

MONROE
DOWNTOWN
DEVELOPMENT AUTHORITY
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, May 15, 2019, 8:00 A.M.
CITY HALL, THIRD 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, April 17, 2019 Regular Meeting
- C. Financial Reports
 - i. April, 2019, DDA Revenue and Expenditure Report FY 2018-2019
 - ii. April, 2019, DDA Itemized Expenditure Report FY 2018-2019

6. New Business

- A. Façade Reinvestment Program – Requests for Extension (5 min)

Action Requested

7. Other Business

- A. Proposed Revised By-Laws (10 min)
- B. Proposal from Issue Media Group (10 min)
- C. Work Plan Updates (10 min)

Action Requested

Action Requested

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, April 17, 2019
Third Floor Conference Room
Monroe City Hall**

Chairperson Joe Peruski called the meeting to order at 8:06 a.m.

1. Roll Call

Present: Mayor Robert Clark, Scott Goocher, Scott Kegerreis, Les Lukacs, Joe Peruski, Mackenzie Swanson, Anthony Trujillo and Chip Williams
Staff: Michelle LaVoy, Clerk-Treasurer
Annette Knowles, Downtown/Economic Development Coordinator
Guests: Marissa Marx, Owner of Deez Beez
Tiffany Sacco, Owner of Tiffany's Pizza

2. Vision Statement - Read by Mayor Robert Clark

3. Additions/Deletions to the Meeting Agenda - None

4. Public Comments

Marissa Marx, owner of Deez Beez - stated that she came to observe the meeting.
Tiffany Sacco, owner of Tiffany's Pizza - stated that she came to observe the meeting.

5. Consent Agenda

- A. Approval of Agenda
- B. Approval of Minutes of Wednesday, March 20, 2019 Regular Meeting
- C. Financial Reports:
 - ❖ March, 2019, DDA Revenue and Expenditure Report FY2018-2019
 - ❖ March, 2019, DDA Itemized Expenditure Report FY 2018-2019

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

6. New Business

A. Discussion regarding the July, 2019 Election of Officers

Peruski asked if there were any question or comments regarding the election of officers. Mayor Clark discussed how officers are elected and the term of the officers. Knowles discussed the requirements necessary to serve as an officer.

B. Proposal from Issue Media Group

Knowles discussed the proposal that she received from Issue Media Group. She stated the proposal would last for one year. She stated that she contacted Dearborn and Farmington and stated that both communities had a positive experience with Issue Media Group. Discussion followed regarding the pros and cons of the proposal. How the budget would be impacted was also discussed. It was decided that the item should be brought back for discussion and action during the meeting in May. Knowles to report with items from the marketing plan that might be substituted for this program.

7. Other Business

A. Proposed Revised By-Laws

Peruski discussed the proposed By-Law revisions and opened the floor for discussion. Mayor Clark thanked everyone who put work into the proposed revision. This item will appear on the May agenda for action, according to requirements in the by-laws.

B. Downtown Reinvestment Grant Program

Knowles reviewed some minor language changes recommended after legal review. Discussion followed.

Motion by Lukacs seconded by Trujillo to approve the revised Downtown Reinvestment Program as presented. ***Motion carried unanimously.***

C. Work Plan Updates

Knowles reviewed various work plan updates. A written update was included in the meeting materials.

8. Communications – No communications.

9. Board Member Comments/Administrative Comments

Lukacs stated the Spring Clean-up has been moved to Saturday, May 18, 2019.

Trujillo thanked Scott Goocher for all his hard work with the façade program revision.

Mayor Clark thanked Scott for all his hard work; Russell Design was here this week regarding the Streetscape Design Standards and asked if anyone knows anyone interested in service on the Committees to send them his way.

Peruski thanked George Boyan for his service on the Board, and stated that he should be a building owner in downtown Monroe by the next meeting.

10. Adjournment

Motion to adjourn by Lukacs, seconded by Mayor Clark at 9:16 a.m.

Motion carried unanimously.

PERIOD ENDING 04/30/2019

		2018-19	YTD BALANCE	ACTIVITY FOR	AVAILABLE
GL NUMBER	DESCRIPTION	AMENDED BUDGET MAL	04/30/2019NTH (ABNORMAL) ASE	04/30/2019 (DECREASE) MAL	BALANCE (ABNORMAL)
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY					
Revenues					
Dept 80.100 - GENERAL REVENUE					
751-80.100-665.005	INTEREST ON INVESTMENTS	9,600.00	11,288.19	1,266.72	(1,688.19)
Total Dept 80.100 - GENERAL REVENUE		9,600.00	11,288.19	1,266.72	(1,688.19)
Dept 80.600 - GENERAL REVENUE					
751-80.600-402.000	REAL PROPERTY TAXES	245,200.00	245,211.33	0.00	(11.33)
751-80.600-410.000	PERSONAL PROPERTY TAXES	(37,120.00)	(37,093.20)	0.00	(26.80)
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT RI	20,605.00	20,604.84	0.00	0.16
751-80.600-692.090	MISCELLANEOUS REVENUE	3,000.00	1,411.25	1,326.25	1,588.75
Total Dept 80.600 - GENERAL REVENUE		231,685.00	230,134.22	1,326.25	1,550.78
TOTAL REVENUES		241,285.00	241,422.41	2,592.97	(137.41)
Expenditures					
Dept 65.691 - DOWNTOWN DEVELOPMENT					
751-65.691-703.000	PART TIME SALARIES & WAGES	20,500.00	14,920.77	1,553.60	5,579.23
751-65.691-717.000	SOCIAL SECURITY	1,280.00	925.09	96.32	354.91
751-65.691-717.005	MEDICARE	300.00	216.35	22.53	83.65
751-65.691-718.010	WORKERS' COMP INSURANCE	20.00	14.55	1.48	5.45
751-65.691-727.000	OFFICE SUPPLIES	500.00	412.05	36.49	87.95
751-65.691-728.000	COPIES	20.00	0.04	0.00	19.96
751-65.691-730.000	POSTAGE	500.00	226.75	0.00	273.25
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	13,895.44	4,842.80	101,104.56
751-65.691-818.020-19R0100000	GENERAL CONTRACT SERVICES	45,000.00	31,754.84	6,046.48	13,245.16
751-65.691-818.080	FACADE IMPROVEMENTS	21,300.00	1,240.00	0.00	20,060.00
751-65.691-860.000	TRAINING & TRAVEL	1,400.00	968.32	325.58	431.68
751-65.691-880.000	COMMUNITY PROMOTION	15,450.00	8,827.26	2,051.00	6,622.74
751-65.691-905.000	PUBLISHING/ADVERTISING	300.00	90.97	0.00	209.03
751-65.691-910.000	INSURANCE PREMIUM	1,005.00	837.50	83.75	167.50
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	0.00	586.08
751-65.691-958.000	MEMBERSHIPS & DUES	600.00	399.00	0.00	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	113,993.74	86,996.87	0.26
Total Dept 65.691 - DOWNTOWN DEVELOPMENT		379,469.00	192,696.59	102,056.90	186,772.41
TOTAL EXPENDITURES		379,469.00	192,696.59	102,056.90	186,772.41
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY:					
TOTAL REVENUES		241,285.00	241,422.41	2,592.97	(137.41)
TOTAL EXPENDITURES		379,469.00	192,696.59	102,056.90	186,772.41
NET OF REVENUES & EXPENDITURES		(138,184.00)	48,725.82	(99,463.93)	(186,909.82)
BEG. FUND BALANCE		485,790.71	485,790.71		
END FUND BALANCE		347,606.71	534,516.53		

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 751 DOWNTOWN DEVELOPMENT AUTHORITY							
04/01/2019			751-00.000-005.000 COOP LIQUID ASSET SEC SYS		BEG. BALANCE		633,967.52
04/12/2019	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	21477		7,000.00	626,967.52
04/19/2019	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	21504		8,100.00	618,867.52
04/25/2019	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	21524		85,700.00	533,167.52
04/30/2019	GJ	JE	MICHIGAN CLASS INTEREST - APR 2019	21554	1,269.54		534,437.06
04/30/2019			751-00.000-005.000	END BALANCE	1,269.54	100,800.00	534,437.06
04/01/2019			751-00.000-007.000 AUTOMATED PUBLIC FUNDS		BEG. BALANCE		12.94
04/01/2019	GJ		MONTHLY P&L INSURANCE PREMIUM	21441		83.75	(70.81)
04/02/2019	CD	CHK	SUMMARY CD 04/02/2019			6,046.48	(6,117.29)
04/03/2019	GJ	JE	5/3 SERVICE FEES REVERSAL - MAR 2019	21448	6.06		(6,111.23)
04/04/2019	PR	CHK	SUMMARY PR 04/04/2019			836.97	(6,948.20)
04/10/2019	GJ	JE	5/3 SERVICE FEES - MAR 2019	21474		8.88	(6,957.08)
04/12/2019	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	21477	7,000.00		42.92
04/16/2019	CD	CHK	SUMMARY CD 04/16/2019			4,927.80	(4,884.88)
04/16/2019	CD	CHK	SUMMARY CD 04/16/2019			2,328.07	(7,212.95)
04/18/2019	PR	CHK	SUMMARY PR 04/18/2019			836.96	(8,049.91)
04/19/2019	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	21504	8,100.00		50.09
04/23/2019	CR	RCPT			1,326.25		1,376.34
			SUMMARY CR POSTING: 04/23/2019 OTHER				
04/25/2019	GJ		FUNDS TRANSFER FOR BOND PAYMENT	21518		86,996.87	(85,620.53)
04/25/2019	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	21524	85,700.00		79.47
04/30/2019			751-00.000-007.000	END BALANCE	102,132.31	102,065.78	79.47
04/01/2019			751-00.000-202.000 ACCOUNTS PAYABLE		BEG. BALANCE		0.00
04/01/2019	AP	INV	RUSSELL DESIGN INC	2438		6,046.48	(6,046.48)
			M25-183 RIVERWALK CONCEPTUAL DESIGN I				
04/02/2019	CD	CHK	SUMMARY CD 04/02/2019		6,046.48		0.00
04/15/2019	AP	INV	MICHIGAN DOWNTOWN ASSOCIATION	E1765		85.00	(85.00)
			ANNUAL SUMMER WORKSHOP				
04/15/2019	AP	INV	MITCHELL & MOUAT ARCHITECTS INC	2042		4,842.80	(4,927.80)
			DESIGN SERVICES 113 E FRONT & 12 W FI				
04/15/2019	AP	INV	FIFTH THIRD BANK	03/25/2019		903.00	(5,830.80)
			RADIO CAMPAIGN				
04/15/2019	AP	INV	FIFTH THIRD BANK	03/18/2019		26.49	(5,857.29)
			ADOBE SUBSCRIPTION				
04/15/2019	AP	INV	FIFTH THIRD BANK	03/15/2019		200.58	(6,057.87)
			MI DOWNTOWN ASSOC. SPRING WORKSHOP HC				
04/15/2019	AP	INV	FIFTH THIRD BANK	03/13/2019		15.00	(6,072.87)
			MI DOWNTOWN ASSOC SPRING WORKSHOP PAI				
04/15/2019	AP	INV	FIFTH THIRD BANK	03/11/2019		25.00	(6,097.87)
			TOUR OF BRIDGE STREET MARKET				
04/15/2019	AP	INV	FIFTH THIRD BANK	03/07/2019		903.00	(7,000.87)
			RADIO CAMPAIGN				
04/15/2019	AP	INV	FIFTH THIRD BANK	03/04/2019		245.00	(7,245.87)
			RACK CARDS				
04/15/2019	AP	INV	FIFTH THIRD BANK	03/01/2019		10.00	(7,255.87)
			EMAIL SUBSCRIPTION				
04/16/2019	CD	CHK	SUMMARY CD 04/16/2019		4,927.80		(2,328.07)
04/16/2019	CD	CHK	SUMMARY CD 04/16/2019		2,328.07		0.00
04/30/2019			751-00.000-202.000	END BALANCE	13,302.35	13,302.35	0.00
04/01/2019			751-65.691-703.000 PART TIME SALARIES & WAGES		BEG. BALANCE		13,367.17
04/04/2019	PR	CHK	SUMMARY PR 04/04/2019		776.80		14,143.97
04/18/2019	PR	CHK	SUMMARY PR 04/18/2019		776.80		14,920.77
04/30/2019			751-65.691-703.000	END BALANCE	1,553.60	0.00	14,920.77
04/01/2019			751-65.691-717.000 SOCIAL SECURITY		BEG. BALANCE		828.77
04/04/2019	PR	CHK	SUMMARY PR 04/04/2019		48.16		876.93
04/18/2019	PR	CHK	SUMMARY PR 04/18/2019		48.16		925.09
04/30/2019			751-65.691-717.000	END BALANCE	96.32	0.00	925.09
04/01/2019			751-65.691-717.005 MEDICARE		BEG. BALANCE		193.82
04/04/2019	PR	CHK	SUMMARY PR 04/04/2019		11.27		205.09
04/18/2019	PR	CHK	SUMMARY PR 04/18/2019		11.26		216.35
04/30/2019			751-65.691-717.005	END BALANCE	22.53	0.00	216.35
04/01/2019			751-65.691-718.010 WORKERS' COMP INSURANCE		BEG. BALANCE		13.07
04/04/2019	PR	CHK	SUMMARY PR 04/04/2019		0.74		13.81
04/18/2019	PR	CHK	SUMMARY PR 04/18/2019		0.74		14.55
04/30/2019			751-65.691-718.010	END BALANCE	1.48	0.00	14.55
04/01/2019			751-65.691-727.000 OFFICE SUPPLIES		BEG. BALANCE		375.56
04/15/2019	AP	INV	FIFTH THIRD BANK	03/18/2019	26.49		402.05
			ADOBE SUBSCRIPTION				
04/15/2019	AP	INV	FIFTH THIRD BANK	03/01/2019	10.00		412.05
			EMAIL SUBSCRIPTION				
04/30/2019			751-65.691-727.000	END BALANCE	36.49	0.00	412.05
04/01/2019			751-65.691-818.020 GENERAL CONTRACT SERVICES		BEG. BALANCE		9,052.64
04/15/2019	AP	INV	MITCHELL & MOUAT ARCHITECTS INC	2042	4,842.80		13,895.44
			DESIGN SERVICES 113 E FRONT & 12 W FI				
04/30/2019			751-65.691-818.020	END BALANCE	4,842.80	0.00	13,895.44

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
04/01/2019			751-65.691-818.020-19R0100000 GENERAL CONTRACT		BEG. BALANCE		25,708.36
04/01/2019	AP	INV	RUSSELL DESIGN INC	2438	6,046.48		31,754.84
04/30/2019			M25-183 RIVERWALK CONCEPTUAL DESIGN I 751-65.691-818.020-19R0100000	END BALANCE	6,046.48	0.00	31,754.84
04/01/2019			751-65.691-860.000 TRAINING & TRAVEL		BEG. BALANCE		642.74
04/15/2019	AP	INV	MICHIGAN DOWNTOWN ASSOCIATION	E1765	85.00		727.74
04/15/2019	AP	INV	ANNUAL SUMMER WORKSHOP FIFTH THIRD BANK	03/15/2019	200.58		928.32
04/15/2019	AP	INV	MI DOWNTOWN ASSOC. SPRING WORKSHOP H FIFTH THIRD BANK	03/13/2019	15.00		943.32
04/15/2019	AP	INV	MI DOWNTOWN ASSOC SPRING WORKSHOP PAI FIFTH THIRD BANK	03/11/2019	25.00		968.32
04/30/2019			TOUR OF BRIDGE STREET MARKET 751-65.691-860.000	END BALANCE	325.58	0.00	968.32
04/01/2019			751-65.691-880.000 COMMUNITY PROMOTION		BEG. BALANCE		6,776.26
04/15/2019	AP	INV	FIFTH THIRD BANK	03/25/2019	903.00		7,679.26
04/15/2019	AP	INV	RADIO CAMPAIGN FIFTH THIRD BANK	03/07/2019	903.00		8,582.26
04/15/2019	AP	INV	RADIO CAMPAIGN FIFTH THIRD BANK	03/04/2019	245.00		8,827.26
04/30/2019			RACK CARDS 751-65.691-880.000	END BALANCE	2,051.00	0.00	8,827.26
04/01/2019			751-65.691-910.000 INSURANCE PREMIUM		BEG. BALANCE		753.75
04/01/2019	GJ		MONTHLY P&L INSURANCE PREMIUM	21441	83.75		837.50
04/30/2019			751-65.691-910.000	END BALANCE	83.75	0.00	837.50
04/01/2019			751-65.691-999.301 TRANSFER OUT-DEBT SERVICE		BEG. BALANCE		26,996.87
04/25/2019	GJ		FUNDS TRANSFER FOR BOND PAYMENT	21518	86,996.87		113,993.74
04/30/2019			751-65.691-999.301	END BALANCE	86,996.87	0.00	113,993.74
04/01/2019			751-80.100-665.005 INTEREST ON INVESTMENTS		BEG. BALANCE		(10,021.47)
04/03/2019	GJ	JE	5/3 SERVICE FEES REVERSAL - MAR 2019	21448		6.06	(10,027.53)
04/10/2019	GJ	JE	5/3 SERVICE FEES - MAR 2019	21474	8.88		(10,018.65)
04/30/2019	GJ	JE	MICHIGAN CLASS INTEREST - APR 2019	21554		1,269.54	(11,288.19)
04/30/2019			751-80.100-665.005	END BALANCE	8.88	1,275.60	(11,288.19)
04/01/2019			751-80.600-692.090 MISCELLANEOUS REVENUE		BEG. BALANCE		(85.00)
04/23/2019	CR	RCPT				1,326.25	(1,411.25)
04/30/2019			SUMMARY CR POSTING: 04/23/2019 OTHER 751-80.600-692.090	END BALANCE	0.00	1,326.25	(1,411.25)
GRAND TOTALS:					218,769.98	218,769.98	708,583.00

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

Part Time Salaries	Budget	Expenditures		Balance
	\$20,500.00			
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		
3/7/2019		\$776.80		
3/21/2019		\$776.80		
4/4/2019		\$776.80		
4/18/2019		\$776.80		
				\$5,579.23
Social Security	Budget	Expenditures		Balance
	\$1,280.00			
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		
3/7/2019		\$48.16		
3/21/2019		\$48.16		

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

4/4/2019		\$48.16		
4/18/2019		\$48.16		
				\$354.92
Medicare	Budget	Expenditures		Balance
	\$300.00			
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		
3/7/2019		\$11.26		
3/21/2019		\$11.26		
4/4/2019		\$11.27		
4/18/2019		\$11.26		
				\$83.65
Workers Comp Insurance	Budget	Expenditures		Balance
	\$20.00			
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		

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

1/10/2019		\$0.31		
1/24/2019		\$0.74		
2/7/2019		\$0.74		
2/21/2019		\$0.74		
3/7/2019		\$0.74		
3/21/2019		\$0.74		
4/4/2019		\$0.74		
4/18/2019		\$0.74		
				\$5.45
Office Supplies - 727.000	Budget	Expenditures		Balance
	\$500.00			
Adobe		\$26.49		
Email subscription		\$10.00		
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 - December		\$1.20		
Adobe		\$26.49		
Email subscription		\$10.00		
Supplies - January		\$1.20		
Email subscription		\$10.00		
Adobe		\$26.49		
Email subscription		\$10.00		
Adobe		\$26.49		
Email subscription		\$10.00		
Adobe		\$26.49		
				\$87.95
Copies	Budget	Expenditures		Balance
	\$20.00			
October		\$0.04		
				\$19.96

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

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		
January 2019 postage		\$0.47		
February 2019 postage		\$2.00		
Postage to Welcome Center		\$19.50		
				\$273.75
Seasonal Decorations - 750.075	Budget	Expenditures		Balance
	\$5,000.00			
Ruhlig 16 pots planted for winter		\$2,400.00		
				\$2,600.00
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		
Mitchell & Mouat Architects (113 E Front & 12 W Front)		\$4,842.80		
Russell Design Riverwalk Conceptual Design		\$6,046.48		
				\$114,349.72
Façade Improvements - 818.080	Budget	Expenditures		Balance
	\$21,300.00			
Beneteau Properties (2017-2018 grant)		\$1,240.00		

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

				\$20,060.00
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		
Planners gathering - Knowles/Swanson		\$40.00		
MI Downtown Summer Workshop		\$85.00		
MI Downtown Spring Workshop hotel		\$200.58		
MI Downtown Spring Workshop pa		\$15.00		
Tour of Bridge Street Market		\$25.00		
				\$431.68
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 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		

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

Hadrou balance calendar page		\$195.00		
Radio Campaign		\$903.00		
Radio Campaign		\$903.00		
Radio Campaign		\$903.00		
Rack cards		\$245.00		
				\$6,622.74
Publishing/Advertising 905.000	Budget	Expenditures		Balance
	\$300.00			
Monroe News DDA Publishing		\$90.97		
				\$209.03
Insurance Premium	Budget	Expenditures		Balance
	\$1,005.00			
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		
Monthly P&L		\$83.75		
Monthly P&L		\$83.75		
				\$167.50
Repair & Maintenance 934.751	Budget	Expenditures		Balance
	\$15,000.00			
				\$15,000.00

Monroe Downtown Development Authority
2018-2019 Fiscal Year Expenditure Report

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		
Bond Payment		\$86,996.87		
				\$0.26
Transfer Out General	Budget	Expenditures		Balance
	\$20,000.00			
				\$20,000.00
Total	\$379,469.00	\$192,696.08		

Memo

Date: Thursday, May 9, 2019

To: DDA Board of Directors

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

Re: **FAÇADE REINVESTMENT PROGRAM - REQUESTS FOR EXTENSION**

BACKGROUND

In November, 2018, the board approved two projects for participation in the Facade Reinvestment Program. Then-guidelines require that the approved applicants commence work within ninety days of approval. That period since has passed. Approved applicants were contacted to submit a request an extension of the start date with a brief explanation of the delay. The requests, along with the committee recommendation for approval of the extensions, are attached. The subject properties are 34 West Front Street and 13 West Front (with frontage on Monroe Street).

NOTE: Given the shift in approvals to fall of each year, future consideration should be given to revising the downtown reinvestment grant program guidelines to provide more lead time for commencement of approved projects.

ACTION

Approve extensions to commence work by November 19, 2019 for façade projects at 34 West Front Street and 13 West Front Street in accordance with committee recommendation.

Façade Reinvestment Committee Meeting

May 7, 2019

Meeting: 8:10 a.m. – 8:38 a.m.

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

Office Manager: Paula Stanifer

Excused: George Boyan, Jim Jacobs

Review of two current Reinvestment Grants.

Grants were awarded November 14, 2018. Both recipients have been in contact monthly with Ms. Stanifer providing updates. Committee feels it is unrealistic for facades to be started within 90 days due to the award date of November. Committee did not expect any real work to commence before May 2019. Further, both of the projects are full projects which include extensive interior work. Committee believes both recipients will begin interior work and finish with the façade. Committee feels both projects will extend past the one year mark and will ask recipients to provide a letter of extension at that time.

Motion by Mary Gail Beneteau, seconded by Janet Berns, to extend both grants to a minimum of one year (November 19, 2019).

Motion Unanimous



Annette Knowles <annette.knowles@monroemi.gov>

Monroe DDA Facade Reinvestment Program

Sali Mehmeti <sali.mehmeti@hotmail.com>

Fri, Apr 26, 2019 at 8:39 PM

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

Cc: Joe Peruski <jperuski@monroecurrency.com>, Scott Goocher <jacksbike@hotmail.com>

Hi Annette,

Thank you so much for reaching out. We apologize we haven't started within 90 days and would like to request an extension. We have had some issues with the contractors and that's why the project have been delayed. But, we are now working on an agreement and will start the construction in May.

Thank you again!!

Have a great weekend!

Sal

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

Sent: Friday, April 26, 2019 5:01 PM

To: sali.mehmeti@hotmail.com

Cc: Joe Peruski; Scott Goocher

Subject: Monroe DDA Facade Reinvestment Program

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Annette Knowles <annette.knowles@monroemi.gov>

Facade Grant

Dustin Leach <dustin@riverbankwa.com>

Fri, May 3, 2019 at 9:41 AM

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

Hi Annette,

Thank you for the email and the explanation. Our project is still a work in progress as we have had to make changes to the brewing/distilling strategy as it relates to doing it on site. The regulatory process for distilling is regulated not only by the state but federally as well through TTB and they had conflicting information in determining if we could do what we wanted in the space we had. Ultimately we had to drop the idea of distilling and will now be focusing on brewing only. The space required and overall set up for brewing and distilling is completely different so we couldn't do the work with architects until we had the final determination from TTB on distilling. We started work with the architect in December are still waiting for a final print that we can submit for review and hope to have that in the coming weeks.

Sorry for the delay and for all the detail but hopefully this will help. We really appreciate all the help and cooperation we have received from the city on this and we look forward to getting this project started very soon!

Regards,

Dustin E. Leach, AIF®

President & Wealth Advisor



72 W. Front Street | Monroe, MI 48161
ph: 734.457.9123 | fax: 734.457.9609
dustin@riverbankwa.com

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Memo

Date: Thursday, May 9, 2019

To: DDA Board of Directors

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

Re: **PROPOSED REVISED BY-LAWS**

BACKGROUND

The DDA board last updated its by-laws in October, 2017. At the time, Article 8, Committees, purposefully was passed over because the transition to project-based work teams from standing committees needed some practical experience before the areas requiring revision could become evident.

At this time, with the transition to project-based work teams completed, the by-laws are obsolete as they pertain to committees. An ad hoc by-law revision committee convened to rewrite Article 8 primarily. However, other minor changes were made to other articles where necessary. For example, the by-laws now mention Act 57 of 2018 rather than Act 197 of 1975.

At the April meeting, the proposed revisions were presented to the board according to requirements, but not acted upon.

If approved, any changes must be adopted by the honorable Mayor and City Council.

Attached is a clean copy of the proposed revised by-laws and a marked up version showing the proposed changes.

ACTION

Approve by-laws, 2019 revision one.



**MONROE DOWNTOWN DEVELOPMENT AUTHORITY
MONROE, MICHIGAN**

BY-LAWS

Adopted by the Monroe DDA:

September 20, 2017 TBD

Reviewed by the City of Monroe:

October 16, 2017 TBD

ARTICLE 1

Name and Principal Office

Section 1: The name of this Authority is the Monroe Downtown Development Authority (Monroe DDA).

ARTICLE 2

Statement of Mission and Purpose

Section 1: Mission Statement — The Monroe Downtown Development Authority (DDA) exists to serve as the lead organization in the preservation and enhancement of downtown Monroe. Its mission is to provide direction and resources to businesses, property owners and residents in the downtown district. It works for the advancement of downtown through promotion of its businesses and events; the facilitation of redevelopment opportunities; and to increase Monroe's unique sense of place and community. Its goal is to be a dynamic and innovative organization that works with volunteers, other organizations and the City of Monroe for the betterment of downtown.

Section 2: Purpose — The purpose of the Monroe DDA is to act in accordance with the provisions of Act ~~197-577~~ of the Public Acts of ~~1975-2018~~ (MCL ~~125.4201-125.1651~~ et seq.) as amended hereinafter referred to as the “Act”. The Authority shall have all the powers, which now or hereafter may be conferred by law on authorities organized under this Act. The overall goal — of the Authority is to undertake public improvements and other activities that have the greatest impact in strengthening the downtown district and attracting new private investments in the Monroe DDA district.

In addition, the Authority is organized to stimulate downtown revitalization in Monroe

through promotion (creating a positive image for downtown by promoting the downtown as an exciting place to live, shop, invest and host special events); design (improving the appearance of the -downtown); development (exploring opportunities for business, parking and related economic improvements); grant (support building renovations) and to receive, administer and distribute funds in connection with any activities related to the above purposes. No part of the net earnings of the Authority shall inure to the benefit of any of its members or any other individual.

ARTICLE 3

Monroe DDA District

Section 1: The Monroe DDA District shall be that geographic area indicated on the attached map [Exhibit A].

ARTICLE 4

Board of Directors

Section 1: General Powers – The Authority shall operate within the Authority district described in the Ordinance (Monroe Code Chapter 22, Article III) as currently in effect and as it may be amended pursuant to the Ordinance and the Act. The Authority shall be under the supervision and control of the Authority's Board of Directors, hereinafter referred to as the "Board".

Section 2: Size and Tenure – The Board shall consist of the Mayor and not less than eight (8) nor more than twelve (12) members as determined by the City Council. The members shall be appointed for a term of four (4) years. No member shall be appointed to serve more than two (2) consecutive full four (4) year terms without a minimum of one (1) year break from the Board.

Section 3: Selection of Board Members – The Mayor of the City of Monroe, with the advice and consent of the City Council, shall appoint Board Members. Not less than a majority of the members shall have an interest in property located in the Authority District or shall be officers, members, trustees, principals, or employees of a legal entity having an interest in property located in the downtown district. Not less than one (1) of the members shall be a resident of the Downtown district, if the Downtown district has one-hundred (100) or more persons residing within it. Before assuming the duties of office, a member shall qualify by taking and subscribing to the constitutional Oath of Office.

Section 4: Compensation – All members of the Board shall serve without compensation, but shall be reimbursed for actual and necessary expenses while conducting the business of the Board provided ~~prior approval has been authorized by the Board~~ prior approval.

Section 5: Vacancies and Expiration of Terms – If necessary to comply with Section 2, a member whose term of office has expired shall continue to hold office until the member’s successor is appointed and qualified. An appointment to fill a vacancy shall be made in the same manner as the original appointment, but for the unexpired term only. The Mayor of the City of Monroe shall, with the advice and consent of the City Council, appoint a successor within a reasonable period of time after the vacancy was created.

Section 6: Removal of Board Members – A Board Member may be removed from the Board for neglect of duty, including absence from three (3) consecutive regular meetings without excuse, malfeasance, or any other good cause by a majority vote of the Monroe City Council. If two-thirds of the full membership of the Board feels a member has neglected his/her duty and should be removed, the Board shall forward a recommendation to the City Council. If the Mayor and City Council deem it necessary to remove a member, they shall notify that member by a written notice sent certified mail. That member shall be asked to appear before the council within fourteen (14) days. At that time, the Council will give the member an opportunity to be heard and then decide if the member shall be removed.

ARTICLE 5

Officers

Section 1: Officers – The Officers of the Board shall be a Chairperson, Vice-Chairperson and Secretary. All officers shall be members of the Board.

Section 2: Removal of Officers – An officer may be removed by a majority vote of the Board whenever in its’ judgment the best interest of the Board will be served. An officer may resign from office ~~and still~~ continue to serve as a member of the Board.

Section 3: Chairperson – The Chairperson shall preside at all meetings of the Board and shall discharge the duties as a presiding officer. The Chairperson shall give, or cause to be given, notice of all meetings of the Board

Section 4: Vice-Chairperson – In the absence of the Chairperson or the event of inability to serve as Chairperson, the Vice-Chairperson shall perform the duties of the Chairperson and when so acting, shall have all the powers and be subject to the restrictions of the Chairperson.

Section 5: Secretary – The Secretary or designee shall attend all meetings of the Board and record all votes and the minutes of all proceedings in a book to be kept for that purpose and shall perform such other duties as may be prescribed by the Board. The Secretary shall, when authorized by the Board, attest by signature to actions of the Board.

Section 6: In the absence of any officer of the corporation, the Authority may delegate the

powers and duties of any officer to any member provided a majority of the Authority then in office concurs therein.

Section 7: Election of Officers – Nominations shall be made from the floor at the Annual Meeting in July. Officers shall be elected by a majority vote of the members of the Board in office. The term of office shall be for one (1) year and begin at the close of the Annual Meeting at which they are elected. No member shall hold more than one (1) office at a time.

ARTICLE 6

Executive Director

Section 1: The Executive Director shall manage the daily operations of the Authority. The Executive Director shall be responsible for coordinating the implementation of the Authority's policies and projects and such other duties as the Board of Directors may require. The Executive Director shall receive for his/her services such compensation as may be determined by the Authority. The duties, rights and responsibilities of employees of the Authority shall be consistent with the provisions of Act No. ~~497-57~~ of the Public Acts of - ~~4975~~2018.

Section 2: Contracts for Services: The Authority may, at its discretion, contract with the City of Monroe for administrative, financial, planning or other services in support of its operations.

ARTICLE 7

Meetings

Section 1: Annual Meetings – An Annual Meeting shall be held the first regular meeting in July at a time and place to be set by the Board. The election of officers shall occur at the Annual Meeting. If the election of officers does not occur on the day designated or any adjournment thereof, the Board shall cause the election to be held at a regular or special meeting of the Board within ninety (90) days of the Annual Meeting.

Section 2: Regular Meetings – Regular meetings of the Board shall be held at a time and place to be set by the Board. At least six (6) regular meetings per year shall be held. The Board records shall be open to the public.

Section 3: Special Meetings – Special meetings of the Board may be called by the Chairperson, Vice-Chairperson in the absence of the Chairperson, or by any three (3) Board members by giving twenty-four (24) ~~hours notice~~hours' notice of the meeting, stating the purpose of the meeting and by posting a notice eighteen (18) hours prior to the meeting in the Monroe DDA Office and in the lobby of City Hall.

Section 4: Notice of Meetings – Public notice of the time, date and place of the meetings of

the Authority shall be given in the manner required by Act No. 267 of the Public Acts of 1976, Michigan Open Meetings Act. Required notices for Board members may be given electronically.

Section 5: Agenda – The Chairperson shall cause to be prepared agendas for all meetings and he or his designee shall send them to the Board members at least forty-eight (48) hours prior to the meeting. Any member of the Board may request any item to be placed on the agenda.

Section 6: Quorum and Voting – A majority of the members of the Board in office shall constitute a quorum for the transaction of business. A vote of the majority of the members present at a meeting at which a quorum is present shall constitute the action of the Board unless the vote of a larger number is required by statute, or elsewhere in these by-laws. In the event that effective membership is reduced because of a conflict of interest, a majority of the remaining members eligible to vote shall constitute the action of the Board.

Section 7: Rule of Order – Robert’s Rules of Order will govern the conduct of all meetings.

Section 8: Open and Closed Meetings – The Board shall adopt rules consistent with Act No. 267 of the Public Acts of 1976, Michigan Open Meetings Act, governing its procedure and the holding of regular meetings. All regular meetings of the Board shall be open to the public. Closed meetings of the Board may be called for purposes listed in the Open Meetings Act No. 267 of the Public Acts of 1976, as amended, if approved by the Authority.

ARTICLE 8

Committees

Section 1: Standing Committees – The Monroe DDA shall have ~~four-one (14)~~ standing committees, which shall be entitled ~~Promotion, Design, Development and Façade Grant~~Downtown Reinvestment Grant Committee. No fewer than five (5) and no more than seven (7) individuals shall serve on the Committee. A maximum of two (2) Monroe DDA Board Members shall serve on the Committee. The Downtown/Economic Development Coordinator or his/her designee shall act as a liaison to the Committee without needing to attend all meetings. The Committee shall include two (2) individuals with knowledge, skills and abilities in architecture and/or construction, along with a district property owner, a building department official and other members at large.

Section 2: Ad Hoc Committees/Project-Based Work Teams – The Board may designate or appoint Ad Hoc Committees or Project-Based Work Teams to facilitate and manage special topics or projects included on an approved annual work plan. No fewer than five (5) individuals shall serve on any Committee. A maximum of two (2) Monroe DDA Board Members shall serve on any Committee. The Downtown/Economic Development Coordinator or his/her designee shall

act as a liaison to any Committee without needing to attend all meetings. Committee members shall be able to contribute knowledge, skills or abilities to the project assigned.

~~**Section 2: Standing Committee Structure** — No fewer than three (3) individuals shall serve on each committee. The maximum number of individuals allowed to serve on each committee shall be at the discretion of the individual committee's Chairperson. At least two (2), but no more than four (4) Monroe DDA Board Members shall serve on one (1) committee. The Monroe DDA Executive Director shall act as a permanent consultant to each committee without needing to be in attendance at all meetings. The committees shall include outside consultants, residents of the city and business people of the DDA district appointed by vote of the Monroe DDA Board of Directors deemed necessary.~~

Section 3: Term of Office — The Monroe DDA Board of Directors shall appoint members of standing and ad hoc committees. A committee member may be removed at any time, with or without cause, by a vote of the Monroe DDA Board of Directors. Subject to the foregoing, each member of each ~~standing~~ committee shall continue as such until the next annual meeting of the members of the Monroe DDA Board and until his/her successor is appointed, unless the committee shall be sooner terminated, or unless such member be removed from such committee, or unless such member shall cease to qualify as a member thereof.

Section 4: Chairperson -- One (1) member of each ~~standing~~ committee shall be appointed Chairperson by the Monroe DDA Board. Said and does have to member shall be a Monroe DDA Board Member. A Committee Chairperson may serve no more than two (2) years.

Section 5: Quorum – Unless otherwise provided in the resolution of the Monroe DDA Board designating a committee, a majority of the members present at a meeting at which a quorum is present shall be the act of the committee.

Section 6: Power of Committees – Unless otherwise directed by the Monroe DDA Board, ~~standing~~ committees shall determine and schedule their meeting times, dates and locations; consult with outside sources; interface with other city-appointed Boards and Commissions for an exchange of ideas that would then be presented to the Monroe DDA Board prior to any action of the Monroe DDA Board.

The committees could interface by inviting member(s) of such Boards and Commissions to a committee meeting, member(s) of the committee attending said Board's meeting, telephone consultation and written correspondence; make recommendations to the Board for approval; act on decisions made by the Board as delegated by said Board. ~~Standing~~ Committees do not have the authority to take action without the approval of the Board; make decisions without the approval of the Board; act on proposed plans without approval from the Board; make recommendations between committees without Board approval; and enter into contracts or purchase agreements.

Section 7: Duties – The ~~duties-Chairperson~~ of ~~the-any~~ committees ~~are to~~ shall notify the ~~Executive Director and Chairperson~~ DDA Operations Coordinator of all meeting times, dates and locations. The DDA Operations Coordinator shall post notice of all committee meetings. Committees shall; keep written minutes of each meeting to be filed with the Monroe DDA; ~~keep the Executive Director informed of the events of each meeting by means of the Chairperson if unable to attend;~~ fulfill charges of and answer to the Board; present ~~monthly~~ committee reports at the Board’s regular meetings; ~~act in the best interest of the Board at all times~~ support the goals and objectives of the DDA Board and represent the DDA in a positive manner.

~~*Section 8: Other Committees* – The Board may designate or appoint one (1) or more committees, in addition to the above-named standing committees. The designation and appointment of any such committees and the delegation thereto of authority shall not operate to relieve the Board, or any individual Director, of any responsibility imposed upon them by law.~~

ARTICLE 9

Agreements and Contracts

Section 1: Only the Board shall enter into any contract or execute and deliver any instrument on behalf of the Authority within the limits authorized by the Act.

ARTICLE 10

Assets and Liabilities

Section 1: Funds – All orders for the payment of money, notes or other evidence of indebtedness issued in the name of the Authority shall be signed by the Executive ~~Director~~ and Director and forwarded to the Finance Department of the City of Monroe for the issuance of payment. If for any reason the Board establishes a bank account outside of the City of Monroe’s bank account, then all checks, drafts and orders for payment of money, notes or other evidences of indebtedness shall be executed by the Treasurer and countersigned by the Chairperson of the Authority. The Vice-Chairperson is authorized to execute documents in the absence of the Chairperson. All funds of the Authority shall be placed in such banks, trust companies, or other depositories as designated by the Board.

Section 2: Gifts – The Board may accept on behalf of the Authority any contributions, gifts, bequests or devise for the general purposes or for any special purpose of the Authority.

Section 3: Budget – The fiscal year of the Authority shall begin on the 1st day of July and end on last day of June each year, or such other fiscal year as may hereafter be adopted by the City. The Board shall set goals and objectives and develop an annual work plan for the fiscal year

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beginning July 1 by November of the preceding year. The committees of the Monroe DDA shall submit to the Board project ~~proposals which~~proposals that support those goals and objectives by December for the development of an annual budget. The Board shall then approve and submit an annual budget to the City Council of the City of Monroe for final approval.

ARTICLE 11

Records

Section 1: Records – The Authority shall keep correct and complete records of books and accounts and minutes of all regular and special meetings. The records shall be kept at the principal office of the Authority, which will have a record of the names and addresses of the members. All books and records, financial or otherwise, of the Authority shall be made available to the public in compliance with the Michigan Freedom of Information Act, Act No. 442 of the Public Acts of 1976. In addition to the records prescribed ~~herein~~herein, writings prepared, owned, used, in the possession of, or retained by the Board in the performance of an official function shall be made available to the public in compliance with Act No. 442 of the Public Acts of 1976. An annual audit by an independent Certified Public Accountant will be conducted.

Section 2: The fiscal year of the Authority shall at all times conform to the fiscal year of the City of Monroe.

ARTICLE 12

Conflict of Interest

Section 1: No member, officer or employee of the Authority shall be party, directly or indirectly, to a contract between himself/herself or the Authority except as provided in *Section 3* hereof.

Section 2: No member, officer or employee of the Authority shall directly or indirectly solicit any contract between the Authority and (1) himself/herself; (2) any firm (meaning a co-partnership or other unincorporated association) of which he/she is a partner, member or employee; (3) any private corporation in which he/she is a stockholder owning more than one percent (1%) for the total outstanding stock of any class whether or not it is listed on a stock exchange, or of which he/she is a director, officer or employee; (4) any trust of which he/she is a beneficiary or trustee; nor shall he/she take any part in the negotiations for such a contract or the re-negotiation thereof or amendment thereto or in the approval thereof; nor shall he/she represent either party in the transaction, except as provided in *Section 3* hereof.

Section 3: The provisions of *Sections 1* and *2* shall apply to all members, officers or other employees who are paid for working more than an average of twenty-five (25) hours per week

for the Authority, but shall not apply to any other member, officer or employee if he/she promptly discloses his/her pecuniary interest in the contract to the official body which has power to approve the contract, which disclosure shall be made a matter of record in its official proceedings; and if the contract is approved by not less than 2/3 of the full membership of the approving body without the vote of a member thereof, if any, making such disclosure.

ARTICLE 13

Indemnification

Section 1: Indemnification – Whenever any claim is made or any civil action is commenced against any officer or employee of the Authority, or injuries to persons or property caused by the negligence of the officer or employee while in the course of their employment, and while acting in the scope of their authority, the Board may, but is not required, to pay for legal services and also for any judgment or compromised settlement of the claim, pursuant to Act No. 170, of the Public Acts of 1964, MCL 691.1401 et seq and MCL 691.1408 as amended.

Section 2: Reimbursement – Any indemnification under **Section 1** shall be made by the Board only as authorized in the specific case upon a determination that indemnification of the employee or officer is proper in circumstances because they have met the applicable standard of conduct set forth in **Section 1**. Such determination shall be made in either of the following ways:

1. By a majority vote of the members of the Board who were not parties to such action, suit or proceedings; or
2. If such quorum is not obtainable, or even if obtainable, a quorum of disinterested members so directs, supported by the recommendation of legal counsel in a written opinion.

Section 3: Insurance – The Board may purchase and maintain a professional Liability/Errors & Omissions Insurance Policy on behalf of any person who is or was a member or officer of the corporation against any liability asserted against the officer or employee and incurred by them in any such capacity or arising out of their status as such, whether or not the Board would have power to indemnify that person against such liability under **Sections 1** and **2** of this article. Any insurance policy purchased and maintained by the Authority shall list the City of Monroe as co-insured.

ARTICLE 14

Amendment of By-Laws

Section 1: These By-Laws may be amended at any regular meeting of the Board by a majority vote, provided that the amendment has been submitted in writing at a previous regular

meeting.

ARTICLE 15

Effect of Non-Compliance

Section 1: Subject to the provisions of law: (1) no meeting or action taken by the Board under procedures substantially in compliance with these By-Laws shall be deemed voidable, as a result of a non-compliance; (2) any action taken under procedures not in compliance with these By-Laws may be ratified and confirmed at any subsequent meeting of the Board, pursuant to these By-Laws, and the validity thereof shall not be affected or influenced by any deficiencies in the original procedures.



**MONROE DOWNTOWN DEVELOPMENT AUTHORITY
MONROE, MICHIGAN**

BY-LAWS

Adopted by the Monroe DDA:

TBD

Reviewed by the City of Monroe:

TBD

ARTICLE 1

Name and Principal Office

Section 1: The name of this Authority is the Monroe Downtown Development Authority (Monroe DDA).

ARTICLE 2

Statement of Mission and Purpose

Section 1: Mission Statement — The Monroe Downtown Development Authority (DDA) exists to serve as the lead organization in the preservation and enhancement of downtown Monroe. Its mission is to provide direction and resources to businesses, property owners and residents in the downtown district. It works for the advancement of downtown through promotion of its businesses and events; the facilitation of redevelopment opportunities; and to increase Monroe's unique sense of place and community. Its goal is to be a dynamic and innovative organization that works with volunteers, other organizations and the City of Monroe for the betterment of downtown.

Section 2: Purpose – The purpose of the Monroe DDA is to act in accordance with the provisions of Act 577 of the Public Acts of 2018 (MCL 125.4201 et seq.) as amended hereinafter referred to as the “Act”. The Authority shall have all the powers, which now or hereafter may be conferred by law on authorities organized under this Act. The overall goal of the Authority is to undertake public improvements and other activities that have the greatest impact in strengthening the downtown district and attracting new private investments in the Monroe DDA district.

In addition, the Authority is organized to stimulate downtown revitalization in Monroe

through promotion (creating a positive image for downtown by promoting the downtown as an exciting place to live, shop, invest and host special events); design (improving the appearance of the downtown); development (exploring opportunities for business, parking and related economic improvements); grant (support building renovations) and to receive, administer and distribute funds in connection with any activities related to the above purposes. No part of the net earnings of the Authority shall inure to the benefit of any of its members or any other individual.

ARTICLE 3

Monroe DDA District

Section 1: The Monroe DDA District shall be that geographic area indicated on the attached map [Exhibit A].

ARTICLE 4

Board of Directors

Section 1: General Powers – The Authority shall operate within the Authority district described in the Ordinance (Monroe Code Chapter 22, Article III) as currently in effect and as it may be amended pursuant to the Ordinance and the Act. The Authority shall be under the supervision and control of the Authority’s Board of Directors, hereinafter referred to as the “Board”.

Section 2: Size and Tenure – The Board shall consist of the Mayor and not less than eight (8) nor more than twelve (12) members as determined by the City Council. The members shall be appointed for a term of four (4) years. No member shall be appointed to serve more than two (2) consecutive full four (4) year terms without a minimum of one (1) year break from the Board.

Section 3: Selection of Board Members – The Mayor of the City of Monroe, with the advice and consent of the City Council, shall appoint Board Members. Not less than a majority of the members shall have an interest in property located in the Authority District or shall be officers, members, trustees, principals, or employees of a legal entity having an interest in property located in the downtown district. Not less than one (1) of the members shall be a resident of the Downtown district, if the Downtown district has one-hundred (100) or more persons residing within it. Before assuming the duties of office, a member shall qualify by taking and subscribing to the constitutional Oath of Office.

Section 4: Compensation – All members of the Board shall serve without compensation, but shall be reimbursed for actual and necessary expenses while conducting the business of the Board provided the Board has authorized prior approval.

Section 5: Vacancies and Expiration of Terms – If necessary to comply with Section 2, a member whose term of office has expired shall continue to hold office until the member's successor is appointed and qualified. An appointment to fill a vacancy shall be made in the same manner as the original appointment, but for the unexpired term only. The Mayor of the City of Monroe shall, with the advice and consent of the City Council, appoint a successor within a reasonable period of time after the vacancy was created.

Section 6: Removal of Board Members – A Board Member may be removed from the Board for neglect of duty, including absence from three (3) consecutive regular meetings without excuse, malfeasance, or any other good cause by a majority vote of the Monroe City Council. If two-thirds of the full membership of the Board feels a member has neglected his/her duty and should be removed, the Board shall forward a recommendation to the City Council. If the Mayor and City Council deem it necessary to remove a member, they shall notify that member by a written notice sent certified mail. That member shall be asked to appear before the council within fourteen (14) days. At that time, the Council will give the member an opportunity to be heard and then decide if the member shall be removed.

ARTICLE 5

Officers

Section 1: Officers – The Officers of the Board shall be a Chairperson, Vice-Chairperson and Secretary. All officers shall be members of the Board.

Section 2: Removal of Officers – An officer may be removed by a majority vote of the Board whenever in its' judgment the best interest of the Board will be served. An officer may resign from office and continue to serve as a member of the Board.

Section 3: Chairperson – The Chairperson shall preside at all meetings of the Board and shall discharge the duties as a presiding officer. The Chairperson shall give, or cause to be given, notice of all meetings of the Board

Section 4: Vice-Chairperson – In the absence of the Chairperson or the event of inability to serve as Chairperson, the Vice-Chairperson shall perform the duties of the Chairperson and when so acting, shall have all the powers and be subject to the restrictions of the Chairperson.

Section 5: Secretary – The Secretary or designee shall attend all meetings of the Board and record all votes and the minutes of all proceedings in a book to be kept for that purpose and shall perform such other duties as may be prescribed by the Board. The Secretary shall, when authorized by the Board, attest by signature to actions of the Board.

Section 6: In the absence of any officer of the corporation, the Authority may delegate the powers and duties of any officer to any member provided a majority of the Authority then in

office concurs therein.

Section 7: Election of Officers – Nominations shall be made from the floor at the Annual Meeting in July. Officers shall be elected by a majority vote of the members of the Board in office. The term of office shall be for one (1) year and begin at the close of the Annual Meeting at which they are elected. No member shall hold more than one (1) office at a time.

ARTICLE 6

Executive Director

Section 1: The Executive Director shall manage the daily operations of the Authority. The Executive Director shall be responsible for coordinating the implementation of the Authority's policies and projects and such other duties as the Board of Directors may require. The Executive Director shall receive for his/her services such compensation as may be determined by the Authority. The duties, rights and responsibilities of employees of the Authority shall be consistent with the provisions of Act No. 57 of the Public Acts of 2018.

Section 2: Contracts for Services: The Authority may, at its discretion, contract with the City of Monroe for administrative, financial, planning or other services in support of its operations.

ARTICLE 7

Meetings

Section 1: Annual Meetings – An Annual Meeting shall be held the first regular meeting in July at a time and place to be set by the Board. The election of officers shall occur at the Annual Meeting. If the election of officers does not occur on the day designated or any adjournment thereof, the Board shall cause the election to be held at a regular or special meeting of the Board within ninety (90) days of the Annual Meeting.

Section 2: Regular Meetings – Regular meetings of the Board shall be held at a time and place to be set by the Board. At least six (6) regular meetings per year shall be held. The Board records shall be open to the public.

Section 3: Special Meetings – Special meetings of the Board may be called by the Chairperson, Vice-Chairperson in the absence of the Chairperson, or by any three (3) Board members by giving twenty-four (24) hours' notice of the meeting, stating the purpose of the meeting and by posting a notice eighteen (18) hours prior to the meeting in the Monroe DDA Office and in the lobby of City Hall.

Section 4: Notice of Meetings – Public notice of the time, date and place of the meetings of the Authority shall be given in the manner required by Act No. 267 of the Public Acts of

1976, Michigan Open Meetings Act. Required notices for Board members may be given electronically.

Section 5: Agenda – The Chairperson shall cause to be prepared agendas for all meetings and he or his designee shall send them to the Board members at least forty-eight (48) hours prior to the meeting. Any member of the Board may request any item to be placed on the agenda.

Section 6: Quorum and Voting – A majority of the members of the Board in office shall constitute a quorum for the transaction of business. A vote of the majority of the members present at a meeting at which a quorum is present shall constitute the action of the Board unless the vote of a larger number is required by statute, or elsewhere in these by-laws. In the event that effective membership is reduced because of a conflict of interest, a majority of the remaining members eligible to vote shall constitute the action of the Board.

Section 7: Rule of Order – Robert’s Rules of Order will govern the conduct of all meetings.

Section 8: Open and Closed Meetings – The Board shall adopt rules consistent with Act No. 267 of the Public Acts of 1976, Michigan Open Meetings Act, governing its procedure and the holding of regular meetings. All regular meetings of the Board shall be open to the public. Closed meetings of the Board may be called for purposes listed in the Open Meetings Act No. 267 of the Public Acts of 1976, as amended, if approved by the Authority.

ARTICLE 8

Committees

Section 1: Standing Committee – The Monroe DDA shall have one (1) standing committee, which shall be entitled Downtown Reinvestment Grant Committee. No fewer than five (5) and no more than seven (7) individuals shall serve on the Committee. A maximum of two (2) Monroe DDA Board Members shall serve on the Committee. The Downtown/Economic Development Coordinator or his/her designee shall act as a liaison to the Committee without needing to attend all meetings. The Committee shall include two (2) individuals with knowledge, skills and abilities in architecture and/or construction, along with a district property owner, a building department official and other members at large.

Section 2: Ad Hoc Committees/Project-Based Work Teams – The Board may designate or appoint Ad Hoc Committees or Project-Based Work Teams to facilitate and manage special topics or projects included on an approved annual work plan. No fewer than five (5) individuals shall serve on any Committee. A maximum of two (2) Monroe DDA Board Members shall serve on any Committee. The Downtown/Economic Development Coordinator or his/her designee shall act as a liaison to any Committee without needing to attend all meetings. Committee members shall be able to contribute knowledge, skills or abilities to the project assigned.

Section 3: Term of Office – The Monroe DDA Board of Directors shall appoint members of standing and ad hoc committees. A committee member may be removed at any time, with or without cause, by a vote of the Monroe DDA Board of Directors. Subject to the foregoing, each member of each committee shall continue as such until the next annual meeting of the members of the Monroe DDA Board and until his/her successor is appointed, unless the committee shall be sooner terminated, or unless such member be removed from such committee, or unless such member shall cease to qualify as a member thereof.

Section 4: Chairperson -- One (1) member of each committee shall be appointed Chairperson by the Monroe DDA Board. Said member shall be a Monroe DDA Board Member. A Committee Chairperson may serve no more than two (2) years.

Section 5: Quorum – Unless otherwise provided in the resolution of the Monroe DDA Board designating a committee, a majority of the members present at a meeting at which a quorum is present shall be the act of the committee.

Section 6: Power of Committees – Unless otherwise directed by the Monroe DDA Board, committees shall determine and schedule their meeting times, dates and locations; consult with outside sources; interface with other city-appointed Boards and Commissions for an exchange of ideas that would then be presented to the Monroe DDA Board prior to any action of the Monroe DDA Board.

The committees could interface by inviting member(s) of such Boards and Commissions to a committee meeting, member(s) of the committee attending said Board's meeting, telephone consultation and written correspondence; make recommendations to the Board for approval; act on decisions made by the Board as delegated by said Board. Committees do not have the authority to take action without the approval of the Board; make decisions without the approval of the Board; act on proposed plans without approval from the Board; make recommendations between committees without Board approval; and enter into contracts or purchase agreements.

Section 7: Duties – The Chairperson of any committee shall notify the DDA Operations Coordinator of all meeting times, dates and locations. The DDA Operations Coordinator shall post notice of all committee meetings. Committees shall: keep written minutes of each meeting to be filed with the Monroe DDA;; fulfill charges of and answer to the Board; present committee reports at the Board's regular meetings; support the goals and objectives of the DDA Board and represent the DDA in a positive manner.

ARTICLE 9

Agreements and Contracts

Section 1: Only the Board shall enter into any contract or execute and deliver any instrument on behalf of the Authority within the limits authorized by the Act.

ARTICLE 10

Assets and Liabilities

Section 1: Funds – All orders for the payment of money, notes or other evidence of indebtedness issued in the name of the Authority shall be signed by the Executive Director and forwarded to the Finance Department of the City of Monroe for the issuance of payment. If for any reason the Board establishes a bank account outside of the City of Monroe's bank account, then all checks, drafts and orders for payment of money, notes or other evidences of indebtedness shall be executed by the Treasurer and countersigned by the Chairperson of the Authority. The Vice-Chairperson is authorized to execute documents in the absence of the Chairperson. All funds of the Authority shall be placed in such banks, trust companies, or other depositories as designated by the Board.

Section 2: Gifts – The Board may accept on behalf of the Authority any contributions, gifts, bequests or devise for the general purposes or for any special purpose of the Authority.

Section 3: Budget – The fiscal year of the Authority shall begin on the 1st day of July and end on last day of June each year, or such other fiscal year as may hereafter be adopted by the City. The Board shall set goals and objectives and develop an annual work plan for the fiscal year beginning July 1 by November of the preceding year. The committees of the Monroe DDA shall submit to the Board project proposals that support those goals and objectives by December for the development of an annual budget. The Board shall then approve and submit an annual budget to the City Council of the City of Monroe for final approval.

ARTICLE 11

Records

Section 1: Records – The Authority shall keep correct and complete records of books and accounts and minutes of all regular and special meetings. The records shall be kept at the principal office of the Authority, which will have a record of the names and addresses of the members. All books and records, financial or otherwise, of the Authority shall be made available to the public in compliance with the Michigan Freedom of Information Act, Act No. 442 of the Public Acts of 1976. In addition to the records prescribed herein, writings prepared, owned, used, in the possession of, or retained by the Board in the performance of an official function shall be made available to the public in compliance with Act No. 442 of the Public Acts of 1976. An annual audit by an independent Certified Public Accountant will

be conducted.

Section 2: The fiscal year of the Authority shall at all times conform to the fiscal year of the City of Monroe.

ARTICLE 12

Conflict of Interest

Section 1: No member, officer or employee of the Authority shall be party, directly or indirectly, to a contract between himself/herself or the Authority except as provided in **Section 3** hereof.

Section 2: No member, officer or employee of the Authority shall directly or indirectly solicit any contract between the Authority and (1) himself/herself; (2) any firm (meaning a co-partnership or other unincorporated association) of which he/she is a partner, member or employee; (3) any private corporation in which he/she is a stockholder owning more than one percent (1%) for the total outstanding stock of any class whether or not it is listed on a stock exchange, or of which he/she is a director, officer or employee; (4) any trust of which he/she is a beneficiary or trustee; nor shall he/she take any part in the negotiations for such a contract or the re-negotiation thereof or amendment thereto or in the approval thereof; nor shall he/she represent either party in the transaction, except as provided in **Section 3** hereof.

Section 3: The provisions of **Sections 1** and **2** shall apply to all members, officers or other employees who are paid for working more than an average of twenty-five (25) hours per week for the Authority, but shall not apply to any other member, officer or employee if he/she promptly discloses his/her pecuniary interest in the contract to the official body which has power to approve the contract, which disclosure shall be made a matter of record in its official proceedings; and if the contract is approved by not less than 2/3 of the full membership of the approving body without the vote of a member thereof, if any, making such disclosure.

ARTICLE 13

Indemnification

Section 1: Indemnification – Whenever any claim is made or any civil action is commenced against any officer or employee of the Authority, or injuries to persons or property caused by the negligence of the officer or employee while in the course of their employment, and while acting in the scope of their authority, the Board may, but is not required, to pay for legal services and also for any judgment or compromised settlement of the claim, pursuant to Act No. 170, of the Public Acts of 1964, MCL 691.1401 et seq and MCL 691.1408 as amended.

Section 2: Reimbursement – Any indemnification under **Section 1** shall be made by the Board only as authorized in the specific case upon a determination that indemnification of the

employee or officer is proper in circumstances because they have met the applicable standard of conduct set forth in **Section 1**. Such determination shall be made in either of the following ways:

1. By a majority vote of the members of the Board who were not parties to such action, suit or proceedings; or
2. If such quorum is not obtainable, or even if obtainable, a quorum of disinterested members so directs, supported by the recommendation of legal counsel in a written opinion.

Section 3: Insurance—The Board may purchase and maintain a professional Liability/Errors & Omissions Insurance Policy on behalf of any person who is or was a member or officer of the corporation against any liability asserted against the officer or employee and incurred by them in any such capacity or arising out of their status as such, whether or not the Board would have power to indemnify that person against such liability under **Sections 1** and **2** of this article. Any insurance policy purchased and maintained by the Authority shall list the City of Monroe as co-insured.

ARTICLE 14

Amendment of By-Laws

Section 1: These By-Laws may be amended at any regular meeting of the Board by a majority vote, provided that the amendment has been submitted in writing at a previous regular meeting.

ARTICLE 15

Effect of Non-Compliance

Section 1: Subject to the provisions of law: (1) no meeting or action taken by the Board under procedures substantially in compliance with these By-Laws shall be deemed voidable, as a result of a non-compliance; (2) any action taken under procedures not in compliance with these By-Laws may be ratified and confirmed at any subsequent meeting of the Board, pursuant to these By-Laws, and the validity thereof shall not be affected or influenced by any deficiencies in the original procedures.

Memo

Date: Thursday, May 9, 2019

To: DDA Board of Directors

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

Re: **PROPOSAL FROM ISSUE MEDIA GROUP**

BACKGROUND

Attached you will find a proposal from Issue Media Group for participation in a coalition of stakeholders to bring the ad series On the Ground to Monroe. Details are outlined in the proposal and are not included herein.

If the board is inclined, funds for participation would be derived from the forthcoming fiscal year budget, with other low-priority projects sacrificed to make room. Although an investment of \$4,000.00 was suggested, the board may choose what it is comfortable in allocating. Discussion at the April board meeting centered around a \$3,000 contribution. At that meeting, the board requested information about the projects in the marketing plan that might be sacrificed to make available funds for this project. Lower priority projects in the marketing plan are:

Marketing as Jazz Festival Sponsor	\$500.00
Holiday co-op piece	\$1,000.00
Radio co-op piece	\$1,000.00
Virtual Tour	\$1,750.00

ACTIONABLE ITEM

Accept the proposal from Image Media Group to enter the On the Ground Monroe coalition, subject to legal review of its requirements, with the understanding that if the funding levels necessary to accomplish the program as proposed by Image Media Group are not met, the Monroe DDA is under no obligation; and, be it further resolved, that funds for the program in the amount of \$XXXXXX are to be derived from Community Promotions, Account Number 751-65.691-880.000 in Fiscal Year 2019-2020, provided that said budget is approved by the City Council and with the acknowledgement that the program shall substitute X and X in the marketing plan.

On The Ground – Monroe

Addressing Neighborhood News Deserts

Because of the decade-long decline of local newspapers across the country, many communities are left with significantly diminished news coverage, creating neighborhood news deserts. As local news outlets struggle with shrinking capacity, these communities are receiving less coverage of critical issues like economic development and jobs, entrepreneurship, housing, seniors, education, healthcare, transportation, placemaking, environment and arts and culture.

Issue Media Group's On The Ground Program is designed to provide a platform for these communities to have a place in the news landscape, and to tell the stories of the residents who live and work in them. Issue Media Group (IMG) employs and embeds a journalist in neighborhoods and cities to better understand the nuance of each place.

Our experience with On the Ground

IMG launched its On the Ground embedded journalism program in neighborhoods in Philadelphia in 2012. The model quickly expanded to over 20 communities in Detroit, Memphis, Tampa, Cincinnati, Grand Rapids, Dearborn, Pontiac, Farmington, Ypsilanti, Muskegon, Battle Creek, and Kalamazoo.

Since the program launched, IMG has learned how to increase its impact. We have changed our approach by extending the length of time that our journalists spend in each neighborhood to maximize impact; we have added engagement, events, and media partnerships; and we have expanded our editorial focus beyond the non-profits and organizations working in neighborhoods to focus on giving residents more voice in the news cycle.

IMG surveys each community after the project is over so that we can continue to improve and build upon what we have learned. For example, IMG has found that this work is more impactful when a community invites the On The Ground project into its neighborhood, so we designed a selection process for determining where we will cover. The process allows communities to have a role in the earliest phase of our work, as well as tells us what the residents' greatest needs are from their own perspective. We also

understand the importance of continuing to cover a community after the initial intensive reporting period ends. We have begun to include a curriculum to train writers from each neighborhood to contribute to the project and develop skills to continue creating content and building capacity in neighborhoods for the future.

IMG's interest in improving our On the Ground work has largely been driven by the challenges we've faced since taking on these projects. Each new neighborhood presents its own challenges, as well, meaning that flexibility has been the greatest skill we have had in pursuing On the Ground programs. IMG sees this work as an ongoing investment into communities and approaches it as such, always with the goal of sharing residents' perspectives and raising their voices in the media landscape.

On the Ground programs are made possible with underwriting support from a variety of community stakeholders and partners—including MEDC, W.K. Kellogg Foundation, Knight Foundation, Kresge Foundation, The Skillman Foundation, The Assisi Foundation, Irving S. Gilmore Foundation, Fetzer Institute, Grand Rapids Community Foundation, Frey Foundation, Steelcase Foundation, Kalamazoo Community Foundation and many others.

Some examples of the impact of On the Ground include:

INCREASED FUNDING: In the Memphis neighborhood of Frayser, which IMG covered in 2017, Pastor DeAndre Brown, executive director of Lifeline to Success credited High Ground News with increasing visibility and understanding of his organization, which he suggested led to increased funding from City Council to \$200,000.

BUSINESS INVESTMENT: Damon Covington, a chef operating a catering and food truck business in downtown Muskegon, MI, connected with community residents interested in helping him expand his work to a food truck court after they read about him in an On The Ground article. He launched the court in spring/summer of 2018 near Muskegon's downtown.

INCREASED INTEREST: A number of Muskegon businesses and organizations cited On The Ground as the reason for increased business including Abeshi, McLaughlin Grows Urban Farm, Hamburger Mikey, Naan Pizza, and Curry Kitchen.

COMMUNITY IMPACT: Michelle Jokisch Polo, project editor for On the Ground in Grand Rapids, was named Person of the Year at the GVSU 'I Have Made A Difference' Awards for her work in Rapid Growth.

NEW PARTNERSHIPS: Melvin Parson was covered in Concentrate as part of the On The Ground Ypsilanti project. Parson offers healthy food options to formerly incarcerated residents with his urban farm. The coverage led to Washtenaw County seeking partnership opportunities with him to fund his work and expand to multiple sites county-wide.

Resident engagement is critical for impact

Resident engagement is critical for the success of On the Ground and requires significant time sitting with, listening to and participating in community conversations. In the first month of the program, IMG hosts meetings to bring neighbors together and sends a journalist to community events to get to know the residents and learn the neighborhood's unique story. This part of the project includes editorial advisories with neighborhood stakeholders, residents, businesses and organizations to brainstorm story ideas. IMG may also operate community newsrooms within neighborhoods, which creates a space in the neighborhoods for residents and community members to meet the "On the Ground" team, share stories, and develop deeper relationships.

Expanding readership in neighborhoods

Over the past five years of running On the Ground programs around the country, IMG has experienced significant increases in neighborhood-level readership. The neighborhood coverage is always paired with additional investments in targeted Facebook boosting to ensure the residents and community stakeholders are reading the stories. IMG will also seek additional media partnerships with online, print, radio and TV news organizations that model our partnerships with WDET in Detroit, WEMU in Ypsilanti, The Daily Memphian in Memphis, and WMUK in Kalamazoo.

Evaluation

Evaluation of On the Ground includes surveys and interviews with the people and organizations that IMG has written about to better understand outcomes of our coverage. IMG conducts detailed surveys with people who have experienced the program on various levels—as partners, stakeholders, event participants, and speakers or panelists—and uses the results to improve our work in an upcoming community. IMG also uses Google Analytics and Facebook to track the performance of our content and readership growth on its sites and on social media.

The On the Ground work is a continually evolving project for IMG. Each program teaches us more about the ways to make improvements and meaningful impact in communities to come. IMG understands that the most important piece of the project is having the ability to listen to the unique needs of each neighborhood and pivot, if needed, to create an end result that has the most meaningful impact possible.

The organizations and neighborhood groups that IMG publications cover often use these stories as third-party validation of their work to secure additional grant dollars with new foundations, attract new talent, volunteers, partnerships and earned revenue opportunities.

Strategy

Issue Media Group will use an embedded journalism model to maintain a presence in Monroe.

Issue Media Group will focus weekly coverage on Monroe to tell the story of the businesses, nonprofits, community groups, artists, neighborhood organizations and residents who live there.

Issue Media Group will dedicate a new publication/platform to Monroe and will publish stories, convene events, and circulate a weekly email publication. The publication will be part of Issue Media Group's statewide Michigan network, Second Wave that helps distribute Monroe content outside the region.

Coalition Membership

Issue Media Group proposes the On The Ground program in Monroe be funded by a coalition of partners. Funding from the Monroe Downtown Development Authority will allow IMG to leverage other relationships in Monroe and build a coalition to fund the proposed work.

Pricing

Total for Monroe Downtown Development Authority	\$4,000
Program total*	\$120,000

**This project and budget are designed for Monroe specifically*

Terms

Payment terms: Payment due upon receipt of invoice(s).

Contract duration: 12 months, beginning July 1, 2019

No amendment, change or modification to this contract will be effective unless it is in writing and signed by both parties. Either Issue Media Group or Monroe Downtown Development Authority may terminate this contract for any reason by giving the other party 30-days written notice.

This contract contains the entire agreement between IMG and Monroe Downtown Development Authority and there are no other conditions in any other written or oral agreement concerning the subject matter in this contract. This contract supersedes any prior written or oral agreement between IMG and Monroe Downtown Development Authority.

In the event that IMG does not develop a sponsorship base that hits the necessary financial launch target, Monroe Downtown Development Authority will not be held to this sponsorship agreement.

Issue Media Group's Underwriting Policy

Issue Media Group offers its underwriters the opportunity to directly align their brands with content about talent, innovation, diversity, and place. In addition, IMG provides

corporations, governments, institutions, nonprofits, and foundations with similarly focused missions a way to use their media budgets to support and expand coverage of job growth, economic development, real estate, non-profit innovation, city building, and place making.

Underwriting is the basis of our model as a publication. Underwriters are considered crucial to our organization and their support is the reason that IMG is able to produce content within a broad spectrum of topics. Support from underwriters allows IMG to dedicate editorial resources to cover key issue areas that are of importance to both the underwriter and IMG's mission.

We work with like-minded stakeholders who have shared values and missions.

Because of our intersecting interests, we may cover our underwriters' work journalistically. However, IMG observes strict boundaries regarding the direction, review, and approval of content that is published.

IMG encourages underwriters to pitch ideas through Editorial Advisories and to our editorial teams. We value the knowledge our partners bring to our work, and we encourage underwriters to send story ideas, trends in underwriters' areas of expertise, and press releases. However, published content is at the discretion of the editorial teams and all final decisions regarding content are made without client approval.

While underwriters are not allowed to review or approve content, IMG works with them to establish focus areas that will be included in coverage. If an underwriter desires the ability to direct or edit content, the content will be considered "Partner Content," and given a treatment that distinguishes it from editorial content. The underwriter's logo will be embedded in the story and a transparency statement will be included.

IMG works with underwriters to fully understand the issues they care about. However, IMG trusts its editorial teams to shape stories around issues in a way that will resonate with readers.

IMG honors truthfulness and strives to avoid conflicts of interest in our reporting. This includes real conflicts and acts that may appear to be a conflict. To this end, we opt to disclose any relationships with underwriters that could be perceived as complicating our journalistic mission.

Coalition membership approval

By signing this proposal, the undersigned Client representing Monroe Downtown Development Authority authorizes Issue Media Group to proceed with the work described in this proposal and to bill according to the terms indicated above.

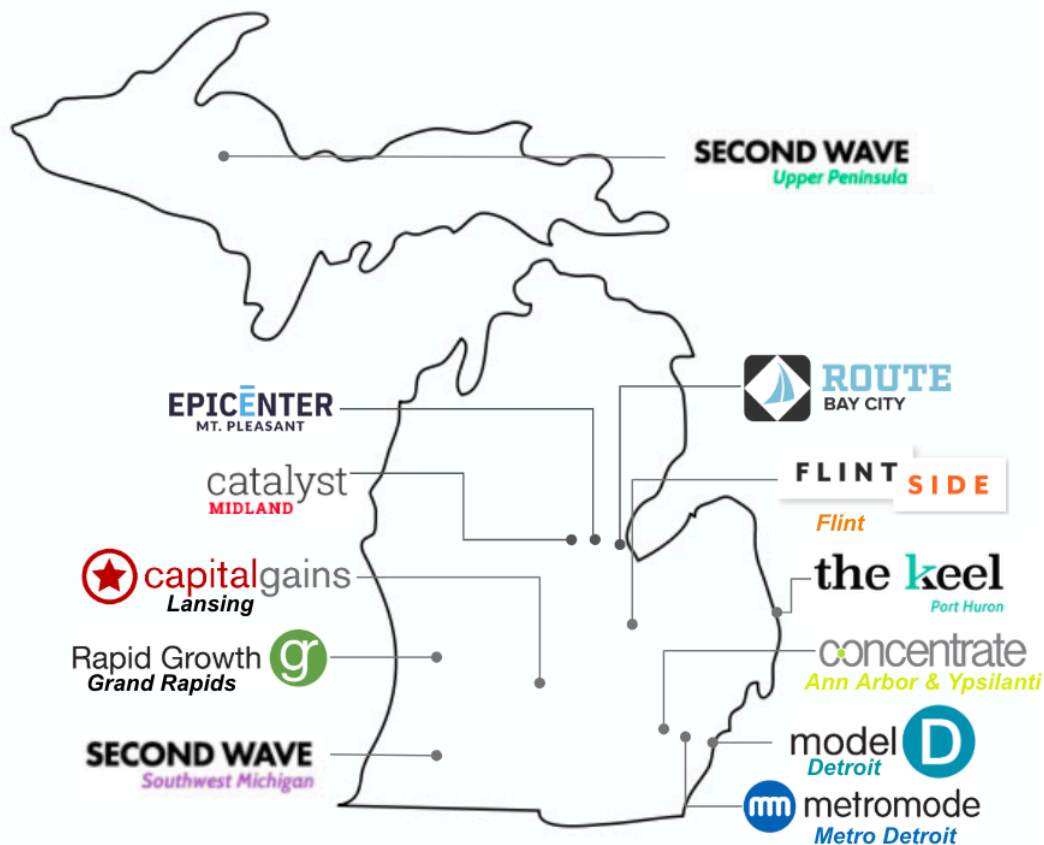
Accepted by Monroe Downtown Development Authority:	Accepted by Issue Media Group:
<hr/>	<hr/>
Signature	Signature
<hr/>	<hr/>
Name	Paul Schutt
<hr/>	<hr/>
Date	Date

About Issue Media Group

Issue Media Group publishes weekly digital magazines focused on what's next for cities and regions across the country. IMG publications aim to connect readers to their city's most visionary and active people, businesses and organizations—the people who are making changes and solving problems.

IMG publications cover corporate growth to small neighborhood movements, highlighting the development and innovation that are propelling cities and communities forward. IMG magazines focus on solutions journalism and cover topics such as economic and neighborhood development, healthy communities, arts and culture, entrepreneurship, non-profits, sustainability, leadership, and technology.

IMG's 12 Michigan publications reach roughly 1.2 million readers across the state each year.



Monroe Downtown Development Authority

Marketing Plan

2019-2020

aknowles
10/2/2017
DRAFT

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	
Banners	

KEY MESSAGING

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

TARGET AUDIENCES

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

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

STRATEGIES AND ACTIONS, TIMELINE AND COST

AUDIENCE/TACTIC	TARGET DATE OF COMPLETION	COST	PRIORITY
VISITORS			
Web site	Ongoing	\$500	I
Web site improvements (page realignments)	Fall, 2019	\$1,500	I
Marketing as Jazz Festival Sponsor	Once	\$500	I
General Marketing	Ongoing	\$650	II
Rack Card – MI welcome center, national/state parks, hotels, county fairground, MCCC	Once, reprint	\$500	II
MPACT	Once/annual	\$350	II
Paid posts on Facebook	\$20 month	\$250	II
Holiday co-op piece	Dec 2018	\$1,000	III
Radio co-op	Feb 2019	\$1,000	III
		\$6,250	
BUSINESSES			
Vacancy Tour/Development Showcase/Dwelling Tour/"Upstairs" Downtown Tour (pick two, TBD)	Fall, 2019 and Spring, 2020	\$2,000	I
Virtual Tour	Spring, 2020	\$1,750	II
		\$3,750	
EVENTS/FAMILY-ORIENTED			
Share existing by others via Facebook and e-newsletter	Ongoing	-	I
Update or replace kiosk to digital	Once	\$5,000(e)	II

	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	Annual report template in production
	2. Volunteer Management Program	Staff	PS – developing application and database
Goal:	Support downtown businesses and property owners		
	1. Façade Improvement Program	Scott Goocher	2 approved projects, on agenda for extension
	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	Visual Preference Survey held 5.9.19
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 draft review; see draft
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	May 8 gathering: 7 property owners attended
Goal:	Establish an environment that promotes residential growth downtown		
	1. Clean-Safe-Attractive Effort	Tony Trujillo/George Boyan	Planters to be completed prior to Memorial Day parade, clean up day is May 18
	2. Implement opportunities included in the Residential TMA	Mayor Clark/Joe Peruski	No action taken at this time; city to pursue firehouse redev

Carryover

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 June completion
In progress; expect completion in June