

MONROE

DOWNTOWN
DEVELOPMENT AUTHORITY

AGENDA
REGULAR MEETING

Wednesday, August 15, 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, July 18, 2018 Annual Meeting
 - C. Financial Reports
 - i. July Month, DDA Revenue and Expenditure Report FY 2018-2019
 - ii. July Month, DDA Itemized Expenditure Report FY 2018-2019
6. **New Business**
7. **Other Business**
 - A. Façade Reinvestment Program FY2018-2019 (20 minutes) **Action Requested**
 - B. 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
Annual Meeting
Wednesday, July 18, 2018
Third Floor Conference Room
Monroe City Hall**

Chairman Joe Peruski called the meeting to order at 8:01 a.m.

1. Roll Call

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

2. Vision Statement - Read by Mackenzie Swanson

3. Additions/Deletions to the Meeting Agenda - None

4. Public Comments - None

5. Consent Agenda

- A. Approval of Agenda
- B. Approval of Minutes of Wednesday, June 20, 2018 Regular Meeting
- C. Financial Reports:
 - ❖ June, DDA Revenue and Expenditure Report FY2017-2018
 - ❖ June, DDA Itemized Expenditure Report FY 2017-2018

Motion by Lukacs, seconded by Trujillo to approve items on the Consent Agenda as presented. ***Motion carried unanimously.***

6. New Business - None

7. Other Business

A. Façade Reinvestment Program Revisions

Scott Goocher reviewed proposed amendments to the Façade Reinvestment Program. After discussion, the Board concluded they would like to see further revisions to broaden the program's scope.

Joe Peruski, Chairman would like to see the whole program revamped.

Motion by Swanson, seconded by Lukacs to refer the Façade Reinvestment Program for additional revision and to authorize review by legal counsel in advance of further board consideration. ***Motion carried (Boyan and Goocher No).***

B. Recommendation to Approve Extension at 6 E. Front St.

The applicant for 6 E. Front St., has requested an extension to its Façade Reinvestment deadline as its painting contractor is behind schedule; it is expected that the work will be completed in early fall.

Motion by Mayor Clark, seconded by Swanson to extend the grant six (6) months to December 31, 2018. ***Motion carried unanimously.***

C. Work Plan Updates:

Annette called attention to the 2018-2019 work plan. Action has started on the communication plan, the marketing plan and the Riverwalk planning exercise.

D. Election of Officers

Annette explained the process for the Election of Officers.

Swanson nominated and Lukacs supported the nomination of Peruski for Chairman.

Boyan nominated and Goocher supported the nomination of Williams for Chairman.

No additional nominations for Chairman were heard.

Peruski nominated and Swanson supported the nomination of Trujillo for Vice-Chairman. No additional nominations for Vice-Chairman were heard.

Peruski nominated and Trujillo supported the nomination of Williams for Secretary. No additional nominations for Secretary were heard.

Motion by Mayor Clark and seconded by Swanson to close the nominations. ***Motion carried unanimously.***

The election of Chairman was conducted by Roll Call vote.

Mayor Clark, Les Lukacs, Joe Peruski, Mackenzie Swanson and Anthony Trujillo voted for Peruski. George Boyan and Scott Goocher voted for Williams.

Peruski was declared the elected Chairman.

Motion by Mayor Clark and supported by Swanson to elect Anthony Trujillo as Vice-Chairman and Chip Williams as Secretary by acclamation. ***Motion carried unanimously.***

8. Communications - No communications.

9. Board Member Comments/Administrative Guest Comments

Boyan asked about the status of a purchase of Bike Racks.

Swanson thanked the Mayor for her reappointment and for stencils on the sidewalks.

Trujillo thanked the Mayor for his reappointment. He is happy with the path the Board is taking.

Mayor Clark updated the Board about an event involving a street closure during the Jazz Festival.

Lukacs thanked the Board for his time serving. He is evaluating his interest in reappointment.

Peruski thanked Trujillo for his efforts with the flower pots and thanked the Board for the path they are taking.

10. Adjournment

Motion to adjourn by Swanson, seconded by Trujillo at 9:15 a.m. ***Motion carried unanimously.***

TRANSACTIONS FROM 07/01/2018 TO 07/31/2018

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 751 DOWNTOWN DEVELOPMENT AUTHORITY							
07/01/2018			751-00.000-005.000 COOP LIQUID ASSET SEC SYS		BEG. BALANCE		489,570.06
07/06/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20346	3,100.00		492,670.06
07/12/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20366		6,900.00	485,770.06
07/20/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20407		600.00	485,170.06
07/31/2018	GJ	JE	MICHIGAN CLASS INTEREST - JULY 2018	20473	889.28		486,059.34
07/31/2018	GJ	JE	RECONCILE MI CLASS BALANCES TO GL	20480		6,200.00	479,859.34
07/31/2018			751-00.000-005.000	END BALANCE	3,989.28	13,700.00	479,859.34
07/01/2018			751-00.000-007.000 AUTOMATED PUBLIC FUNDS		BEG. BALANCE		418.69
07/01/2018	GJ		MONTHLY P&L INSURANCE PREMIUM	20330		83.75	334.94
07/03/2018	CD	CHK	SUMMARY CD 07/03/2018			3,209.00	(2,874.06)
07/06/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20346		3,100.00	(5,974.06)
07/12/2018	PR	CHK	SUMMARY PR 07/12/2018			732.67	(6,706.73)
07/12/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20366	6,900.00		193.27
07/12/2018	GJ	JE	5/3 SERVICE FEES - JUNE 2018	20378		6.16	187.11
07/17/2018	CD	CHK	SUMMARY CD 07/17/2018			583.01	(395.90)
07/17/2018	CD	CHK	SUMMARY CD 07/17/2018			184.48	(580.38)
07/20/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20407	600.00		19.62
07/26/2018	PR	CHK	SUMMARY PR 07/26/2018			732.67	(713.05)
07/31/2018	GJ	JE	RECONCILE MI CLASS BALANCES TO GL	20480	6,200.00		5,486.95
07/31/2018			751-00.000-007.000	END BALANCE	13,700.00	8,631.74	5,486.95
07/01/2018			751-00.000-202.000 ACCOUNTS PAYABLE		BEG. BALANCE		(3,438.99)
07/03/2018	CD	CHK	SUMMARY CD 07/03/2018		3,209.00		(229.99)
07/16/2018	AP	INV	RIVER RAISIN NATIONAL	6/21/18		300.00	(529.99)
			DRIVING TOUR GUIDE BOOK PUB JULY 2018				
07/16/2018	AP	INV	MPACT	I-17347-6		162.50	(692.49)
			BASIC (6) RADIO & (12) TV PACKAGE PR				
07/16/2018	AP	INV	MONROE NEWS	D6182319		75.00	(767.49)
			AD DESIGN FOR BROCHURE				
07/17/2018	CD	CHK	SUMMARY CD 07/17/2018		583.01		(184.48)
07/17/2018	CD	CHK	SUMMARY CD 07/17/2018		184.48		0.00
07/31/2018			751-00.000-202.000	END BALANCE	3,976.49	537.50	0.00
07/01/2018			751-00.000-202.010 ACCOUNTS PAYABLE - VIA GJ		BEG. BALANCE		(6.16)
07/12/2018	GJ	JE	5/3 SERVICE FEES - JUNE 2018	20378	6.16		0.00
07/31/2018			751-00.000-202.010	END BALANCE	6.16	0.00	0.00
07/01/2018			751-00.000-257.000 ACCRUED WAGES PAYABLE		BEG. BALANCE		(366.01)
07/12/2018	PRAW	CHK	SUMMARY PRAW 07/12/2018		366.01		0.00
07/31/2018			751-00.000-257.000	END BALANCE	366.01	0.00	0.00
07/01/2018			751-65.691-703.000 PART TIME SALARIES & WAGES		BEG. BALANCE		0.00
07/12/2018	PR	CHK	SUMMARY PR 07/12/2018		680.00		680.00
07/12/2018	PRAW	CHK	SUMMARY PRAW 07/12/2018			340.00	340.00
07/26/2018	PR	CHK	SUMMARY PR 07/26/2018		680.00		1,020.00
07/31/2018			751-65.691-703.000	END BALANCE	1,360.00	340.00	1,020.00
07/01/2018			751-65.691-717.000 SOCIAL SECURITY		BEG. BALANCE		0.00
07/12/2018	PR	CHK	SUMMARY PR 07/12/2018		42.16		42.16
07/12/2018	PRAW	CHK	SUMMARY PRAW 07/12/2018			21.08	21.08
07/26/2018	PR	CHK	SUMMARY PR 07/26/2018		42.16		63.24
07/31/2018			751-65.691-717.000	END BALANCE	84.32	21.08	63.24
07/01/2018			751-65.691-717.005 MEDICARE		BEG. BALANCE		0.00
07/12/2018	PR	CHK	SUMMARY PR 07/12/2018		9.86		9.86
07/12/2018	PRAW	CHK	SUMMARY PRAW 07/12/2018			4.93	4.93
07/26/2018	PR	CHK	SUMMARY PR 07/26/2018		9.86		14.79
07/31/2018			751-65.691-717.005	END BALANCE	19.72	4.93	14.79
07/01/2018			751-65.691-718.010 WORKERS' COMP INSURANCE		BEG. BALANCE		0.00

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GL ACTIVITY REPORT FOR CITY OF MONROE

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TRANSACTIONS FROM 07/01/2018 TO 07/31/2018

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
751-65.691-718.010 WORKERS' COMP INSURANCE (Continued)							
07/12/2018	PR	CHK	SUMMARY PR 07/12/2018		0.65		0.65
07/26/2018	PR	CHK	SUMMARY PR 07/26/2018		0.65		1.30
07/31/2018			751-65.691-718.010	END BALANCE	1.30	0.00	1.30
751-65.691-880.000 COMMUNITY PROMOTION							
07/01/2018				BEG. BALANCE			0.00
07/16/2018	AP	INV	RIVER RAISIN NATIONAL DRIVING TOUR GUIDE BOOK PUB JULY 2018	6/21/18	300.00		300.00
07/16/2018	AP	INV	MPACT BASIC (6) RADIO & (12) TV PACKAGE PH	I-17347-6	162.50		462.50
07/16/2018	AP	INV	MONROE NEWS AD DESIGN FOR BROCHURE	D6182319	75.00		537.50
07/31/2018			751-65.691-880.000	END BALANCE	537.50	0.00	537.50
751-65.691-910.000 INSURANCE PREMIUM							
07/01/2018				BEG. BALANCE			0.00
07/01/2018	GJ		MONTHLY P&L INSURANCE PREMIUM	20330	83.75		83.75
07/31/2018			751-65.691-910.000	END BALANCE	83.75	0.00	83.75
751-80.100-665.005 INTEREST ON INVESTMENTS							
07/01/2018				BEG. BALANCE			0.00
07/31/2018	GJ	JE	MICHIGAN CLASS INTEREST - JULY 2018	20473		889.28	(889.28)
07/31/2018			751-80.100-665.005	END BALANCE	0.00	889.28	(889.28)
GRAND TOTALS:					24,124.53	24,124.53	486,177.59

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REVENUE AND EXPENDITURE REPORT FOR CITY OF MONROE

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PERIOD ENDING 07/31/2018

		2018-19	YTD BALANCE	ACTIVITY FOR	AVAILABLE
GL NUMBER	DESCRIPTION	AMENDED BUDGET MAL	07/31/2018 (ABNORMAL) ASE	07/31/2018 (DECREASE) MAL	BALANCE (ABNORMAL)
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY					
Revenues					
Dept 80.100 - GENERAL REVENUE					
751-80.100-665.005	INTEREST ON INVESTMENTS	7,500.00	889.28	889.28	6,610.72
Total Dept 80.100 - GENERAL REVENUE		7,500.00	889.28	889.28	6,610.72
Dept 80.600 - GENERAL REVENUE					
751-80.600-402.000	REAL PROPERTY TAXES	235,490.00	0.00	0.00	235,490.00
751-80.600-410.000	PERSONAL PROPERTY TAXES	(34,662.00)	0.00	0.00	(34,662.00)
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT RI	19,500.00	0.00	0.00	19,500.00
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	889.28	889.28	229,938.72
Expenditures					
Dept 65.691 - DOWNTOWN DEVELOPMENT					
751-65.691-703.000	PART TIME SALARIES & WAGES	22,000.00	1,020.00	1,020.00	20,980.00
751-65.691-717.000	SOCIAL SECURITY	1,320.00	63.24	63.24	1,256.76
751-65.691-717.005	MEDICARE	320.00	14.79	14.79	305.21
751-65.691-718.010	WORKERS' COMP INSURANCE	21.00	1.30	1.30	19.70
751-65.691-727.000	OFFICE SUPPLIES	500.00	0.00	0.00	500.00
751-65.691-728.000	COPIES	100.00	0.00	0.00	100.00
751-65.691-730.000	POSTAGE	500.00	0.00	0.00	500.00
751-65.691-750.075	SEASONAL DECORATIONS-DDA	5,000.00	0.00	0.00	5,000.00
751-65.691-818.010	AUDIT SERVICES	1,500.00	0.00	0.00	1,500.00
751-65.691-818.020	GENERAL CONTRACT SERVICES	115,000.00	0.00	0.00	115,000.00
751-65.691-818.020-19R0100000	GENERAL CONTRACT SERVICES	45,000.00	0.00	0.00	45,000.00
751-65.691-818.080	FACADE IMPROVEMENTS	10,000.00	0.00	0.00	10,000.00
751-65.691-860.000	TRAINING & TRAVEL	1,400.00	0.00	0.00	1,400.00
751-65.691-880.000	COMMUNITY PROMOTION	15,450.00	537.50	537.50	14,912.50
751-65.691-905.000	PUBLISHING/ADVERTISING	300.00	0.00	0.00	300.00
751-65.691-910.000	INSURANCE PREMIUM	500.00	83.75	83.75	416.25
751-65.691-934.751	REPAIR AND MAINTENANCE-DDA	15,000.00	0.00	0.00	15,000.00
751-65.691-955.000	MISCELLANEOUS EXPENSE	800.00	0.00	0.00	800.00
751-65.691-958.000	MEMBERSHIPS & DUES	600.00	0.00	0.00	600.00
751-65.691-999.101	TRANSFER OUT-GENERAL	20,000.00	0.00	0.00	20,000.00
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	1,720.58	1,720.58	367,584.42
TOTAL EXPENDITURES		369,305.00	1,720.58	1,720.58	367,584.42
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY:					
TOTAL REVENUES		230,828.00	889.28	889.28	229,938.72
TOTAL EXPENDITURES		369,305.00	1,720.58	1,720.58	367,584.42
NET OF REVENUES & EXPENDITURES		(138,477.00)	(831.30)	(831.30)	(137,645.70)
BEG. FUND BALANCE		521,660.71	521,660.71		
NET OF REVENUES/EXPENDITURES - 2017-18			(35,483.12)		(35,483.12)
END FUND BALANCE		383,183.71	485,346.29		

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

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Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

				\$19.70
Office Supplies - 727.000	Budget	Expenditures		Balance
	\$500.00			
				\$500.00
Copies	Budget	Expenditures		Balance
	\$100.00			
				\$100.00
Postage	Budget	Expenditures		Balance
	\$500.00			
				\$500.00
Seasonal Decorations - 750.075	Budget	Expenditures		Balance
	\$5,000.00			
				\$5,000.00
Audit Services	Budget	Expenditures		Balance
	\$1,500.00			
				\$1,500.00

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

General Contract Services - 818.020	Budget	Expenditures		Balance
	\$160,000.00			
				\$160,000.00
Façade Improvements - 818.080	Budget	Expenditures		Balance
	\$10,000.00			
				\$10,000.00
Training & Travel - 860.000	Budget	Expenditures		Balance
	\$1,400.00			
				\$1,400.00
Community & Promotion 880.000	Budget	Expenditures		Balance
	\$15,450.00			
RR Nat'l Guidebook		\$300.00		
MPACT		\$162.50		
Monroe News design for brochure		\$75.00		
				\$14,912.50
Publishing/Advertising 905.000	Budget	Expenditures		Balance
	\$300.00			
				\$300.00

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

Insurance Premium	Budget	Expenditures		Balance
	\$500.00			
Monthly P&L		\$83.75		
				\$416.25
Repair & Maintenance 934.751	Budget	Expenditures		Balance
	\$15,000.00			
				\$15,000.00
Miscellaneous Expense - 955.000	Budget	Expenditures		Balance
	\$800.00			
				\$800.00
Dues & Subscriptions - 958.000	Budget	Expenditures		Balance
	\$600.00			
				\$600.00
Transfer Out Debt Service	Budget	Expenditures		Balance
	\$113,994.00			

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

				\$113,994.00
Transfer Out General	Budget	Expenditures		Balance
	\$20,000.00			
				\$20,000.00
Total	\$369,305.00	\$1,720.58		

Memo

Date: Thursday, August 9, 2018

To: DDA Board of Directors

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

Re: FAÇADE REINVESTMENT PROGRAM FY2018-2019

BACKGROUND

Given that the board requested more time and effort for a thorough review and modification to the Façade Reinvestment Program, Façade Grant Committee Chair Goocher and I propose to move forward for fiscal year 2018-2019 under the *current program requirements*.

Additionally, we propose to increase the budget for 2018-2019 from \$10,000 to \$11,300 to account for the carryover of the project at 6 East Front that was granted an extension until December 31, 2018. If approved, funds will be derived from balance or from unexpended funds from another project. The board can determine this source at a later date, as the year progresses. Procedurally, staff will note the change on the budget and associated reporting documents.

ACTION

Approve acceptance of applications for the Façade Grant Program under the current program requirements for FY2018-2019 funds, and approve budget increase from \$10,000 to \$11,300.

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	