

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) 384-9140.

AGENDA
REGULAR MEETING
Wednesday, February 19, 2020, 8:00 A.M.
CITY HALL, 3RD FLOOR CONFERENCE ROOM, 120 E. FIRST ST.

1. Roll Call

2. Vision Statement (2 minutes)

3. Additions/Deletions to the Meeting Agenda (1 minute)

4. Public Comment (3 minutes per individual)

5. Consent Agenda (2 minutes)

Action Requested

A. Approval of Agenda

B. Approval of Minutes

i. Wednesday, January 15, 2020 Regular Meeting

ii. Wednesday, February 5, 2020 Work Session

C. Financial Reports

i. January, DDA Revenue and Expenditure Report FY 2019-2020

ii. January, DDA Itemized Expenditure Report FY 2019-2020

6. New Business

A. Go Monroe County Visitor Guide Advertisement (5 minutes)

B. Recommendations from Parking Committee (10 minutes)

C. Fiscal Year 2020-2021 DRAFT Budget Review (30 minutes)

Action Requested

Action Requested

7. Other Business

A. Work Plan Updates (10 minutes)

8. Communications - None

9. Board Member and Administrative Comments

10. Adjournment

Action Requested

Vision Statement

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

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

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

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

Minutes

Monroe Downtown Development Authority
Regular Meeting
Wednesday January 15, 2020
Third Floor Conference Room
Monroe City Hall

Chairperson Tony Trujillo called the meeting to order at 8:00 a.m.

1. Roll Call

Present: Mayor Robert Clark, Tiffany Harper, Scott Kegerreis, Les Lukacs, Joe Peruski, Deb Staelgraeve, Anthony Trujillo, and Chip Williams
Excused: Mackenzie Swanson
Staff: Michelle LaVoy, Clerk-Treasurer
Annette Knowles, Downtown/Economic Development Coordinator
Vincent Pastue – City Manager

2. Vision Statement – Read by Deb Staelgraeve

3. Additions/Deletions to the Meeting Agenda – None

4. Public Comments

Bill Saul spoke to encourage support for the downtown lighting project and brighter lighting for the James Monroe statue.

5. Consent Agenda

- A. Approval of Agenda
- B. Approval of Minutes of Wednesday, December 18, 2019 Regular Meeting
- C. Financial Reports:
 - ❖ December, DDA Revenue and Expenditure Report FY2019-2020
 - ❖ December, DDA Itemized Expenditure Report FY 2019-2020

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

6. New Business

A. Committee Appointments.

Motion by Williams seconded by Peruski to appoint the following persons to the following committees as submitted:

Riverwalk Project Team – Ashley O'Dwyer, Jack McDonough
Downtown Reinvestment Grant – Joe Peruski

Motion carried unanimously.

B. Budget Work Session.

A work session will be February 5, 2020, 6-8pm.

7. Other Business

A. Tabled: Reconsideration of Downtown Lighting Project.

Motion by Lukacs, seconded by Peruski to remove from the table the item concerning the downtown lighting project. ***Motion carried unanimously.***

Motion by Williams seconded by Kegerreis to purchase all materials for the complete downtown lighting project at one time at an estimated cost of \$45,000, funds to be derived in the following amounts from the following accounts:

751-65.691-934.751	Repairs and Maintenance	\$10,000
751-65.691-775.231	Parking Signage	\$25,000
751-65.691-964.231	Parking Reimbursements	\$15,000

Motion carried unanimously.

B. Work Plan Updates

Annette Knowles updated on the different projects:

- Upper floor conversion project coming to a close; it is projected that the summary presentation will be on the agenda in February;
- Alley way improvements are scheduled for this year on the city schedule;
- Tree Maintenance will be performed in the eastern, western and northern part of the district.

Vince would like DDA to get involved with the potential redevelopment of the former Whistle Stop property. A subcommittee should be formed to go forward.

Motion by Williams seconded by Peruski to form a project team to explore the redevelopment of the former Whistle Stop property. ***Motion carried unanimously.***

Williams, Peruski and Kegerreis volunteered to serve on the project team.

Motion by Lukacs seconded by Mayor Clark to appoint Williams, Peruski and Kegerreis to the Whistle Stop Property Exploratory Team. ***Motion carried unanimously.***

8. Communications – None

9. Board Member Comments/Administrative Comments

- Discussion about Cravings closing.
- Williams thanked everyone for supporting moving funds around to complete Downtown Lighting Project
- Mayor Clark discussed the soldier decorations and maybe look to see if they could be better placed in the future.

- Mayor Clark discussed the Façade Reinvestment Program, no changes have been made to the project at 34 West Front Street at this time.

10. Adjournment

Motion to adjourn by Lukacs seconded by Williams at 8:56 a.m.

Motion carried unanimously.

DRAFT

Minutes

**Monroe Downtown Development Authority
Work Session
Wednesday, February 5, 2020
Third Floor Conference Room
Monroe City Hall**

Chairperson Tony Trujillo called the meeting to order at 6:01p.m.

1. Roll Call

Present: Mayor Robert Clark, Tiffany Harper (6:30p.m.), Scott Kegerreis, Les Lukacs, Joe Peruski, Deb Staelgraeve, Mackenzie Swanson, Anthony Trujillo, and Chip Williams
Staff: Annette Knowles, Downtown/Economic Development Coordinator
Vincent Pastue – City Manager

2. Vision Statement – Read by Trujillo

3. Additions/Deletions to the Meeting Agenda – None

4. Public Comments – None

5. Consent Agenda

A. Approval of Agenda

Motion by Peruski seconded by Staelgraeve, to approve item on the Consent Agenda as presented. ***Motion carried unanimously.***

6. Discussion about Fiscal Year 2020-2021 Budget Assumptions

Trujillo opened meeting by extending thanks for the boards participation and stewardship. Monroe will prosper if we make it vibrant and make things happen.

Knowles discussed desired outcomes from discussion, including financial position at end of year, organizational structure and priority projects.

Knowles reviewed progress to date on current work plan.

A discussion was held concerning the bond debt schedule.

Pastue iterated that the City will cooperate with the DDA on its implementation of the master plan; for example, do not allocate future funds for parking signage or revenue loss from conversion of parking to complimentary.

Harper entered the meeting.

A discussion was held concerning efforts to contain administrative and staff costs. The City wants to see the master plan implemented and it prepared to support the work of the DDA, but not at current levels. Some activities will have to go.

The board concurs that use of funds in balance must happen judiciously.

A discussion was held concerning the value of projects and the return on investment. The reinvestment grant program needs further revision; current requirements lead to confusion. A question remains if the program should be promoted while undergoing revision.

Pastue suggested prioritization. The ad hoc DDA budget committee recommended focus on projects and plan implementation. A discussion was held concerning whether or not the DDA is gaining value for the work from staff.

The item for repair and maintenance can be reduced because the board already voted to fund LED lighting in full this fiscal year.

The board concurred it would like to increase funds in the marketing budget to \$25,000 and land acquisition to \$100,000.

A discussion was held concerning the idea of creating a principal shopping district, separate from the DDA. A PSD is a solution that could cover the cost of events, marketing, seasonal decorations, maintenance and the staff to accomplish those things. It would be a new financial stream outside of the DDA purview.

Council's expectations for the DDA include focusing on development and the master plan. It wants to see taxable value growth. In a few years, the City will not be able to support the DDA financially. Spend the fund balance on key projects.

Next steps is the review of a draft budget at the February board meeting.

A discussion was held concerning desired fund balance. Although a previous level of \$120,000 was set, members can understand lowering to \$50,000. A suggestion to move some of next year's bond payment into reserve.

7. Board Member Comments - None

8. Adjournment

Motion to adjourn by Lukacs, seconded by Harper at 8:56 a.m.

Motion carried unanimously.

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 751 DOWNTOWN DEVELOPMENT AUTHORITY							
01/01/2020			751-00.000-005.000 COOP LIQUID ASSET SEC SYS	BEG. BALANCE			625,399.75
01/09/2020	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	22627		800.00	624,599.75
01/23/2020	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	22657		1,200.00	623,399.75
01/31/2020	GJ	JE	MICHIGAN CLASS INTEREST - JAN 2020	22706	956.90		624,356.65
01/31/2020			751-00.000-005.000	END BALANCE	956.90	2,000.00	624,356.65
01/01/2020			751-00.000-007.000 AUTOMATED PUBLIC FUNDS	BEG. BALANCE			5.31
01/01/2020	GJ		MONTHLY P&L INSURANCE PREMIUM	22571		97.00	(91.69)
01/09/2020	PR	CHK	SUMMARY PR 01/09/2020			651.03	(742.72)
01/09/2020	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	22627	800.00		57.28
01/13/2020	GJ	JE	5/3 SERVICE FEES - DEC 2019	22638		19.17	38.11
01/22/2020	CD	CHK	SUMMARY CD 01/22/2020			291.47	(253.36)
01/23/2020	PR	CHK	SUMMARY PR 01/23/2020			853.80	(1,107.16)
01/23/2020	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	22657	1,200.00		92.84
01/31/2020			751-00.000-007.000	END BALANCE	2,000.00	1,912.47	92.84
01/01/2020			751-00.000-202.000 ACCOUNTS PAYABLE	BEG. BALANCE			0.00
01/21/2020	AP	INV	FIFTH THIRD BANK	12/18/2019		26.49	(26.49)
			ADOBE SUBSCRIPTION				
01/21/2020	AP	INV	FIFTH THIRD BANK	12/04/2019		125.00	(151.49)
			SSL CERTIFICATE INSTALL				
01/21/2020	AP	INV	FIFTH THIRD BANK	12/03/2019		127.98	(279.47)
			SSL CERTIFICATE PURCHASE				
01/21/2020	AP	INV	FIFTH THIRD BANK	12/02/2019		12.00	(291.47)
			EMAIL SUBSCRIPTION				
01/22/2020	CD	CHK	SUMMARY CD 01/22/2020		291.47		0.00
01/31/2020			751-00.000-202.000	END BALANCE	291.47	291.47	0.00
01/01/2020			751-65.691-703.000 PART TIME SALARIES & WAGES	BEG. BALANCE			9,890.31
01/09/2020	PR	CHK	SUMMARY PR 01/09/2020		604.21		10,494.52
01/23/2020	PR	CHK	SUMMARY PR 01/23/2020		792.40		11,286.92
01/31/2020			751-65.691-703.000	END BALANCE	1,396.61	0.00	11,286.92
01/01/2020			751-65.691-717.000 SOCIAL SECURITY	BEG. BALANCE			617.47
01/09/2020	PR	CHK	SUMMARY PR 01/09/2020		37.46		654.93
01/23/2020	PR	CHK	SUMMARY PR 01/23/2020		49.13		704.06
01/31/2020			751-65.691-717.000	END BALANCE	86.59	0.00	704.06
01/01/2020			751-65.691-717.005 MEDICARE	BEG. BALANCE			144.40
01/09/2020	PR	CHK	SUMMARY PR 01/09/2020		8.76		153.16
01/23/2020	PR	CHK	SUMMARY PR 01/23/2020		11.49		164.65
01/31/2020			751-65.691-717.005	END BALANCE	20.25	0.00	164.65
01/01/2020			751-65.691-718.010 WORKERS' COMP INSURANCE	BEG. BALANCE			10.20
01/09/2020	PR	CHK	SUMMARY PR 01/09/2020		0.60		10.80
01/23/2020	PR	CHK	SUMMARY PR 01/23/2020		0.78		11.58
01/31/2020			751-65.691-718.010	END BALANCE	1.38	0.00	11.58
01/01/2020			751-65.691-727.000 OFFICE SUPPLIES	BEG. BALANCE			192.45
01/21/2020	AP	INV	FIFTH THIRD BANK	12/18/2019	26.49		218.94
			ADOBE SUBSCRIPTION				
01/21/2020	AP	INV	FIFTH THIRD BANK	12/02/2019	12.00		230.94
			EMAIL SUBSCRIPTION				
01/31/2020			751-65.691-727.000	END BALANCE	38.49	0.00	230.94
01/01/2020			751-65.691-880.000 COMMUNITY PROMOTION	BEG. BALANCE			3,027.59
01/21/2020	AP	INV	FIFTH THIRD BANK	12/04/2019	125.00		3,152.59
			SSL CERTIFICATE INSTALL				
01/21/2020	AP	INV	FIFTH THIRD BANK	12/03/2019	127.98		3,280.57
			SSL CERTIFICATE PURCHASE				
01/31/2020			751-65.691-880.000	END BALANCE	252.98	0.00	3,280.57
01/01/2020			751-65.691-910.000 INSURANCE PREMIUM	BEG. BALANCE			582.00
01/01/2020	GJ		MONTHLY P&L INSURANCE PREMIUM	22571	97.00		679.00
01/31/2020			751-65.691-910.000	END BALANCE	97.00	0.00	679.00
01/01/2020			751-80.100-665.005 INTEREST ON INVESTMENTS	BEG. BALANCE			(5,316.04)
01/13/2020	GJ	JE	5/3 SERVICE FEES - DEC 2019	22638	19.17		(5,296.87)
01/31/2020	GJ	JE	MICHIGAN CLASS INTEREST - JAN 2020	22706		956.90	(6,253.77)
01/31/2020			751-80.100-665.005	END BALANCE	19.17	956.90	(6,253.77)
GRAND TOTALS:					5,160.84	5,160.84	634,553.44

PERIOD ENDING 01/31/2020

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET MAL	YTD BALANCE	ACTIVITY FOR	AVAILABLE
			01/31/2020 NTH	01/31/2020	BALANCE
			(ABNORMAL) ASE	(DECREASE) MAL	(ABNORMAL)
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY					
Revenues					
Dept 80.100 - GENERAL REVENUE					
751-80.100-665.005	INTEREST ON INVESTMENTS	7,200.00	6,253.77	937.73	946.23
Total Dept 80.100 - GENERAL REVENUE		7,200.00	6,253.77	937.73	946.23
Dept 80.600 - GENERAL REVENUE					
751-80.600-402.000	REAL PROPERTY TAXES	250,100.00	220,966.43	0.00	29,133.57
751-80.600-410.000	PERSONAL PROPERTY TAXES	(38,000.00)	(28,688.58)	0.00	(9,311.42)
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT RI	19,500.00	17,619.76	0.00	1,880.24
751-80.600-692.090	MISCELLANEOUS REVENUE	0.00	300.00	0.00	(300.00)
Total Dept 80.600 - GENERAL REVENUE		231,600.00	210,197.61	0.00	21,402.39
TOTAL REVENUES		238,800.00	216,451.38	937.73	22,348.62
Expenditures					
Dept 65.691 - DOWNTOWN DEVELOPMENT					
751-65.691-703.000	PART TIME SALARIES & WAGES	20,500.00	11,286.92	1,396.61	9,213.08
751-65.691-717.000	SOCIAL SECURITY	1,271.00	704.06	86.59	566.94
751-65.691-717.005	MEDICARE	297.00	164.65	20.25	132.35
751-65.691-718.010	WORKERS' COMP INSURANCE	20.00	11.58	1.38	8.42
751-65.691-727.000	OFFICE SUPPLIES	500.00	230.94	38.49	269.06
751-65.691-730.000	POSTAGE	500.00	1.50	0.00	498.50
751-65.691-750.015	UNIFORMS/CLOTHING	0.00	68.90	0.00	(68.90)
751-65.691-750.075	SEASONAL DECORATIONS-DDA	5,000.00	2,400.00	0.00	2,600.00
751-65.691-775.231	PARKING SIGNAGE	50,000.00	0.00	0.00	50,000.00
751-65.691-818.010	AUDIT SERVICES	1,500.00	1,390.00	0.00	110.00
751-65.691-818.020	GENERAL CONTRACT SERVICES	15,000.00	6,626.40	0.00	8,373.60
751-65.691-818.080	FACADE IMPROVEMENTS	40,000.00	0.00	0.00	40,000.00
751-65.691-860.000	TRAINING & TRAVEL	1,400.00	854.64	0.00	545.36
751-65.691-880.000	COMMUNITY PROMOTION	13,000.00	3,280.57	252.98	9,719.43
751-65.691-905.000	PUBLISHING/ADVERTISING	300.00	0.00	0.00	300.00
751-65.691-910.000	INSURANCE PREMIUM	1,159.00	679.00	97.00	480.00
751-65.691-934.751	REPAIR AND MAINTENANCE-DDA	15,000.00	0.00	0.00	15,000.00
751-65.691-943.000	RENTAL-EQUIPMENT	0.00	445.00	0.00	(445.00)
751-65.691-955.000	MISCELLANEOUS EXPENSE	1,000.00	500.00	0.00	500.00
751-65.691-958.000	MEMBERSHIPS & DUES	600.00	495.00	0.00	105.00
751-65.691-964.231	REIMBURSEMENTS-PARKING	40,000.00	0.00	0.00	40,000.00
751-65.691-971.000	LAND	50,000.00	0.00	0.00	50,000.00
751-65.691-999.101	TRANSFER OUT-GENERAL	30,000.00	0.00	0.00	30,000.00
751-65.691-999.301	TRANSFER OUT-DEBT SERVICE	122,200.00	26,096.87	0.00	96,103.13
751-65.691-999.401	TRANSFER OUT-CAPITAL PROJECT	60,000.00	0.00	0.00	60,000.00
Total Dept 65.691 - DOWNTOWN DEVELOPMENT		469,247.00	55,236.03	1,893.30	414,010.97
TOTAL EXPENDITURES		469,247.00	55,236.03	1,893.30	414,010.97
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY:					
TOTAL REVENUES		238,800.00	216,451.38	937.73	22,348.62
TOTAL EXPENDITURES		469,247.00	55,236.03	1,893.30	414,010.97
NET OF REVENUES & EXPENDITURES		(230,447.00)	161,215.35	(955.57)	(391,662.35)
BEG. FUND BALANCE		463,234.14	463,234.14		
END FUND BALANCE		232,787.14	624,449.49		

Monroe Downtown Development Authority
2019-2020 Fiscal Year Expenditure Report

Part Time Salaries	Budget	Expenditures		Balance
	\$20,500.00			
7/11/2019		\$391.41		
7/25/2019		\$792.40		
8/8/2019		\$792.40		
8/22/2019		\$792.40		
9/5/2019		\$792.40		
9/19/2019		\$792.40		
10/3/2019		\$594.30		
10/17/2019		\$792.40		
10/31/2019		\$792.40		
11/14/2019		\$792.40		
11/27/2019		\$792.40		
12/12/2019		\$792.40		
12/27/2019		\$980.60		
1/9/2020		\$604.21		
1/23/2020		\$792.40		
				\$9,213.08
Social Security	Budget	Expenditures		Balance
	\$1,271.00			
7/11/2019		\$24.26		
7/25/2019		\$49.13		
8/8/2019		\$53.40		
8/22/2019		\$49.13		
9/5/2019		\$49.13		
9/19/2019		\$49.13		
10/3/2019		\$36.85		
10/17/2019		\$49.13		
10/31/2019		\$49.12		
11/14/2019		\$49.13		
11/27/2019		\$49.13		
12/12/2019		\$49.13		
12/27/2019		\$60.80		
1/9/2020		\$37.46		
1/23/2020		\$49.13		
				\$566.94
Medicare	Budget	Expenditures		Balance
	\$297.00			
7/11/2019		\$5.67		
7/25/2019		\$11.49		
8/8/2019		\$12.49		

Monroe Downtown Development Authority
2019-2020 Fiscal Year Expenditure Report

8/22/2019		\$11.49		
9/5/2019		\$11.49		
9/19/2019		\$11.49		
10/3/2019		\$8.62		
10/17/2019		\$11.49		
10/31/2019		\$11.49		
11/14/2019		\$11.49		
11/27/2019		\$11.49		
12/12/2019		\$11.49		
12/27/2019		\$14.21		
1/9/2020		\$8.76		
1/23/2020		\$11.49		
				\$132.35
Workers Comp Insurance	Budget	Expenditures		Balance
	\$20.00			
7/11/2019		\$0.77		
7/25/2019		\$0.78		
8/8/2019		\$0.85		
8/22/2019		\$0.78		
9/5/2019		\$0.78		
9/19/2019		\$0.78		
10/3/2019		\$0.59		
10/17/2019		\$0.78		
10/31/2019		\$0.78		
11/14/2019		\$0.78		
11/27/2019		\$0.78		
12/12/2019		\$0.78		
12/27/2019		\$0.97		
1/9/2020		\$0.60		
1/23/2020		\$0.78		
				\$8.42
Office Supplies - 727.000	Budget	Expenditures		Balance
	\$500.00			
Email Subscription		\$12.00		
Adobe Subscription		\$26.49		
Email Subscription		\$12.00		
Adobe Subscription		\$26.49		
Adobe Subscription		\$26.49		
Email Subscription		\$12.00		
Adobe Subscription		\$26.49		
Email Subscription		\$12.00		
Adobe Subscription		\$26.49		
Email Subscription		\$12.00		

Monroe Downtown Development Authority
2019-2020 Fiscal Year Expenditure Report

Adobe Subscription		\$26.49		
Email Subscription		\$12.00		
				\$269.06
Postage	Budget	Expenditures		Balance
	\$500.00			
August		\$1.00		
November		\$0.50		
				\$498.50
Uniforms/Clothing	Budget	Expenditures		Balance
	\$0.00			
City of Monroe Apparel		\$68.90		
				-\$68.90
Seasonal Decorations - 750.075	Budget	Expenditures		Balance
	\$5,000.00			
Ruhlig Farms - Christmas pots		\$2,400.00		
				\$2,600.00
Parking/Signage	Budget	Expenditures		Balance
	\$50,000.00			
				\$50,000.00
Audit Services	Budget	Expenditures		Balance
	\$1,500.00			

Monroe Downtown Development Authority
2019-2020 Fiscal Year Expenditure Report

Plante & Moran thru 9/30/2019		\$1,390.00		
				\$110.00
General Contract Services - 818.020	Budget	Expenditures		Balance
	\$15,000.00			
Mitchel & Mouat Arch - 113 E Front/12 W Front		\$6,626.40		
				\$8,373.60
Façade Improvements - 818.080	Budget	Expenditures		Balance
	\$40,000.00			
				\$40,000.00
Training & Travel - 860.000	Budget	Expenditures		Balance
	\$1,400.00			
MI Small Development Workshop		\$165.99		
MI Downtown Registration-Knowles		\$175.00		
Ind Dev Alliance Workshop		\$149.75		
Women's Leadership Workshop		\$30.00		
MI Downtown Conference lodging		\$333.90		
				\$545.36
Community & Promotion 880.000	Budget	Expenditures		Balance
	\$13,000.00			
Hadrou - add analytics		\$300.00		
Website Hosting		\$275.00		
Website updates		\$2,035.00		
Domain renewal		\$36.34		
New Moon - design Annual Report		\$381.25		
SSL Certificate install		\$125.00		
SSL Certificate purchase		\$127.98		
				\$9,719.43

Monroe Downtown Development Authority
2019-2020 Fiscal Year Expenditure Report

Publishing/Advertising 905.000	Budget	Expenditures		Balance
	\$300.00			
				\$300.00
Insurance Premium	Budget	Expenditures		Balance
	\$1,159.00			
July		\$97.00		
August		\$97.00		
September		\$97.00		
October		\$97.00		
November		\$97.00		
December		\$97.00		
January		\$97.00		
				\$480.00
Repair & Maintenance 934.751	Budget	Expenditures		Balance
	\$15,000.00			
				\$15,000.00
Rental - Equipment	Budget	Expenditures		Balance
	\$0.00			
Computer rental through 6-30-2020		\$445.00		
				-\$445.00
Miscellaneous Expense - 955.000	Budget	Expenditures		Balance
	\$1,000.00			
Credit		-\$20.00		
Personal Expense City Reimbursed		\$20.00		
Place And Main Strategic Plan check in		\$500.00		

Monroe Downtown Development Authority
2019-2020 Fiscal Year Expenditure Report

				\$500.00
Dues & Subscriptions - 958.000	Budget	Expenditures		Balance
	\$600.00			
MI Downtown Membership - Knowles		\$200.00		
Membership Renewal		\$295.00		
				\$105.00
Reimbursements - Parking	Budget	Expenditures		Balance
	\$40,000.00			
				\$40,000.00
Land	Budget	Expenditures		Balance
	\$50,000.00			
				\$50,000.00
Transfer Out General	Budget	Expenditures		Balance
	\$30,000.00			
				\$30,000.00
Transfer Out Debt Services	Budget	Expenditures		Balance
	\$122,200.00			
Bond payment		\$26,096.87		
				\$96,103.13

Monroe Downtown Development Authority
2019-2020 Fiscal Year Expenditure Report

Transfer Out - Capital Project	Budget	Expenditures		Balance
	\$60,000.00			
				\$60,000.00
Total	\$469,247.00	\$55,236.03		

Memo

Date: Thursday, February 13, 2020

To: DDA Board of Directors

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

Re: **GO MONROE COUNTY VISITOR GUIDE ADVERTISEMENT**

BACKGROUND

The Monroe County Convention and Tourism Bureau has contracted with Great Lakes Publishing to develop an Official Visitors Guide, which will have a distribution of 40,000 copies. They are seeking advertisers for the publication. This opportunity was not included in the 2019-2020 Marketing Plan; thus, the reason it appears as an agenda item.

Attached you will find the information sheet regarding this opportunity. In the Marketing Plan, there are undesignated funds that could cover the cost of the advertisement. A quarter page ad in the booklet style publication runs \$275, plus design services.

Given the board's goal to establish a closer working relationship with the MC-CTB, this opportunity might open the door for further cooperation.

ACTION

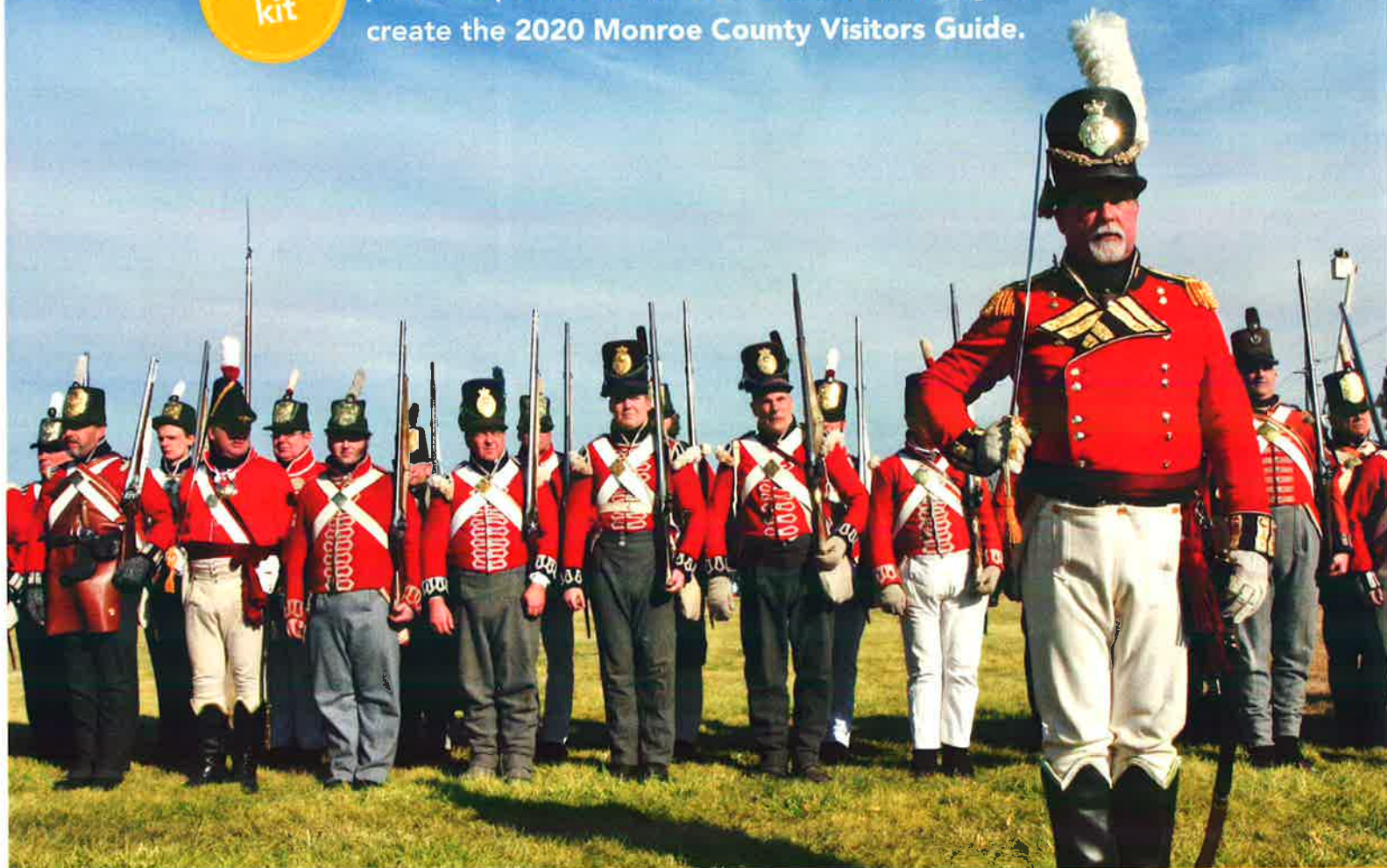
Approve the purchase of an advertisement in the Go Monroe County Visitors Guide, at a cost not to exceed \$400, funds to be derived from Community Promotions, Account #751-65.691-880.000.

Go Monroe County

2020 Official Visitors Guide for Monroe Michigan

media
kit

Monroe County Convention & Tourism Bureau is proud to partner with Great Lakes Publishing to create the 2020 Monroe County Visitors Guide.



Monroe County Convention & Tourism Bureau is excited to introduce the official Visitors Guide for Monroe County, Michigan. Monroe is the gateway into Michigan and we need to welcome visitors to explore and stay in Monroe County. We have partnered with Great Lakes Publishing to produce a glossy, vibrant magazine which will give us an opportunity to showcase what is special about our community with compelling content and imagery.

For the first time in the history of the Tourism Bureau, we will be aggressively marketing outside the County of Monroe. The Visitors

Guide will be distributed to the MDOT Service Plazas, Ohio's Tourist Information Centers (via Ad Rack) along I-75, at the Ohio Turnpike Travel Centers (via Ohio Travel Pavilion), throughout tourist destinations in Monroe County, Monroe County hotels and at travel shows within Michigan. We will also include the Visitors Guide in welcome packets to new residents through the Chamber of Commerce.

Matt Zook // EXECUTIVE DIRECTOR

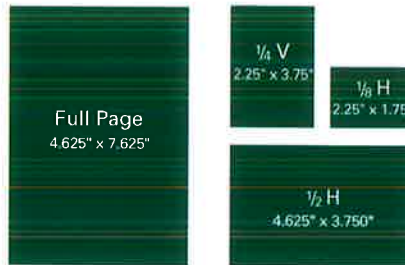


Discover Monroe County

Monroe County Tourism Bureau has generously underwritten the cost of the Visitors Guide to allow Monroe County tourist attractions to maximize their advertising dollars. **All advertisers have access to our award-winning design team to assist in the creation of your ad, free of charge.**

AD RATES

Four Color	1x Rate
Back Cover	\$1,300
Inside Front Cover	\$1,200
Full Page	\$1,000
1/2 Page H	\$550
1/4 Page V	\$275
1/8 Page H	\$160



KEY DATES

Advertising Space Due:
Monday, Feb. 3

Materials Due:
Monday, Feb. 17

BLEED SPECIFICATIONS

Full Page	
Trim Size	5.375" x 8.375"
Document Size*	5.625" x 8.625"

**Includes 1/8" bleed on all sides.
Keep all live matter 1/4" from trim and
keep 1/2" allowance for the gutter.*

Don't Miss Out! **RESERVE NOW**

Karen Hopkinson | 419-345-3306 | hopkinson@glpublishing.com



Memo

Date: Thursday, February 13, 2020

To: DDA Board of Directors

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

Re: **RECOMMENDATION FROM PARKING COMMITTEE TO IMPLEMENT
CERTAIN COMPONENTS FROM DOWNTOWN MASTER PLAN**

BACKGROUND

The Downtown Master Plan includes several recommendations for more efficient parking management and ideas for parking improvement. The Parking Committee has reviewed the overall strategies for parking and is now reviewing them one-by-one for phased implementation. The first series of recommendations are intended to start on the first of March.

At its most recent meeting, the Committee discussed two further recommendations from the Downtown Master Plan to implement. The minutes are attached.

- Time limited on-street parking – change time limitations for on-street parking as depicted on map (see attached), to the east of, but not including, Washington Street. This would not affect meters (with the exception of demonstration project on South Macomb). The parking on East Front between Washington and Macomb would remain one hour; all other parking would become two-hour or unlimited.
- Visitor priority parking lots – designate four parking lots as visitor priority (see attached map), and sign as no parking between 8-10am. The riverfront parking lot would be split; one half would remain secondary, the other, closest to Monroe Street, would become visitor priority. Further research shows that this change would not impact residential permits; the closest residential permitted area is on Cass Street.

If the board concurs, the recommendations will be forwarded to the appropriate bodies, up to the city council, for further approvals.

ACTION

Concur with recommendation and request authorization to implement by City Council.



**DOWNTOWN PARKING COMMITTEE
MINUTES**

**Tuesday, February 4, 2020, 8:30 A.M.
CITY HALL, FIRST FLOOR CONFERENCE ROOM, 120 E. FIRST ST.**

- 1. Call to Order** – 8:33am
- 2. Roll Call** – Present: Beneteau, Lewis, McCollum (PD), McCormick (PD), Peruski, Tolstedt (PD) Absent: Reed, Swanson, LaVoy; Staff: Knowles
- 3. Review of Minutes from November, 2019** – No changes noted
- 4. New Business** – None
- 5. Other Business**
 - a. Discussion for about implementing priority parking for visitors in selected lots; remaining lots are secondary. Need to gauge effect on permits, both employee and residential. Suggested to include other conditions. Committee recommends implementation of visitor priority and secondary lots as outlined in Downtown Master Plan, but establishing a two-hour time limit in the lots which may be superseded by residential only parking permits, and no parking in lots from 8-10am. Reference map on page 77 of Downtown Master Plan.
 - b. Discussion about implementing time-limitation changes to on-street parking in the eastern part of the downtown. Some spaces already align with Downtown Master Plan. If implemented, a watch area would be 1st and 2nd between Macomb and Washington. Meters not impacted, only time limitations, except in demonstration area on Macomb. Committee recommends implementation for on-street parking, in the area each of, but not including Washington Street. Reference map on page 75 of Downtown Master Plan.
 - c. Once implemented, both areas will require monitoring and observation. Committee concurred to forward both items ahead to DDA board, Traffic Committee as needed and city council for necessary approvals.
- 6. Communications** – None
- 7. Adjournment** – 9:30am.

SIMPLIFY THE REGULATIONS

- 1 HR LIMIT PARKING
- 2 HR LIMIT PARKING
- UNLIMITED PARKING
- RESTRICTED / NO PARKING
- OFF-STREET PARKING LOTS



VISITOR PARKING OPTIONS

- ON-STREET PARKING
- SECONDARY VISITOR LOTS
- VISITOR PRIORITY LOTS
- OTHER PARKING LOTS



Memo

Date: Thursday, February 13, 2020

To: DDA Board of Directors

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

Re: **FISCAL YEAR 2020-21 DRAFT REVIEW**

Attached is the proposed budget for Fiscal Year 2020-2021. Please pay particular attention to column 6, which represents the figures under consideration. You will note that I have ball-parked in columns 7 and 8 two additional fiscal years so that you might consider further trends in the DDA financial position.

Total revenue for FY20-21 is projected at \$244,746; total expenditures, if all projects in the work plan are funded, are projected for \$615,504.

The budget under consideration will draw \$370,758 from fund balance. It is expected that approximately \$11,000 will remain in fund balance at the conclusion of FY20-21 if actual revenue and expenditures are consistent with the budget. This fund balance is not aligned with the board's expressed minimum.

ACTION

Make adjustments and approve for submission to the City Council the FY2020-21 proposed budget; approval may be delayed until the March board meeting, but no later.

02/12/2020

BUDGET REPORT FOR CITY OF MONROE

		2018-19	2019-20	2019-20	2020-21	2021-22	2022-23
		ACTIVITY	FINAL	PROJECTED	REQUESTED	REQUESTED	REQUESTED
GL NUMBER	DESCRIPTION		BUDGET	ACTIVITY	BUDGET	BUDGET	BUDGET
<hr/>							
ESTIMATED REVENUES							
Dept 80.100 - GENERAL REVENUE							
751-80.100-665.005	INTEREST ON INVESTMENTS	13,425.80	7,200.00	7,200.00	5,000.00	2,500.00	2,000.00
Totals for dept 80.100 - GENERAL REVENUE		13,425.80	7,200.00	7,200.00	5,000.00	2,500.00	2,000.00
<hr/>							
Dept 80.600 - GENERAL REVENUE							
751-80.600-402.000	REAL PROPERTY TAXES	245,211.33	250,100.00	250,100.00	258,246.00	267,947.00	277,789.00
751-80.600-410.000	PERSONAL PROPERTY TAXES	(37,093.20)	(38,000.00)	(38,000.00)	(38,000.00)	(38,000.00)	(38,000.00)
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT REIMB	20,604.84	19,500.00	17,620.00	19,500.00	19,500.00	19,500.00
751-80.600-692.090	MISCELLANEOUS REVENUE	2,952.25		1,500.00			
Totals for dept 80.600 - GENERAL REVENUE		231,675.22	231,600.00	231,220.00	239,746.00	249,447.00	259,289.00
<hr/>							
TOTAL ESTIMATED REVENUES		245,101.02	238,800.00	238,420.00	244,746.00	251,947.00	261,289.00

APPROPRIATIONS							
Dept 65.691 - DOWNTOWN DEVELOPMENT							
751-65.691-703.000	PART TIME SALARIES & WAGES	19,196.21	20,500.00	20,500.00	21,000.00	21,546.00	21,977.00
751-65.691-717.000	SOCIAL SECURITY	1,190.17	1,271.00	1,271.00	1,302.00	1,335.00	1,361.00
751-65.691-717.005	MEDICARE	278.35	297.00	297.00	305.00	313.00	319.00
751-65.691-718.010	WORKERS' COMP INSURANCE	18.25	20.00	20.00	21.00	22.00	22.00
751-65.691-727.000	OFFICE SUPPLIES	525.63	500.00	500.00	500.00	500.00	500.00
751-65.691-728.000	COPIES	0.04					
751-65.691-730.000	POSTAGE	543.51	500.00	500.00	500.00	500.00	500.00
751-65.691-750.015	UNIFORMS/CLOTHING			100.00	100.00	100.00	100.00
751-65.691-750.075	SEASONAL DECORATIONS-DDA	4,800.00	5,000.00	5,000.00	5,200.00	5,200.00	5,400.00
751-65.691-775.231	PARKING SIGNAGE		50,000.00	30,000.00			
751-65.691-818.010	AUDIT SERVICES	1,360.00	1,500.00	1,400.00	1,500.00	1,500.00	1,500.00
751-65.691-818.020	GENERAL CONTRACT SERVICES	82,817.71	15,000.00	15,000.00	90,000.00		
751-65.691-818.080	FACADE IMPROVEMENTS	1,240.00	40,000.00		70,000.00	40,000.00	40,000.00
751-65.691-860.000	TRAINING & TRAVEL	1,280.43	1,400.00	1,400.00	1,400.00	1,400.00	1,400.00
751-65.691-880.000	COMMUNITY PROMOTION	11,881.51	13,000.00	13,000.00	25,000.00	25,000.00	25,000.00
751-65.691-905.000	PUBLISHING/ADVERTISING	90.97	300.00	300.00	300.00	300.00	300.00
751-65.691-910.000	INSURANCE PREMIUM	1,005.00	1,159.00	1,159.00	1,182.00	1,206.00	1,230.00
751-65.691-934.751	REPAIR AND MAINTENANCE-DDA	4,390.96	15,000.00	50,000.00	5,000.00		
751-65.691-943.000	RENTAL-EQUIPMENT			500.00	500.00	500.00	500.00
751-65.691-955.000	MISCELLANEOUS EXPENSE	435.21	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00
751-65.691-958.000	MEMBERSHIPS & DUES	719.00	600.00	600.00	600.00	600.00	600.00
751-65.691-964.231	REIMBURSEMENTS-PARKING		40,000.00	5,000.00			
751-65.691-971.000	LAND		50,000.00		100,000.00		
751-65.691-999.101	TRANSFER OUT-GENERAL	20,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00
751-65.691-999.301	TRANSFER OUT-DEBT SERVICE	113,993.74	122,200.00	122,200.00	130,094.00	132,694.00	140,144.00
751-65.691-999.401	TRANSFER OUT-CAPITAL PROJECT		60,000.00	20,000.00	130,000.00		
Totals for dept 65.691 - DOWNTOWN DEVELOPMENT		265,766.69	469,247.00	319,747.00	615,504.00	263,716.00	271,853.00
TOTAL APPROPRIATIONS		265,766.69	469,247.00	319,747.00	615,504.00	263,716.00	271,853.00

NET OF REVENUES/APPROPRIATIONS - FUND 751	(20,665.67)	(230,447.00)	(81,327.00)	(370,758.00)	(11,769.00)	(10,564.00)
BEGINNING FUND BALANCE	485,790.71	465,125.04	463,234.14	381,907.14	11,149.14	(619.86)
ENDING FUND BALANCE	465,125.04	234,678.04	381,907.14	11,149.14	(619.86)	(11,183.86)

MONROE DDA
2019-2020 WORK PLAN
Adjusted for likely completion by EOFY

2/10/2020

PROJECT		CHAMPION(S)	PRIORITY	BUDGET - Amend based on EOY		NOTES
Goal:	Inform and educate building owners and public of the actions and accomplishments of the DDA and businesses					
	1. Annual Communications Plan 2. Address negative social media posts through issue-oriented public education	Staff	Medium	\$	3,000	Per Communications Plan
Goal:	Support downtown businesses and property owners					
	1. Implement recommendations in Downtown Master Plan that calm streets. a. One way conversion on Cass/Harrison b. One way conversions on First/Front c. Traffic analysis on Monroe Street (following one way conversions)	City Staff	Med/High			*City is funding Monroe St Traffic Analysis (defer to 20/21)
	2. Implement recommendations in Downtown Master Plan to activate storefronts. a. Activate blank facades with arts-focused treatments and installations b. Promote sidewalk shopping and outdoor seating with streamlined approval process c. Animate empty spaces thorough pop up events, food trucks and temporary art installations d. Establish building design standards/form-based code		Low	\$	10,000	Change sign ordinance to permit "murals"
	e. Enhance the Farmers Market experience			\$	10,000	*In City zoning code update Possible property acq \$50K and economic feasibility study \$10K; potential grant funding; Prop for Kohler for \$10K for Whistlestop
Goal:	Preserve and enhance downtown by facilitating development; establish an environment that promotes residential growth					
	1. Enhance the Riverwalk (in accordance with Riverwalk plan) 2. Release RFP for Macomb St riverfront site		Med/High Low	\$	10,000	Set aside for potential grant match Defer to 20/21
	3. Help drive alleyway improvements		Low	\$	-	Contribution for enhancement of city alley paving; defer to 20/21

MONROE DDA
2019-2020 WORK PLAN
Adjusted for likely completion by EOFY

2/10/2020

Goal:	Market the downtown to encourage people to frequent local businesses and events					
	1. Annual Marketing Plan	Swanson/Staff	Medium	\$	10,000	Per Marketing Plan
	2. Develop greater partnership with the MC Convention & Tourism Bureau					
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	Low	\$	500	
Goal:	Implement strategies to improve parking management and infrastructure	Peruski/Team	High	\$	30,000	Signage Allowance
	0. Establish steering team: DDA/Police/DPW/Clerk/DMBN reps			\$	5,000	Loss of Revenue Offset
						Communications/Printed Materials;
	1. Create employee and residential permits as recommended in Downtown Master Plan			\$	-	defer to 20/21
	2. Create visitor-priority parking lots that prohibit parking before 10am					
	3. Cover meters/make parking free on street and in visitor lots until demand rises					
	4. Establish first-time forgiveness program; escalating fines					
	5. Establish new, simplified regulations for on-street parking					
	6. Establish loading zones in on-street spaces for commercial deliveries in key retail zones during off-peak hours					
		Carry Over from 2018-2019				
	Tree and Lamp Post Maintenance (Year 2 of 3)			\$	50,000	
	Upper Floor Conversion Case Study (1 per year)			\$	5,000	
	TOTAL					\$ 133,500

MONROE DDA
2020-2021 WORK PLAN

- Goal 1: Preserve and enhance downtown by facilitating development**
Goal 2: Establish an environment that promotes residential growth
Goal 3: Market the downtown to encourage people to frequent local businesses and events
Goal 4: Support downtown businesses and property owners through financial incentives, advocacy and awareness
Goal 5: Inform and educate building owners and public of the actions and accomplishments of the DDA and businesses
Goal 6: Serve as an intermediary between the organizations that connect to downtown and link to other community
Goal 7: Implement strategies to improve parking management and infrastructure

PROJECT	CHAMPION	PRIORITY	GOALS MET	BUDGET
Enhance the Riverwalk	Swanson	High	1	\$ 25,000.00
Riverfront parking lot redevelopment – market analysis/RFP/legal	Staff	High	2	\$ 30,000.00
Downtown Lighting Enhancement – Year Two	Staff	High		\$ 10,000.00
Schedule quarterly stakeholder/partner meetings	Staelgraeve	Med/High	6	\$ 800.00
Implement recommendations in Downtown Master Plan that calm streets. <div>a. One way conversion on Cass/Harrison</div> <div>c. Traffic analysis for First/Front and Monroe Streets</div> <div>b. One way conversions on First/Front</div>	City	Med/High	1	\$ 50,000.00
Annual Marketing Plan	Staff	Medium	3	\$ 10,000.00
Annual Communications Plan, focus on master plan implementation	Staff	Low/Med	3	\$ 3,000.00
Implement recommendations in Downtown Master Plan to activate storefronts. <div>a. Activate blank facades with arts-focused treatments and installations</div> <div>b. Promote sidewalk shopping and outdoor seating with streamlined approval process</div> <div>c. Animate empty spaces thorough pop up events, food trucks and temporary art installations</div> <div>e. Enhance the Farmers Market experience</div>	Harper/Williams	Low	4	\$ 10,000.00
Streetscape Projects – Washington/Macomb/Second	Lukacs	Low	1	\$ 75,000.00
Help drive alleyway improvements	Staff	Low	1,4	\$ 20,000.00

MONROE DDA 2020-2021 WORK PLAN

Tree Maintenance – Year 3	Staff	Low		\$	5,000.00
Infill development – RFP/legal	Staff		1,2	\$	10,000.00
Rewrite Downtown Reinvestment Grant Program, targeted approach when done	Lukacs		4	\$	-
Informed Buyers Education			2		
Create employee and residential permits as recommended in Downtown Master Plan	Peruski	High	7	\$	50,000.00
Cover meters/make parking fee on street and in visitor lots until demand rises		High	7		
Establish first-time forgiveness program; escalating fines		Hlgh	7		
Establish loading zones in on-street spaces for commercial deliveries in key retail zones during off-peak hours		Low	7		
Create visitor-priority parking lots that prohibit parking before 10am			7		
Establish new, simplified regulations for on-street parking			7		
TOTAL				\$	298,800.00