trujillo		\$170.00		
Conf Parking		\$15.00		
Conf Parking		\$15.00		
P. Stanifer mileage brochures		\$45.51		
MI Idea Exchange Program		\$95.00		
				<b>-\$12.35</b>
<b>Publishing/Advertising 905.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$4,850.00			
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		
Lamour Printing		\$760.00		
Monroe News (Annual Report)		\$75.34		
Sterling State Park Ad		\$310.00		
Website Refresh		\$720.00		

Monroe Downtown Development Authority  
2017-2018 Fiscal Year Expenditure Report

RV advertising		\$509.00		
				<b>\$368.29</b>
<b>Insurance Premium</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$700.00			
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		
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		
Monthly P&L		\$55.50		
				<b>\$34.00</b>
<b>Miscellaneous Expense - 955.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$800.00			
Ink, card stock		\$198.83		
A. Knowles; refreshments DDA Meeting		\$18.27		
Petty cash reimbursement		\$6.18		
				<b>\$576.72</b>
<b>Development Committee - 955.030</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$0.00			
				<b>\$0.00</b>
<b>Design Committee - 955.035</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$5,750.00			
Aqua Dulce - Fall Decoration reimb.		\$474.47		
Four Star Greenhouse - fall decorations		\$333.74		
Four Star Greenhouse - fall decorations		\$43.53		
Bronners - 4 soldiers		\$2,479.00		
Ruhlig Farms - spring flower planting		\$2,400.00		
				<b>\$19.26</b>
<b>Promotion Committee - 955.040</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$2,700.00			

Monroe Downtown Development Authority  
2017-2018 Fiscal Year Expenditure Report

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		
				<b>\$28.57</b>
<b>Dues &amp; Subscriptions - 958.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$600.00			
Membership fee for ICSC Knowles		\$100.00		
DDA Memberships/Subscriptions		\$220.00		
				<b>\$280.00</b>
<b>Transfer Out Debt Service</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$105,494.00			
Bond Payment		\$27,746.88		
Bond Payment		\$77,746.87		
				<b>\$0.25</b>
<b>Transfer Out General</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$10,000.00			
Economic Development Funding		\$10,000.00		
				<b>\$0.00</b>
<b>Total</b>	<b>\$287,254.00</b>	<b>\$282,852.10</b>		



## **Memo**

Date: Wednesday, September 12, 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, 2017 through June 30, 2018 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 be supplied to the City Council and the State Tax Commission upon board approval.

### **ACTION**

Approve publication of the annual report for FY2017-2018 and distribution to the City Council of Monroe and the Michigan State Tax Commission.

*JULY 1, 2017-JUNE 30, 2018*

## Property Taxes

Jul-17	\$	161,928
Dec-17	\$	34,248

<i>BOND RESERVE</i>	\$	-
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Administration	\$	34,670
Design Projects	\$	5,731
Façade Improvements	\$	83,900
General Contract Services	\$	45,900
Marketing	\$	7,153
Refund - Settlement	\$	100
Debt Service - Principal	\$	50,000
Debt Service - Interest	\$	55,498
<i>Total</i>	\$	282,952

Principal	\$	1,700,000
Interest	\$	486,335
<i>Total</i>	\$	2,186,335

INITIAL ASSESSED VALUE	\$	15,836,210
CURRENT TAXABLE VALUE - 2017	\$	22,877,990
CAPTURED VALUE	\$	7,041,780

<i>TAX INCREMENT REVENUES RECEIVED</i>		<i>MILLAGE RATE</i>
From County	\$ 39,696	0.0015780
From Municipality	\$ 122,797	0.0172703
From Public Transportation	\$ 5,035	0.0007084
From Community College	\$ 21,537	0.0030294
From Library	\$ 7,111	0.0010000
<i>Total</i>	\$ 196,176	

NUMBER OF JOBS CREATED UNK

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

## **Memo**

Date: Wednesday, September 12, 2018

To: DDA Board of Directors

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

Re: GRAPHIC DESIGN SERVICES

### **BACKGROUND**

Last winter, the DDA Board solicited proposals from consulting firms to complete project-based Graphic Design Services. Two proposals were received. After some discussion, the board decided to retain 20Creative for the work, for a six-month trial ending August 31, 2018.

The trial period has now come to a close; coincidentally, I was informed that 20Creative will no longer provide graphic design services. I can add comment that we were satisfied with the quality of work completed by 20Creative and this news comes as a disappointment.

Now, the board has two options; it can retain the equally-qualified New Moon Visions, which submitted the second proposal but was not selected, OR it can reissue its Request for Qualifications and go through the selection process again. I have attached the proposal received from New Moon Visions and the Request for Qualifications from the initial process.

Upcoming projects for which graphic design services will be required include: develop a template for the annual report, develop a template for a direct-mail newsletter, design a holiday co-op piece and design a business recruitment packet. If the latter course of action is selected, please remain mindful that these projects will be delayed. And, please note that a subcommittee will be necessary to consider the responses and provide a recommendation.

### **ACTION**

Accept the proposal from New Moon Visions, as service provider for Graphic Design for the period xxx through xxx, with fees for services as outlined in its statement of qualifications.

OR

Authorize staff to update and issue a Request for Qualifications for Graphic Design Services

# What's Your Vision?

## New Moon Visions Place Branding & Marketing

Michigan | California

Statement of Qualifications  
Graphic Design Services

Monroe  
Downtown Development Authority  
120 East First Street  
Monroe, MI 48161

Michigan:  
595 Forest Ste 5B, Plymouth MI 48170

California:  
134 Las Flores, Aliso Viejo, CA 92656

248-214-4491



New Moon  
VISIONS

For a Fresh Perspective



January 10, 2018

Monroe Downtown Development Authority  
120 East First Street  
Monroe, MI 48161

To whom it may concern,

Thank you for considering New Moon Visions to provide project-based graphic design services for the Monroe DDA. We would like to express our interest and commitment in serving the DDA. Now that you have established a distinctive brand, carrying through design with a consistent look, and following your adopted brand standards throughout your promotional materials is essential – and we have the tools, personnel, and passion to make it shine.

Not your average graphic design firm, at New Moon, branding and marketing communities is our niche. Through our vast experience working with a colorful spectrum of places, from small hamlets, villages, and Main Street communities, to DDA's, cities, major corridors, and tourist destinations, we have had the opportunity to see success and growth in the communities we serve.

We consider it a privilege to work together for the ongoing success of the Monroe DDA. We are honored and appreciate the invitation to discuss the possibilities. Kim Rivera will serve as the primary point of contact for all projects.

We look forward to the opportunity to serve you.

Sincerely,

A handwritten signature in black ink that reads "Kim Rivera".

Kim Rivera  
Principal, Senior Creative Director

## 2: NEW MOON. A HIGHLY EFFECTIVE AND QUALIFIED TEAM

“Our goal is to make a powerful, sensory impression that conveys the look, feel, and experience of your “place” in a personal and interactive way for each target market.”

– New Moon Visions

New Moon, established in 1990, is an innovative graphic design and marketing firm located in Downtown Plymouth, Michigan, along with a satellite office in southern California. We provide the personal attention that some larger firms simply cannot give. Our business is flexible; we fine tune the size and composition of our team of high quality creative professionals to meet the specific needs of your project and budget. With nearly 100 years of collective experience, we bring fresh ideas and the most sincere commitment to respect your needs and to exceed your expectation and satisfaction. You will see in the enclosed samples from our body of work that we are passionate about what we do. We have a proven track record for dependability and working within time lines while keeping an eye on cost efficiency. Our team is easy to work with and accommodating throughout the process. We have the support and capacity to handle the workload, and we are dedicated to completing the projects on time and on budget. In fact, we donate our time when needed to keep cost within the agreed budget.

Services include:

- Brand Identity
- Marketing
- Graphic Design
- Photography
- Illustration
- Magazine Publishing
- Cooperative Advertising Sales
- Print and Production Coordination
- Merchant Outreach
- Print, Billboard and Broadcast Advertising
- Media Planning and Placement
- Video and Radio Production
- Mapping and Signage
- Web & Mobile App Design
- Web Content Management
- Social Media
- Online Marketing
- Public Relations
- Event Promotion
- Consultation
- Facilitation

Like a kaleidoscope,  
we take all the pieces  
that make a town and  
convey it in a new light








We listen carefully for inspiration  
and focus on the path ahead to  
bring your goals to fruition.



Kim Rivera - Principal, Senior Creative Director

-  29 years marketing, advertising and graphic design experience
-  Associate Degree, Design – Oakland Community College
-  Associate Degree, Illustration – Oakland Community College
-  Served as board member, Milford Downtown Development Authority for 7 years
-  Served as president of the Milford Business Association for 2 years
-  Award winning advertising design

Skills:

-  Team Building/Facilitation
-  Research/Gathering Information
-  Visioning/Strategy/Direction
-  Graphic Design/Typography/Print & Web
-  Writing
-  Printer Coordination
-  Communications/Presentations/InfoGraphics
-  Mobile App Design
-  Event Promotion, Social Media, PR
-  Software: Microsoft Office, iWork, Adobe Creative Cloud- Illustrator, Photoshop, InDesign, WordPress, MailChimp, Survey Monkey, Google Docs

Her grass roots experience, in addition to her countless hours of volunteer involvement with hometown events and community non-profits made it possible to understand what a town really needs to promote itself. From identity, to print and web design to community-inspired events – Kim and her team have designed effective, audience-grabbing marketing collateral for multiple organizations and communities from Michigan to California, including: the Michigan Downtown Association, Milford, Highland, St. Louis, Allen Park, Plymouth, Brighton, Northville, Petoskey, Canton, Fenton, South Lyon, Oscoda, Pinckney, Milan, Monroe, Vista, Oceanside and Monterey Park.



## Sandra Hornyak - Associate Creative Director, Design

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-  30 years marketing, advertising and graphic design experience
-  Bachelor of Science, Art/Graphic Communication – Eastern Michigan University
-  High-profile and results-generating work in the nonprofit sector, with clients including Beaumont Hospitals, St. John Health System, Henry Ford Health System and University of Michigan Health System
-  Extensive regional and county nonprofit client base, including Creating a Healthier Macomb County, Lighthouse of Oakland County and Lutheran Social Services of Michigan
-  Strong automotive background, including the Detroit Auto Dealers Association, North American International Auto Show and Cadillac
-  Numerous health care marketing awards and prestigious Scarab Club award.

### Skills:






-  Project Management/Research/Gathering Information
-  Visioning/Strategy/Direction
-  Graphic Design/Typography/Print & Web
-  Printer Coordination
-  Communications/Presentations/InfoGraphics
-  Software: Microsoft Office, Adobe Creative Cloud- Illustrator, Photoshop, InDesign, WordPress, Google Docs

Sandra's dynamic energy and results-driven design work have made her the go-to resource for organizations seeking to exceed donation goals or building image and awareness. Her work blends smart, attention-getting design with unmatched elegance and is always on strategy, on time and on budget.



## Jennifer Thomas - Associate Creative Director, Writer

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-  27 years of copywriting, advertising and marketing experience
-  Rich experience in the travel and tourism sector, with clients including AAA Travel, Continental Airlines, Holiday Inn, Crowne Plaza Hotels, and the cities of Detroit and Petoskey
-  Nine years at Campbell-Ewald Advertising, Warren, MI including serving as Vice President, Associate Creative Director over Continental Airlines account
-  Author of "Motor City Memoirs," a collection of stories from notable people from in and around Detroit
-  Numerous national and international copywriting awards

### Skills:

-  Research/Gathering Information
-  Visioning/Strategy/Direction
-  Creative Writing, PR.
-  Software: Microsoft Office, Adobe Creative Cloud, Google Docs

Years of experience and research into what motivates business and leisure travelers at home and abroad have given Jennifer unique insight and perspective. Her recognized abilities to identify and promote the aspects of locations and services that will draw travelers have earned her loyal clients and international recognition.



### 3: REFERENCES

#### Canton Twp. Michigan DDA

Amy Hamilton, DDA Coordinator • 1150 Canton Center S., Canton, MI 48188 734-394-5186

New Moon is the marketing firm of record for the Canton DDA. We execute all marketing initiatives from start to finish and have been contracted on monthly retainer from 2009 to present.

- Marketing Plan Strategy/Implementation
- Event Promotion/Coordination/Social Media & PR/ Marketing Collateral, Print/Radio Ads
- Street Light Banners/Billboards
- Web and Mobile App Design
- Spring & Fall ShopCanton Guide Magazine Publication/Ad Sales

#### MainStreet Oceanside

Gumaro Escarcega, Main Street Program Manager  
701 Mission Avenue, Oceanside, CA 92054 760-754-4512 x102

New Moon is hired on a project basis for graphic design of OsideEats directory and Shop Local printed brochures.

#### Milford Michigan DDA

Ann Barnette, DDA Director • 1100 Atlantic Street, Milford, MI 48381 248-684-9719

New Moon is hired on a project basis for graphic design as needed.  
Latest project: Economic Development sales sheet.

#### Petoskey Michigan DMB

Becky Goodman, Downtown Director • 216 Park Avenue, Petoskey, MI 49770 231-622-8501

New Moon is hired on a project basis for graphic design updates to the Downtown Petoskey shopping map directory and map kiosks.



When you shine brightly,  
it reflects on us.

## 4: WORK SAMPLES

### Canton Twp. Michigan DDA Marketing Collateral

# ShopCanton

## SPRING & SUMMER 2017 GUIDE

Shopping • Dining • Coupons • Lodging • Community Amenities  
Parks & Recreation • Culture • Entertainment • Events & FOLD-OUT MAP

© 2017 New Moon Visions for the Canton Downtown Development Authority

ShopCanton.org

### Shop Canton. It's So Diverse!

RUSTY NAIL LOUNGE  
In the Green Block

ShopCanton.org

### Get out and PLAY

ShopCanton for sports equipment...

- CANTON SPORTS**  
45668 Ford Road  
Canton, MI 48187  
(734) 453-0033  
Yellow Block
- DUNHAM'S**  
41968 Ford Road  
Canton, MI 48187  
(734) 981-7265  
Blue Block
- K & S PRO BOWLING SUPPLY**  
45100 Ford Road  
Canton, MI 48187  
(734) 459-4811  
Purple Block
- PLAY IT AGAIN SPORTS**  
42079 Ford Road  
Canton, MI 48187  
(734) 844-8591  
Blue Block

- ROAD RUNNER SPORTS**  
42743 Ford Road  
Canton, MI 48187  
(734) 335-3962  
Red Block
- SOCCER WORLD**  
43711 Ford Road  
Canton, MI 48187  
(734) 207-0088  
Green Block
- SWEET BIKES**  
39940 Ford Road  
Canton, MI 48187  
(248) 403-8049  
Brown Block

### 10% OFF

Dine in, Carry-out or Delivery.  
Limit 1 per customer. Not to be combined with any other offer. May not be duplicated or returned for cash. Exp. 10-1-17

44958 Ford Road, Canton, MI 734.455.5200  
gettoppingcanton.com

### 20% OFF

any one item  
Cupcake must only be used once.  
Cupcake must be used within 14 days of purchase.  
Exp. 10-1-17

consign & design  
46177 N. Canton Center Rd., Canton, MI  
Local Indulgent Family Values in Canton CV & Mayfield  
734.254.0705  
consignanddesign.com

### 20% OFF Food Bill

Beverages not included. Offer is only valid for dine-in. Not to be combined with any other offer. Excludes hot New Year's Eve specials. May not be duplicated. Exp. 10-1-17

43045 Ford Rd., Canton, MI 734.981.0076  
43045 Ford Rd., Canton, MI 734.981.0076

### \$5 OFF Yoga, Zumba or Total Barre

Limit One Per Customer per Visit. Coupon Only. May not be used with any other offer. Exp. 10-1-17

6700 N. Canton Center Rd., Canton, MI 734.459.8400 • Central City Fitness  
centralcityfitness.com

### \$2 OFF your next visit of \$10 or more

With coupon only. Offer valid at same business only. Not valid with any other offer or promotion. Not valid on cash. This offer is good for one visit only. Limit one offer per person, per visit. Exp. 10-1-17

41520 Ford Rd., Canton (across the street from Major's) 734.460.8400

### NATIONAL LUNcheon

Receive up to 50% OFF any salon or spa service

INDIGO Salon, Spa & Boutique  
www.indigo-salon.com

### FREE Cup of Coffee

Good for one free small (10 oz.) cup of coffee at Joe's Java. Does not include specialty coffee preparation. 9am-4pm. Located inside St. Joseph Mercy Canton Health Center.

Limit 1 per customer. May not be duplicated or returned for cash. Exp. 10-1-17

1600 N. Canton Center Rd., Canton, MI 734.396.7107

### MainStreet Oceanside CA Brand Identity. Marketing Collateral.

# Osido Eats

MainStreet Oceanside Dining District

## 2015 Dining Guide

Join the conversation about our local restaurant scene:  
f MainStreet Oceanside  
@mainstreetoceanside  
MainStreetOceanside.com | OsidoEats.com #OsidoEats

### MainStreet Oceanside 2015 Events

**Farmer's Market**  
Every Thursday - From 9am - 1pm  
Coast Highway @ Pier View Way  
www.MainStreetOceanside.com

**Sunset Market**  
Every Thursday - From 5pm - 9pm  
Coast Highway @ Pier View Way  
www.SunsetMarket.com

**Annual Oceanside Independence Parade**  
Saturday before 4th of July at 10am  
Coast Highway @ Wisconsin  
www.OceansideParade.com

**Taste of Oceanside**  
September 19, 2015 from 2pm - 5pm  
Downtown Oceanside  
www.TasteOfOceanside.com


**MainStreet Mixers**  
Quarterly Networking Event  
Downtown Oceanside  
www.MainStreetOceanside.com

**Beach Services**  
The Strand - Year Round  
Oceanside Pier @ The Strand  
www.MainStreetOceanside.com

MainStreet Oceanside Office • Thursday Morning Farmer's Market • Thursday Evening Sunset Market

MainStreetOceanside.com | OsidoEats.com

## Milford Michigan DDA Marketing Collateral



**505 N MAIN**  
DOWNTOWN MILFORD  
"Main & Main" Intersection  
37,000 sf Mixed Use  
Upscale Housing, commercial  
\$2.5 million local investment  
Approved Site Plan and PUD  
Public Platform Parking Deck



SOUTH ELEVATION  
www.NudellArchitects.com




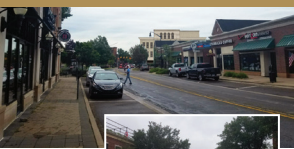
SOUTHEAST ELEVATION  
NORTH ELEVATION  
WEST ELEVATION

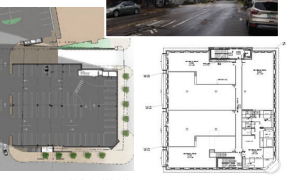

**CATALYST DOWNTOWN DEVELOPMENT**

- Mixed Use Commercial and Upscale residential.
- 2 tiered 100 unit municipal platform parking deck.
- Fully entitled: All municipal site plan and zoning approvals finalized.
- Local DDA TIF investment of up to \$2 million.
- Approved MDEQ CMI funding for \$577k.
- Upscale urban housing with covered parking and private elevators.
- Located at the corner of Main/Commerce. Traffic count 20K+ AADT.
- Prelim architectural drawings complete.

The Milford Downtown Development Authority seeking Development Partnership:  
**SIGNATURE DOWNTOWN.  
PRIME CORNER LOCATION.  
SHOVEL-READY.**


CONTACT: Ann Barnette • Milford DDA • 248-684-9719w • 248-396-8424c  
abarnette@villageofmilford.org • www.MeetMeInMilford.com

Main Street Bldg/Phg  
LL (below bldg) phg

CONTACT: Ann Barnette • Milford DDA • 248-684-9719w • 248-396-8424c • abarnette@villageofmilford.org • MeetMeInMilford.com




	1 MILE	3 MILE	5 MILE
Population	5,084	16,808	43,132
Median HH Income	\$72,353	\$85,725	\$81,462
Households	2,214	6,609	16,334


20,000 AADT (SEMOG, 2016) • Municipal Water, Storm, Sewer

## City of Monroe Michigan Brand Identity. Banners/Vehicle Graphics. Marketing Collateral







## Monterey Park CA Marketing Collateral



### MONTEREY PARK

*California*

**Monterey Park** has evolved in the last twenty years from a bedroom suburb to a vibrant business center with a wide range of opportunities for investment in retail, commercial, and industrial businesses.

Monterey Park is well established as a regional center for banking, providing capital for large and small businesses hoping to take advantage of Southern California's huge regional market. It's also a leading center for national retail businesses and fine restaurants, drawing people of all ethnicities from all over southern California to dine and shop.

The City has a strong business community and a commitment to helping local businesses grow. It's a city with stable middle-class neighborhoods that have stood the test of time. It is also a city with ready access to markets and jobs throughout Southern California.

Population: 61,000

Education: 28.3% with Bachelor's Degree

Median Age: 42

Median Income: \$56,014

**A Prime Location**  
Monterey Park's strategic location offers effortless access to all parts of the massive Southern California market.

Situated between three major freeways, the San Bernardino (I-10), Long Beach (I-710), and Pomona (SR-60), and just 7 miles east of downtown Los Angeles.

**Educational Opportunities**

- East Los Angeles College with approximately 40,000 students is located within Monterey Park.
- Cal State University, Los Angeles is located adjacent to the city.
- Caltech, Occidental College, Whittier College, Art Center College of Design, and Loyola Law School are located nearby.

In recent years the city has seen the first generation of commercial property owners hand over the reins to the next generation; a generation savvy about business trends and ready to reinvest in their property and the city in which they operate. This new generation likes change and embraces new ideas. They are an energetic, tech savvy generation that is eager to move development forward quickly.

**This is the new Monterey Park!**


Make YOUR NEXT MOVE TO

Make it

# MONTEREY PARK

*California*

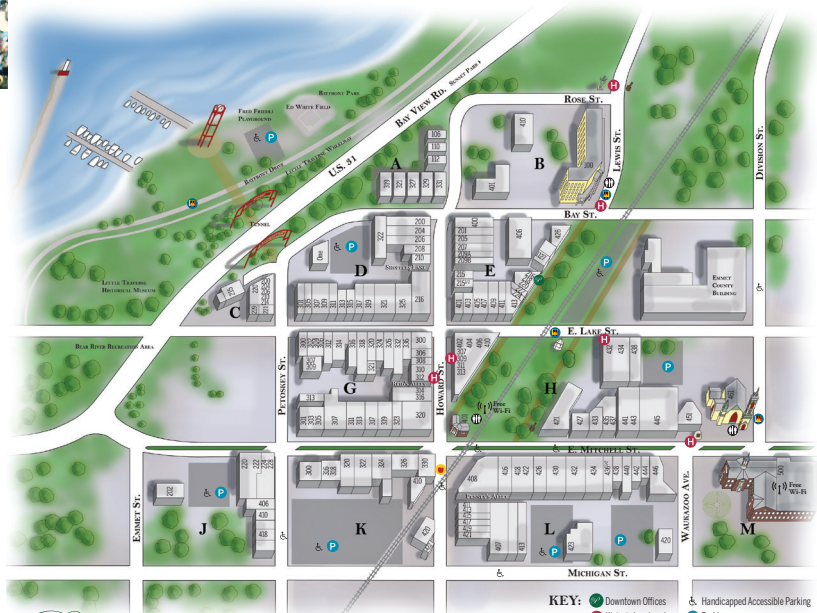
## Petoskey Michigan DMB Marketing Collateral



**2017 Events**

- Winter Carnival  
Second weekend in February
- Farmers Market  
Friday Mornings throughout the Summer
- Summer Open House  
First Friday in June
- Concerts in the Park  
Mid June thru mid August
- Gallery Walk  
Third Thursday in June
- July 4th Celebration  
Always on July 4th
- Petoskey Rocks! Summer Series  
Friday Nights in July and August
- Art in the Park  
Third Saturday in July
- Sidewalk Sales  
Begin the last Friday of July
- Festival on the Bay  
Third weekend in August
- Shopping Scramble  
First Saturday in October
- Haunted Halloween Progressive Dinner  
Last Friday in October
- Downtown Trick or Treat  
Last Saturday in October
- Ladies Opening Night  
First Friday of Hunting Season
- Stafford's Downtown Petoskey Holiday Parade  
Saturday after Thanksgiving
- Holiday Open House  
First Friday in December
- Visits with Santa, Stafford's Perry Hotel  
Saturdays throughout December

[www.PetoskeyDowntown.com](http://www.PetoskeyDowntown.com)



**KEY:**

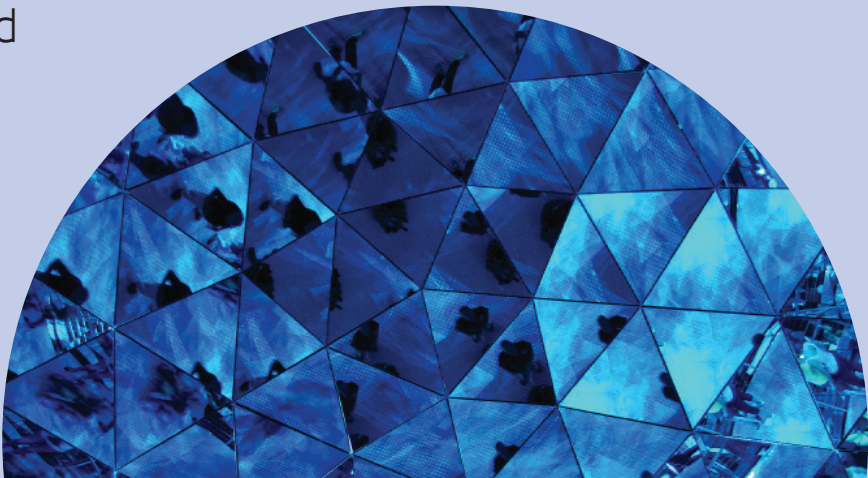
- Downtown Offices
- Historic Landmark
- Holiday Shop
- Restroom
- Handicapped Accessible Parking
- Parking
- Farmers Market

[www.PetoskeyDowntown.com](http://www.PetoskeyDowntown.com)

# 5: GRAPHIC DESIGN SERVICES FEE SCHEDULE

Client Communications/Information Gathering	\$25/hr
Clerical/Data Entry	\$25/hr
Research	\$25/hr
Concept/Creative Direction/Plan	\$100/hr
Graphic Design/Layout	\$100/hr
Writing	\$100/hr
Professional Photography/Illustration	\$100/hr
Design Alterations/Refinement	\$50/hr
Client Content Edits	\$25/hr
Conference Calls/GoTo Meetings	\$50/hr
Finish Art for Print Production	\$50/hr
Package Print Ready Electronic Files/Links/Fonts	\$25/hr
Print Coordination	\$50/hr

Through the multi-faceted design process, we will bring your vision to life with vibrant design.



**REQUEST FOR QUALIFICATIONS**  
**GRAPHIC DESIGN SERVICES**  
**MONROE DOWNTOWN DEVELOPMENT AUTHORITY**  
**MONROE, MICHIGAN**



**RESPONSES ARE DUE:**

**10:00AM, TUESDAY, JANUARY 16, 2018**

**MONROE DDA**

**120 EAST FIRST STREET**

**MONROE MI 48161**

## GOALS

The purpose of this request for qualifications is to identify a design firm that can supply the Monroe Downtown Development Authority with project-based graphic design services in support of its annual marketing and communications plans. Typical services will include, but are not limited to, those listed in the sample scope of services provided in this document. Projects should be designed in a manner that is consistent with adopted Monroe DDA branding standards.

## INTRODUCTION

The Monroe DDA is requesting statements of qualifications from design firms to provide project-based graphic design services. The Monroe DDA intends to select a design firm that will be called upon to provide services on a per-project basis for an initial three-year period. The term of service may be renewable for an additional two years with satisfactory performance, subject to approval of a revised fee schedule.

The size and scope of individual projects will vary, depending upon need and priority as the Monroe DDA develops and executes its annual marketing and communications plans.

Design firms are expected to designate a graphic designer that will serve as the primary point of contact for all projects.

Examples of design projects may be:

Rack Card (replaces locator map)
Parking map
Paid ads – state park guide, RV guide
Holiday co-op piece
Advertise with banners or in programs at event venues like fairgrounds, Munson Park, RRNB, etc.
Recruitment packet
Event marketing collateral such as posters, flyers, post cards
Newsletter template

For each project, the selected design firm will be provided a scope of services which will be used to negotiate a project fee based on a pre-approved fee schedule. The scope of work will outline specific tasks and the design firms will respond with proposed fees and a schedule of completion.

The Monroe DDA will determine if the schedule and fees are acceptable. Fees submitted for each project shall be based upon those listed in response to this request for qualifications.

## SCOPE OF SERVICES

The selected design firms shall provide project-based graphic design that may be requested by the Monroe DDA during the term of an appointment in a prompt and professional manner. All work, unless otherwise specified, shall be performed on a time and materials basis as mutually agreed to at the beginning of each project.

Graphic design services may include:

- Prepare work to be accomplished by gathering information, copy and design direction.
- Plan and illustrate concept(s) by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Obtain approval of concept by submitting rough layout for approval.
- Prepare final layout by marking and pasting up finished copy and art.
- Deliver electronic documents in print-ready and other format(s); may confer with printing company to ensure compatibility

## **EFFECTIVE PERIOD**

The effective period of the appointment shall be three to five years, starting approximately February, 2018.

If the Monroe DDA opts to extend the appointment, not later than thirty (30) days prior to expiration, the Monroe DDA shall send a notice in writing to the design firms requesting a fee schedule for the next twelve-month period. After the Monroe DDA evaluates the fee schedule, it will determine whether to extend the appointment. All extensions are subject to the annual appropriation of funds and are at the option of the Monroe DDA.

## **REQUEST FOR QUALIFICATIONS SUBMITTAL REQUIREMENTS**

Please prepare and organize your submittal based on the requirements below. Any supplementary information you would like to provide should be placed in a separated section at the back of your submittal. Please note that the RFQ submittal is limited to ten (10) pages.

Interested design firms are requested to submit one (1) original copy, and one (1) electronic copy in a PDF format on 8 ½ x 11 paper in a font size no smaller than 12 points.

1. Enclose a cover letter not to exceed one page describing the interest and commitment to perform project-based graphic design services. The person authorized to negotiate an agreement with the Monroe DDA shall sign the cover letter.
2. State the qualifications and experiences of the design firms/individuals. Emphasize the specific qualifications and experience with engagements of similar scope and complexity.
3. Provide at least three (3) references from work completed within the last five years of similar scope and complexity. Include a brief description of the work performed.
4. Provide not less than five (5) and no more than eight (8) images (PDF format) of prior work that best illustrate your capabilities. Do not provide web site addresses or links.
5. Supply a fee schedule.

Submittals are due no later than 10a.m. on Monday, January 16, 2018 at the Monroe DDA, 120 East First Street, Monroe, Michigan 48161. Submittals received after the stated deadline will not be considered.



## SELECTION PROCESS

Submittals will be evaluated and scored using the following criteria:

- Qualifications and experience of team members
- Experience with projects of similar scope and complexity
- Satisfaction of previous clients
- Quality and completeness of the submittal

The Monroe DDA reserves the right to select a design firm at its sole discretion. A subcommittee will evaluate the submittals provided in response to this request. Based on input, a recommendation will be made to the Monroe DDA to select a design firm for project-based work.

The Monroe DDA reserves the right to reject any and all submittals with no penalty to the Monroe DDA. The Monroe DDA reserves the right to select the design firms that best meets the requirements of this request for qualifications.

## SELECTION PROCESS KEY DATES

December 26, 2017	Request for Qualifications release date
January 16, 2018	Submittals due no later than 10a.m. at the Monroe DDA
February 17, 2018	Appointment to be approved by Monroe DDA Board of Directors



# MEMORANDUM

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To: DDA Board of Directors

From: Vincent Pastue, City Manager *V-P*

Date: August 29, 2018

Subject: Consideration of New Incentive Program - Fire Suppression System Reimbursement

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I am requesting that the DDA Board consider developing an incentive program directed at reimbursing property owners for installation of fire suppression systems as part of a redevelopment project. One of the financial challenges associated with redevelopment of our older historic buildings in Downtown Monroe is the need and desire to install fire suppression systems, particularly for upper-floor residential conversions. This is always an ongoing point of discussion and debate with our Building Department and prospective developers.

My feeling is that an incentive program with many of the similar attributes of the Façade Grant Program would work effectively. That program was successful in addressing the appearance of Downtown buildings. Building upon that success, now is the time to focus on a program that now makes the interior of the buildings functional and habitable. There is a great deal of demand for additional residential units in Downtown Monroe. The residential target market analysis validates the demand we are currently experiencing. Additional residential development is an element of the Downtown Master Plan and essential to creating a vibrant downtown.

In the end, we want to encourage the residential development that is in high demand, and yet insure their safety. This program would be an excellent bridge between the financial challenges associated with fire suppression systems and the community's demand for a safe environment. My one suggestion is that you consider increasing the program limit based on the number of units. For example, up to \$5,000 per residential unit.

MONROE DDA  
2018-2019 WORK PLAN

	PROJECT	CHAMPION(S)	BUDGET
Goal:	Inform and educate building owners and public of the actions and accomplishments of the DDA and businesses		
	1. Annual Communications Plan	Staff	
	2. Volunteer Management Program	Staff	
Goal:	Support downtown businesses and property owners		
	1. Façade Improvement Program	Goocher	
	2. Maintain online list of available properties	Staff	
Goal:	Preserve and enhance downtown by facilitating development		
	1. Riverfront Parking Lot Redevelopment	Staff	
	2. Streetscape Improvements	Lukacs	
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	
	2. Establish an Annual Marketing Plan	Swanson	
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	
Goal:	Establish an environment that promotes residential growth downtown		
	1. Clean-Safe-Attractive Effort	Trujillo/Boyan	
	2. Implement opportunities included in the Residential TMA	Clark/Peruski	
NOTES:	CARRYOVER FROM 17-18		
	1. Riverwalk Enhancement and Expansion	Swanson/Trujillo	
	2. Upper Floor Conversion Case Study	Peruski/Lukacs	