



RULES OF THE CHAMBER

Any person wishing to address the Board shall step up to the podium/front of room, state their name and address in an audible tone of voice for the record, and unless further time is granted by the Board, shall limit their address to three (3) minutes. A person may not give up or relinquish all or a portion of their time to the person having the floor or another person in order to extend a person's time limit in addressing the Board.

Any person who does not wish to address Board from the podium/front of room, may print their name, address and comment/question which he/she would like brought before Board on a card provided by a staff member and return the card to a staff member before the meeting begins. The staff member will address the presiding officer at the start of Public Comments on the Agenda, notifying him of the card comment, and read the card into the record for response.

The City of Monroe will provide necessary reasonable auxiliary aids and services to individuals with disabilities at the meeting upon one weeks' notice to the City Clerk/Treasurer. Individuals with disabilities requiring auxiliary aids or services should contact the City of Monroe by writing or calling: City of Monroe, City Clerk/Treasurer, 120 E. First St., Monroe, MI 48161, (734) 384-9136.

AGENDA
REGULAR MEETING
Wednesday, March 20, 2019, 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** (3 minutes per individual)
5. **Consent Agenda** (2 minutes) **Action Requested**
 - A. Approval of Agenda
 - B. Approval of Minutes
 - i. Wednesday, February 20, 2019 Regular Meeting
 - C. Financial Reports
 - i. February, 2019, DDA Revenue and Expenditure Report FY 2018-2019
 - ii. February, 2019, DDA Itemized Expenditure Report FY 2018-2019
6. **New Business** - None
7. **Other Business**
 - A. Work Plan Updates (20 min)
8. **Communications** - None
9. **Board Member and Administrative Comments** (1 min each)
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, February 20, 2019
Third Floor Conference Room
Monroe City Hall**

Chairperson Joe Peruski called the meeting to order at 8:00 a.m.

1. Roll Call

Present: Mayor Robert Clark, George Boyan, Scott Goocher, Anthony Trujillo (8:34), Joe Peruski, Mackenzie Swanson (8:04), Chip Williams and Les Lukacs (8:09)
Excused: Scott Kegerreis
Staff: Michelle LaVoy, Clerk-Treasurer
Annette Knowles, Downtown/Economic Development Coordinator
Guests: Azia Hawthorne, Communications Liaison of MCCTB; Felix Hill Executive Director Arthur Lesow Community Center; Jack McDonough, and Dale DeSloover

2. Vision Statement - Read by Chip Williams

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, January 16, 2019 Regular Meeting
- C. Approval of Minutes of Wednesday, January 30, 2019 Work Session
- D. Financial Reports:
 - ❖ January, 2019, DDA Revenue and Expenditure Report FY2018-2019
 - ❖ January, 2019, DDA Itemized Expenditure Report FY 2018-2019

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

6. New Business

A. Arthur Lesow Community Center Update- Executive Director Felix Hill

Felix Hill updated the Board on the progress of the Arthur Lesow Community Center. He spoke of the new programs that they have implemented and those they have yet to implement, as well as the updates to the building.

B. Establish Ad Hoc By-Law Revision Committee

Chairman Peruski updated the Board regarding the By-Law Revision Committee.

Motion by Williams, seconded by Goocher to establish by resolution an ad hoc by-law revision committee. ***Motion carried unanimously.***

Lukacs submitted his name as volunteer for the Committee.

C. Establish Parking Committee

Chairman Peruski updated the Board on the Parking Committee.

Motion by Lukacs, seconded by Boyan to establish by resolution a Parking Committee. ***Motion carried unanimously.***

After the vote, both Boyan and Swanson volunteered for the Committee.

Mayor Clark suggested a downtown resident, and or church/nonprofit be a member.

Knowles will reconfirm members of the Committee.

D. Adopt Rules for Public Comment

Chairman Peruski updated the Board on the Rules for Public Comment and how that came about.

Motion by Lukacs, seconded by Williams to adopt rules for Public Comment as amended. ***Motion carried unanimously.***

7. Other Business

A. Fiscal Year 2019-2020 Proposed Budget

Mayor Clark had some questions regarding the Proposed Budget.

Motion by Lukacs, seconded by Trujillo to approve for submission to the City Council the FY 2019-20 proposed budget. ***Motion carried unanimously.***

B. Façade Reinvestment Program Revision

Goocher updated the Board regarding the revisions to the Façade Reinvestment Program.

Discussion by the Board followed. Minor changes were made to the program language.

Motion by Williams, seconded by Swanson to approve the revisions to the Façade Reinvestment Program, and rename as the Downtown Reinvestment Grant Program, subject to review by legal counsel. ***Motion carried unanimously.***

C. Work Plan Updates

Lukacs stated that there is a launch meeting tomorrow regarding the Upper Floor Conversion Case Studies and he will have an update at the next meeting.

Mayor Clark and Lukacs left at 9:03 a.m.

8. Communications - No communications.

9. Board Member Comments/Administrative Comments

Swanson thinks we get better every time.

Boyan stated that he would like rule signs posted in Riverfront Parking Lot.

Trujillo thinks the DDA is moving in the right direction.

10. Adjournment

Motion to adjourn by Williams, seconded by Boyan at 9:05 a.m.
Motion carried unanimously.

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 751 DOWNTOWN DEVELOPMENT AUTHORITY							
02/01/2019			751-00.000-005.000 COOP LIQUID ASSET SEC SYS		BEG. BALANCE		608,148.57
02/08/2019	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	21271		900.00	607,248.57
02/21/2019	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	21302		7,800.00	599,448.57
02/28/2019	GJ	JE	MICHIGAN CLASS INTEREST - FEB 2019	21342	1,192.82		600,641.39
02/28/2019			751-00.000-005.000	END BALANCE	1,192.82	8,700.00	600,641.39
02/01/2019			751-00.000-007.000 AUTOMATED PUBLIC FUNDS		BEG. BALANCE		31.94
02/01/2019	GJ		MONTHLY P&L INSURANCE PREMIUM	21252		83.75	(51.81)
02/07/2019	PR	CHK	SUMMARY PR 02/07/2019			836.96	(888.77)
02/08/2019	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	21271	900.00		11.23
02/12/2019	GJ	JE	5/3 SERVICE FEES - JAN 2018	21282		15.68	(4.45)
02/20/2019	CD	CHK	SUMMARY CD 02/20/2019			6,440.88	(6,445.33)
02/20/2019	CD	CHK	SUMMARY CD 02/20/2019			438.48	(6,883.81)
02/21/2019	PR	CHK	SUMMARY PR 02/21/2019			836.97	(7,720.78)
02/21/2019	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	21302	7,800.00		79.22
02/28/2019			751-00.000-007.000	END BALANCE	8,700.00	8,652.72	79.22
02/01/2019			751-00.000-202.000 ACCOUNTS PAYABLE		BEG. BALANCE		0.00
02/19/2019	AP	INV	FIFTH THIRD BANK	01/25/2019		199.00	(199.00)
			MEMBERSHIP RENEWAL				
02/19/2019	AP	INV	FIFTH THIRD BANK	01/18/2019		26.49	(225.49)
			ADOBE SUBSCRIPTION				
02/19/2019	AP	INV	FIFTH THIRD BANK	01/17/2019		195.00	(420.49)
			BALANCE OF CALENDAR PROGRAMMING				
02/19/2019	AP	INV	FIFTH THIRD BANK	01/04/2019		7.99	(428.48)
			MUFFINS FOR MEET & GREET MEETING				
02/19/2019	AP	INV	FIFTH THIRD BANK	01/02/2019		10.00	(438.48)
			EMAIL SUBSCRIPTION				
02/19/2019	AP	INV	MICHIGAN DOWNTOWN ASSOCIATION	E1710		135.00	(573.48)
			REGISTRATION LANSING DAY & WORKSHOP				
02/19/2019	AP	INV	RUSSELL DESIGN INC	2435		6,305.88	(6,879.36)
			RIVERWALK ENHANCEMENTS / EXPANSION				
02/20/2019	CD	CHK	SUMMARY CD 02/20/2019		6,440.88		(438.48)
02/20/2019	CD	CHK	SUMMARY CD 02/20/2019		438.48		0.00
02/28/2019			751-00.000-202.000	END BALANCE	6,879.36	6,879.36	0.00
02/01/2019			751-65.691-703.000 PART TIME SALARIES & WAGES		BEG. BALANCE		10,259.97
02/07/2019	PR	CHK	SUMMARY PR 02/07/2019		776.80		11,036.77
02/21/2019	PR	CHK	SUMMARY PR 02/21/2019		776.80		11,813.57
02/28/2019			751-65.691-703.000	END BALANCE	1,553.60	0.00	11,813.57
02/01/2019			751-65.691-717.000 SOCIAL SECURITY		BEG. BALANCE		636.12
02/07/2019	PR	CHK	SUMMARY PR 02/07/2019		48.16		684.28
02/21/2019	PR	CHK	SUMMARY PR 02/21/2019		48.16		732.44
02/28/2019			751-65.691-717.000	END BALANCE	96.32	0.00	732.44
02/01/2019			751-65.691-717.005 MEDICARE		BEG. BALANCE		148.77
02/07/2019	PR	CHK	SUMMARY PR 02/07/2019		11.26		160.03
02/21/2019	PR	CHK	SUMMARY PR 02/21/2019		11.27		171.30
02/28/2019			751-65.691-717.005	END BALANCE	22.53	0.00	171.30
02/01/2019			751-65.691-718.010 WORKERS' COMP INSURANCE		BEG. BALANCE		10.11
02/07/2019	PR	CHK	SUMMARY PR 02/07/2019		0.74		10.85
02/21/2019	PR	CHK	SUMMARY PR 02/21/2019		0.74		11.59
02/28/2019			751-65.691-718.010	END BALANCE	1.48	0.00	11.59
02/01/2019			751-65.691-727.000 OFFICE SUPPLIES		BEG. BALANCE		301.38
02/19/2019	AP	INV	FIFTH THIRD BANK	01/18/2019	26.49		327.87
			ADOBE SUBSCRIPTION				
02/19/2019	AP	INV	FIFTH THIRD BANK	01/02/2019	10.00		337.87
			EMAIL SUBSCRIPTION				
02/28/2019			751-65.691-727.000	END BALANCE	36.49	0.00	337.87
02/01/2019			751-65.691-818.020-19R0100000 GENERAL CONTRACT		BEG. BALANCE		19,402.48
02/19/2019	AP	INV	RUSSELL DESIGN INC	2435	6,305.88		25,708.36
			RIVERWALK ENHANCEMENTS / EXPANSION				
02/28/2019			751-65.691-818.020-19R0100000	END BALANCE	6,305.88	0.00	25,708.36
02/01/2019			751-65.691-860.000 TRAINING & TRAVEL		BEG. BALANCE		467.74
02/19/2019	AP	INV	MICHIGAN DOWNTOWN ASSOCIATION	E1710	135.00		602.74
			REGISTRATION LANSING DAY & WORKSHOP				
02/28/2019			751-65.691-860.000	END BALANCE	135.00	0.00	602.74
02/01/2019			751-65.691-880.000 COMMUNITY PROMOTION		BEG. BALANCE		5,678.26
02/19/2019	AP	INV	FIFTH THIRD BANK	01/17/2019	195.00		5,873.26
			BALANCE OF CALENDAR PROGRAMMING				
02/28/2019			751-65.691-880.000	END BALANCE	195.00	0.00	5,873.26
02/01/2019			751-65.691-910.000 INSURANCE PREMIUM		BEG. BALANCE		586.25
02/01/2019	GJ		MONTHLY P&L INSURANCE PREMIUM	21252	83.75		670.00
02/28/2019			751-65.691-910.000	END BALANCE	83.75	0.00	670.00

TRANSACTIONS FROM 02/01/2019 TO 02/28/2019

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
02/01/2019			751-65.691-955.000 MISCELLANEOUS EXPENSE		BEG. BALANCE		205.93
02/19/2019	AP	INV	FIFTH THIRD BANK	01/04/2019	7.99		213.92
			MUFFINS FOR MEET & GREET MEETING				
02/28/2019			751-65.691-955.000	END BALANCE	7.99	0.00	213.92
02/01/2019			751-65.691-958.000 MEMBERSHIPS & DUES		BEG. BALANCE		200.00
02/19/2019	AP	INV	FIFTH THIRD BANK	01/25/2019	199.00		399.00
			MEMBERSHIP RENEWAL				
02/28/2019			751-65.691-958.000	END BALANCE	199.00	0.00	399.00
02/01/2019			751-80.100-665.005 INTEREST ON INVESTMENTS		BEG. BALANCE		(7,526.91)
02/12/2019	GJ	JE	5/3 SERVICE FEES - JAN 2018	21282	15.68		(7,511.23)
02/28/2019	GJ	JE	MICHIGAN CLASS INTEREST - FEB 2019	21342		1,192.82	(8,704.05)
02/28/2019			751-80.100-665.005	END BALANCE	15.68	1,192.82	(8,704.05)
GRAND TOTALS:					25,424.90	25,424.90	638,550.61

PERIOD ENDING 02/28/2019

		2018-19	YTD BALANCE	ACTIVITY FOR	AVAILABLE
GL NUMBER	DESCRIPTION	AMENDED BUDGET MAL	02/28/2019NTH (ABNORMAL) ASE	02/28/2019 (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	8,704.05	1,177.14	(1,204.05)
Total Dept 80.100 - GENERAL REVENUE		7,500.00	8,704.05	1,177.14	(1,204.05)
Dept 80.600 - GENERAL REVENUE					
751-80.600-402.000	REAL PROPERTY TAXES	235,490.00	204,060.64	0.00	31,429.36
751-80.600-410.000	PERSONAL PROPERTY TAXES	(34,662.00)	(30,645.78)	0.00	(4,016.22)
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT RI	19,500.00	20,604.84	0.00	(1,104.84)
751-80.600-692.090	MISCELLANEOUS REVENUE	3,000.00	85.00	0.00	2,915.00
Total Dept 80.600 - GENERAL REVENUE		223,328.00	194,104.70	0.00	29,223.30
TOTAL REVENUES		230,828.00	202,808.75	1,177.14	28,019.25
Expenditures					
Dept 65.691 - DOWNTOWN DEVELOPMENT					
751-65.691-703.000	PART TIME SALARIES & WAGES	22,000.00	11,813.57	1,553.60	10,186.43
751-65.691-717.000	SOCIAL SECURITY	1,320.00	732.44	96.32	587.56
751-65.691-717.005	MEDICARE	320.00	171.30	22.53	148.70
751-65.691-718.010	WORKERS' COMP INSURANCE	21.00	11.59	1.48	9.41
751-65.691-727.000	OFFICE SUPPLIES	500.00	337.87	36.49	162.13
751-65.691-728.000	COPIES	100.00	0.04	0.00	99.96
751-65.691-730.000	POSTAGE	500.00	204.28	0.00	295.72
751-65.691-750.075	SEASONAL DECORATIONS-DDA	5,000.00	2,400.00	0.00	2,600.00
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	115,000.00	9,052.64	0.00	105,947.36
751-65.691-818.020-19R0100000	GENERAL CONTRACT SERVICES	45,000.00	25,708.36	6,305.88	19,291.64
751-65.691-818.080	FACADE IMPROVEMENTS	20,000.00	1,240.00	0.00	18,760.00
751-65.691-860.000	TRAINING & TRAVEL	1,400.00	602.74	135.00	797.26
751-65.691-880.000	COMMUNITY PROMOTION	15,450.00	5,873.26	195.00	9,576.74
751-65.691-905.000	PUBLISHING/ADVERTISING	300.00	90.97	0.00	209.03
751-65.691-910.000	INSURANCE PREMIUM	500.00	670.00	83.75	(170.00)
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	213.92	7.99	586.08
751-65.691-958.000	MEMBERSHIPS & DUES	600.00	399.00	199.00	201.00
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	26,996.87	0.00	86,997.13
Total Dept 65.691 - DOWNTOWN DEVELOPMENT		379,305.00	87,878.85	8,637.04	291,426.15
TOTAL EXPENDITURES		379,305.00	87,878.85	8,637.04	291,426.15
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY:					
TOTAL REVENUES		230,828.00	202,808.75	1,177.14	28,019.25
TOTAL EXPENDITURES		379,305.00	87,878.85	8,637.04	291,426.15
NET OF REVENUES & EXPENDITURES		(148,477.00)	114,929.90	(7,459.90)	(263,406.90)
BEG. FUND BALANCE		485,790.71	485,790.71		
END FUND BALANCE		337,313.71	600,720.61		

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

Part Time Salaries	Budget	Expenditures		Balance
	\$22,000.00			
7/12/2018		\$340.00		
7/26/2018		\$680.00		
8/9/2018		\$680.00		
8/23/2018		\$680.00		
9/6/2018		\$680.00		
9/20/2018		\$776.80		
10/4/2018		\$776.80		
10/18/2018		\$660.28		
11/1/2018		\$776.80		
11/15/2018		\$776.80		
11/29/2018		\$776.80		
12/13/2018		\$776.80		
12/28/2018		\$776.80		
1/10/2019		\$325.29		
1/24/2019		\$776.80		
2/7/2019		\$776.80		
2/21/2019		\$776.80		
				\$10,186.43
Social Security	Budget	Expenditures		Balance
	\$1,320.00			
7/12/2018		\$21.08		
7/26/2018		\$42.16		
8/9/2018		\$42.16		
8/23/2018		\$42.16		
9/6/2018		\$42.16		
9/20/2018		\$48.16		
10/4/201/		\$48.16		
10/18/2018		\$40.94		
11/1/2018		\$48.16		
11/15/2018		\$48.16		
11/29/2018		\$48.16		
12/13/2018		\$48.17		
12/28/2018		\$48.16		
1/10/2019		\$20.17		
1/24/2019		\$48.16		
2/7/2019		\$48.16		
2/21/2019		\$48.16		
				\$587.56
Medicare	Budget	Expenditures		Balance

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

	\$320.00			
7/12/2018		\$4.93		
7/26/2018		\$9.86		
8/9/2018		\$9.86		
8/23/2018		\$9.86		
9/6/2018		\$9.86		
9/20/2018		\$11.27		
10/4/2018		\$11.26		
10/18/2018		\$9.57		
11/1/2018		\$11.27		
11/15/2018		\$11.26		
11/29/2018		\$11.26		
12/13/2018		\$11.27		
12/28/2018		\$11.26		
1/10/2019		\$4.72		
1/24/2019		\$11.26		
2/7/2019		\$11.26		
2/21/2019		\$11.27		
				\$148.70
Workers Comp Insurance	Budget	Expenditures		Balance
	\$21.00			
7/12/2018		\$0.65		
7/26/2018		\$0.65		
8/9/2018		\$0.65		
8/23/2018		\$0.65		
9/6/2018		\$0.65		
9/20/2018		\$0.74		
10/4/2018		\$0.74		
10/18/2018		\$0.63		
11/1/2018		\$0.74		
11/15/2018		\$0.74		
11/29/2018		\$0.74		
12/13/2018		\$0.74		
12/28/2018		\$0.74		
1/10/2019		\$0.31		
1/24/2019		\$0.74		
2/7/2019		\$0.74		
2/21/2019		\$0.74		
				\$9.41
Office Supplies - 727.000	Budget	Expenditures		Balance
	\$500.00			
Adobe		\$26.49		
Email subscription		\$10.00		

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

Adobe		\$26.49		
Email subscription		\$10.00		
Adobe		\$26.49		
Email subscription		\$10.00		
Adobe		\$26.49		
Postcards/envelopes for gathering		\$25.84		
Envelopes for gathering		\$10.60		
DDA binder/file folders		\$44.80		
Email subscription		\$10.00		
Adobe		\$26.49		
Email subscription		\$10.00		
Supplies		\$1.20		
Adobe		\$26.49		
Email subscription		\$10.00		
Adobe		\$26.49		
Email subscription		\$10.00		
				\$162.13
Copies	Budget	Expenditures		Balance
	\$100.00			
October		\$0.04		
				\$99.96
Postage	Budget	Expenditures		Balance
	\$500.00			
Façade mailing		\$46.20		
Postage - September 2018		\$0.47		
Mailing - October 2018		\$89.77		
November 2018 postage		\$0.47		
December 2018 postage		\$67.37		
				\$295.72
Seasonal Decorations - 750.075	Budget	Expenditures		Balance
	\$5,000.00			
Ruhlig 16 pots planted for winter		\$2,400.00		
				\$2,600.00

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

Audit Services	Budget	Expenditures		Balance
	\$1,500.00			
Plante & Moran progress billing June 30		\$1,360.00		
				\$140.00
General Contract Services - 818.020	Budget	Expenditures		Balance
	\$160,000.00			
Russell Design - Riverwalk		\$2,046.48		
Russell Design Data collection/programming		\$17,356.00		
Russell Design Data collection/programming		\$9,052.64		
Russell Design Riverwalk Enhancements		\$6,305.88		
				\$125,239.00
Façade Improvements - 818.080	Budget	Expenditures		Balance
	\$20,000.00			
Beneteau Properties (2017-2018 grant)		\$1,240.00		
				\$18,760.00
Training & Travel - 860.000	Budget	Expenditures		Balance
	\$1,400.00			
Parking Fee		\$15.00		
MI Downtown Assoc Statewide Conference		\$160.00		
Downtown Conference Hotel		\$223.74		
MI Downtown Conf Hotel		\$20.22		
P. Stanifer - mileage/brochures		\$48.78		
MI Downtown registration Lansing		\$135.00		
				\$797.26
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		

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

Monroe News - Master Plan cards		\$508.19		
Web Hosting		\$275.00		
Marking Chalk		\$85.24		
DMP Gathering Coffee		\$22.37		
Master Plan Brochures		\$395.00		
Mailing supplies, labels, envelopes		\$67.34		
Monroe News DDA Publishing		\$75.00		
Downtown Travel cards		\$395.00		
Tree Lighting posters		\$17.12		
Porta john for Tree Lighting		\$95.00		
Candy Canes for Santa		\$48.00		
New Moon - Up Close/Holiday		\$187.50		
Monroe News Event Guide		\$975.00		
Cobb Communication State Park ad		\$310.00		
MPACT		\$325.00		
Hadrou calendar page		\$1,360.00		
Hadrou balance calendar page		\$195.00		
				\$9,576.74
Publishing/Advertising 905.000	Budget	Expenditures		Balance
	\$300.00			
Monroe News DDA Publishing		\$90.97		
				\$209.03
Insurance Premium	Budget	Expenditures		Balance
	\$500.00			
Monthly P&L		\$83.75		
Monthly P&L		\$83.75		
Monthly P&L		\$83.75		
Monthly P&L		\$83.75		
Monthly P&L		\$83.75		
Monthly P&L		\$83.75		
Monthly P&L		\$83.75		
Monthly P&L		\$83.75		
				-\$170.00
Repair & Maintenance 934.751	Budget	Expenditures		Balance
	\$15,000.00			

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

				\$15,000.00
Miscellaneous Expense - 955.000	Budget	Expenditures		Balance
	\$800.00			
Façade postcards		\$93.72		
Funeral flowers		\$85.75		
Coffee workshop		\$26.46		
Muffins for meet & greet meeting		\$7.99		
				\$586.08
Dues & Subscriptions - 958.000	Budget	Expenditures		Balance
	\$600.00			
Michigan Downtown Knowles Annual		\$200.00		
Membership renewal		\$199.00		
				\$201.00
Transfer Out Debt Service	Budget	Expenditures		Balance
	\$113,994.00			
Bond Payment		\$26,996.87		
				\$86,997.13
Transfer Out General	Budget	Expenditures		Balance
	\$20,000.00			
				\$20,000.00
Total	\$379,305.00	\$87,878.85		

	PROJECT	CHAMPION(S)	STATUS
Goal:	Inform and educate building owners and public of the actions and accomplishments of the DDA and businesses		
	1. Annual Communications Plan	Staff	Obtaining quote for annual report template; see attachment PS - developing application and database
	2. Volunteer Management Program	Staff	
Goal:	Support downtown businesses and property owners		
	1. Façade Improvement Program	Scott Goocher	2 approved projects
	2. Maintain online list of available properties	Staff	Updated and ongoing
Goal:	Preserve and enhance downtown by facilitating development		
	1. Riverfront Parking Lot Redevelopment	Staff	On hold for now
	2. Streetscape Improvements	Les Lukacs	In progress
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	Updated and ongoing, relying on coordinators to submit materials, low self-report rate
	2. Establish an Annual Marketing Plan	Mackenzie Swanson	Bus rec brochure in progress, radio ad series in progress; see attachment
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	Anticipate a gathering first week of May with prop owners to roll out new building improvement program
Goal:	Establish an environment that promotes residential growth downtown		
	1. Clean-Safe-Attractive Effort	Tony Trujillo/George Boyan	Tree trimming ongoing
	2. Implement opportunities included in the Residential TMA	Mayor Clark/Joe Peruski	No action taken at this time; city to pursue firehouse redev

MONROE DDA
2018-2019 WORK PLAN UPDATE

- 1. Riverwalk Enhancement/Expansion
- 2. Upper Floor Conversion Case Study

Swanson/Trujillo
Peruski/Lukacs

Committee reviewed early ideas; designer working on concept plan;
on target for May/June completion
In progress; intro meeting with owners was 2/21

Monroe Downtown Development Authority

Communications Plan

2018-2019

aknowles
3/12/2019

Updated

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	
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.

####

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MEDIA ALERT



FOR IMMEDIATE RELEASE
DATE:

CONTACT:
PHONE:

TITLE

Sub-Title

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

####

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Monroe Downtown Development Authority

Marketing Plan

2018-2019

aknowles
3/12/2018
Updated

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

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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	\$1,555 ✓	I
Web site	Ongoing	\$275 ✓	I
Rack Card (replaces locator map) - MI welcome center, national/state parks, hotels, county fairground, MCCC	August 2018	\$715 ✓	II
MPACT	Once/annual	\$487 ✓	II
Paid ads - state park guide, RV guide	Once/annual	\$310 ✓	II
Holiday advertisement (CMIM Guide)	Dec 2018	\$1,050 ✓	II
Radio co-op	Feb 2019	\$903 ✓	II
Advertise with banners or in programs at event venues like fairgrounds, Munson Park, RRNB, etc.	Ongoing	\$300 ✓	III
Downtown Master Plan Promo	Ongoing	\$1,153 ✓	III
Tree Lighting	Once/annual	\$348 ✓	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	☑		
3/12/19		\$8,596	