

Minutes

**Monroe Downtown Development Authority
Regular Meeting
Wednesday, November 14, 2018
Third Floor Conference Room
Monroe City Hall**

Chairperson Joe Peruski called the meeting to order at 8:02 a.m.

1. Roll Call

Present: George Boyan, Mayor Robert Clark, Scott Goocher, Scott Kegerreis, Les Lukacs, Joe Peruski, Anthony Trujillo, Chip Williams

Excused: Mackenzie Swanson

Staff: Annette Knowles - DDA/Economic Dev Coord; Michelle LaVoy Clerk-Treasurer

2. Vision Statement - Read by Les Lukacs

3. Additions/Deletions to the Meeting Agenda

4. Public Comments - None

5. Consent Agenda

A. Approval of Agenda

B. Approval of Minutes of Wednesday, September 19, 2018 Regular Meeting

C. Approval of Minutes of Wednesday, October 17, 2018 Regular Meeting

D. Financial Reports:

❖ October, DDA Revenue and Expenditure Report FY2018-2019

❖ October, DDA Itemized Expenditure Report FY 2018-2019

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

6. New Business

A. Streetscape Design Guidelines - Acceptance of Proposal. Annette updated the board on the Streetscape Design Guidelines. Russell Design has submitted a proposal. Work is expected to be complete by May, 2019.

Motion by Trujillo, seconded by Mayor Clark to accept the proposal from Russell Design for Downtown Streetscape Guidelines in an amount of \$35,000.00, funds to be derived from General Contract Services, Account #751-65.691-818.020. **Motion carried unanimously.**

B. Façade Reinvestment Program – Recommendations for Approval of Projects for 2018-2019

Goocher updated the board on the status of the application process and the recommendation from the Façade Grant Committee. They focused on two (2) projects out of four applications that will make the most impact on the downtown. Goocher proposed to allocate \$10,000.00 from reserves to fund both projects. Discussion followed.

Motion by Williams, seconded by Trujillo to approve applications for 34 West Front Street and 13 West Front Street for a maximum of \$10,000 each, conditioned upon council approval of an amendment increasing the DDA budget by \$10,000. **Motion carried. Ayes: Boyan, Clark, Goocher, Kegerreis, Williams. Nays: Lukacs, Peruski, Trujillo**

Chairperson Peruski also recommended that the Façade Reinvestment Grant Program changes come before the DDA Board before they are sent for legal review.

1. Reimbursement for 6 East Front Street – The paint-only improvement project at 6 East Front Street has been completed and requires the board to approve reimbursement.

Motion by Goocher, seconded by Trujillo to reimburse Beneteau Properties, LLC in the amount of \$1,240.00 for the completed façade work at 6 East Front Street. **Motion carried unanimously.**

C. Fiscal Year 2019-2020 Work Planning – Part 2

The purpose for this work planning effort is to brainstorm and prioritize work plan projects for the upcoming fiscal year based on goals and objectives. Knowles prepared for this effort by creating a sheet with each goal and current-year projects listed, followed by suggested projects that were included in the Downtown Master Plan action matrix as immediate or short-term.

Under the goal of communications, a proposed 2019-2020 communications plan was presented. A large component of the plan is compliance with State Act 57 which becomes effective on January 1, 2019. Board members added countering negative social media posts.

Under support for businesses and property owners, projects that best fit the category are calming the downtown streets and activating storefronts. Projects may include one-way street conversions, further study of Monroe Street for traffic calming, including art on blank building facades (sides), streamlining approvals for sidewalk shopping and outdoor dining, adding pop ups or food trucks, creating building design standards/form-based code and enhancing the farmers market.

Under development, projects including enhancing the Riverwalk, acting on development opportunities at the fire department site (outside the DDA boundary) and the Macomb riverfront site. The board added helping to drive proposed alleyway improvements.

Under marketing, Knowles distributed a proposed 2019-2020 marketing plan. Board members added the development of a greater partnership with the Monroe County Convention and Tourism Bureau.

Under acting as an intermediary, the board would like to continue hosting stakeholder gatherings.

For promoting residential development, Knowles suggested combining the goal with facilitating development and creating a new goal of implementing parking management and enhancement strategies. Under parking, the board would like to see a stakeholder group created with members from the police department, clerk's office, public works and the Downtown Monroe Business Network as members, along with board representation. Tactics include adding employee permits and visitor priority lots, making parking free, creating a first-time forgiveness program, simplifying regulations and creating loading zones.

Board members were given the opportunity to place indicators by projects that should receive high and secondary priority. Knowles will prepare a final draft plan and corresponding proposed budget for the January board meeting.

7. Other Business -

A. Work Plan Updates - provided in written format with meeting materials.

B. Lamp Post Garland - Prompted by an email inquiry from member Williams, Mayor Clark provided an update to the installation of lamp post garland. General consensus is that the garland does not add value to the downtown decorations and should be eliminated. The lamp posts are decorated with lighted figures and the planters will have greenery placed in them instead.

8. Communications - none

Lukacs departed the meeting at 9:32.

9. Board Member Comments/Administrative Comments

Anthony Trujillo thanked the board for all their help with their recent business move.

Mayor Clark reminded about the tree lighting. He also thanked Mackenzie and Paula for their help.

George Boyan congratulated Anthony, Cheryl and Fallon on the business relocation.

10. Adjournment

Motion to adjourn by Mayor Clark, seconded by Kegerreis at 9:49a.m. ***Motion carried unanimously.***