

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, November 17, 2021, 8:30 A.M.
CITY HALL, COUNCIL CHAMBER, 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, October 20, 2021 Regular Meeting
 - C. Financial Reports
 - i. October, DDA Preliminary Revenue and Expenditure Report FY 2021-2022
 - ii. October, DDA Preliminary Itemized Expenditure Report FY 2021-2022
- 6. New Business**
 - A. Work Plan Process for Fiscal Year 2022-2023 - Part II - Prioritization (20 min) **Discussion Only**
- 7. Other Business**
 - A. Downtown Reinvestment Grant Projects (10 min) **Action Requested**
 - B. Work Plan Updates (10 min)
- 8. Communications**
- 9. Board Member and Administrative Comments**
- 10. Adjournment** **Action Requested**

Vision Statement

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

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

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

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

Minutes

**Monroe Downtown Development Authority
Annual Meeting
Wednesday, October 20, 2021
Council Chambers, Monroe City Hall**

Chairperson Tony Trujillo called the meeting to order at 8:30a.m.

1. Roll Call

Present: Mayor Robert Clark, Scott Kegerreis, Mary Hastings, Deb Staelgraeve, Mackenzie Swanson, William Slicker, Anthony Trujillo

Absent: Tiffany Harper

Staff: Annette Knowles, Downtown/Economic Development Coordinator
Vince Pastue, City Manager
Jamie Weirich, Chief Deputy Clerk-Treasurer

2. Vision Statement - Read by Mayor Clark

3. Additions/Deletions to the Meeting Agenda - None

4. Public Comments - None

5. Consent Agenda

A. Approval of Agenda

B. Approval of Minutes

❖ Wednesday, September 15, 2021 Regular Meeting

C. Financial Reports:

❖ September, DDA Revenue and Expenditure Report FY 2021-2022

❖ September, DDA Itemized Expenditure Report FY 2021-2022

Motion by Staelgraeve, seconded by Swanson to approve items on the Consent Agenda. *Motion carried, all ayes.*

6. New Business

A. Proposal for Professional Services for Site-Specific Market Analysis.

Annette Knowles reviewed the proposal. Discussion followed with City Administration and Board Members.

Motion by Swanson, seconded by Clark to accept the proposal from LandUseUSA for a site-specific market analysis for the property located at the northeast corner

of East Front Street and South Macomb Street (commonly used as a parking lot) at a cost not to exceed \$20,000, funds to be derived from Account Number 751-65.691-818.020, DDA General Contract Services. *Ayes: Clark, Kegerreis, Hastings, Staelgraeve, Swanson, Slicker, Trujillo; Nays: None; Motion carried.*

B. Proposed Amended Fiscal Year 2021-22 Budget

Anthony Trujillo and Annette Knowles reviewed the amended budget. To better reflect expected expenditures through the end of the fiscal year, the primary changes include an increase to seasonal decorations, a reduction to general contract services, an increase to riverwalk enhancements, a reduction to reinvestment grants and an increase to land improvements.

Motion by Clark, seconded by Kegerreis to approve amendment 1 to fiscal year 2021-22 budget. *Motion carried, all ayes.*

C. Proposal for Professional Services for 2022-2027 Strategic Plan

Motion by Clark, seconded by Staelgraeve to authorize Place + Main to complete a Strategic Plan for 2022-2027, at a cost not-to-exceed \$5,000.00, funds to be derived from Account Number 751-65.691-818.020, DDA General Contract Services. *Ayes: Clark, Kegerreis, Hastings, Staelgraeve, Swanson, Slicker, Trujillo; Nays: None; Motion carried.*

D. Work Plan Process for Fiscal Year 2022-2023 - Phase 1

Annette Knowles and Board Members discussed different projects for the future Work Plan.

7. Other Business

A. Work Plan Update

Annette Knowles provided a written update.

8. Communications- None

9. Board Member and Administrative Comments

Chair Trujillo stated a couple buildings have sold Downtown and things are moving forward.

Mayor Clark thanked the DDA for the support and partnership with the Holiday Tree Lighting on November 19th, he stated they have received \$26,000.00 in contributions towards Holiday decorations. He stated the desire is to make this a 4 week seasonal event. Mayor Clark encouraged everyone to visit a new business Downtown, "Elegance by E."

Board Member Hastings stated there are three upcoming events with not a lot of participation.

Board Member Slicker updated Board on 34 E. Front.

Board Member Swanson wished the Board Members running in the upcoming City Election the best of luck.

10. Adjournment

Motion to adjourn by Staelgraeve, seconded by Slicker. (Kegerreis departed at 9:50 a.m.) *Motion carried, all ayes.* The meeting adjourned at 10:03a.m.

DRAFT

PERIOD ENDING 10/31/2021

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET MAL	YTD BALANCE 10/31/2021 MAL (ABNORMAL)	ACTIVITY FOR MTH 10/31/2021 ASE (DECREASE) MAL	AVAILABLE BALANCE (ABNORMAL)
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY					
Revenues					
Dept 80.100 - GENERAL REVENUE					
751-80.100-665.005	INTEREST ON INVESTMENTS	2,000.00	(52.21)	(17.12)	2,052.21
Total Dept 80.100 - GENERAL REVENUE		2,000.00	(52.21)	(17.12)	2,052.21
Dept 80.600 - GENERAL REVENUE					
751-80.600-402.000	REAL PROPERTY TAXES	302,600.00	271,183.13	0.00	31,416.87
751-80.600-410.000	PERSONAL PROPERTY TAXES	(32,700.00)	(18,716.86)	0.00	(13,983.14)
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT RI	16,300.00	0.00	0.00	16,300.00
Total Dept 80.600 - GENERAL REVENUE		286,200.00	252,466.27	0.00	33,733.73
TOTAL REVENUES		288,200.00	252,414.06	(17.12)	35,785.94
Expenditures					
Dept 65.691 - DOWNTOWN DEVELOPMENT					
751-65.691-727.000	OFFICE SUPPLIES	500.00	307.47	38.49	192.53
751-65.691-730.000	POSTAGE	500.00	3.65	0.53	496.35
751-65.691-750.015	UNIFORMS/CLOTHING	100.00	0.00	0.00	100.00
751-65.691-750.075	SEASONAL DECORATIONS-DDA	15,000.00	10,965.00	10,965.00	4,035.00
751-65.691-818.010	AUDIT SERVICES	1,500.00	1,450.00	1,450.00	50.00
751-65.691-818.020	GENERAL CONTRACT SERVICES	25,000.00	0.00	0.00	25,000.00
751-65.691-818.020-22R0100000	GENERAL CONTRACT SERVICES	25,000.00	0.00	0.00	25,000.00
751-65.691-818.020-22R0200000	GENERAL CONTRACT SERVICES	25,000.00	0.00	0.00	25,000.00
751-65.691-818.020-22R0300000	GENERAL CONTRACT SERVICES	60,000.00	3,645.36	3,645.36	56,354.64
751-65.691-818.080	FACADE IMPROVEMENTS	28,300.00	0.00	0.00	28,300.00
751-65.691-860.000	TRAINING & TRAVEL	1,400.00	190.00	0.00	1,210.00
751-65.691-880.000	COMMUNITY PROMOTION	25,000.00	9,513.34	0.00	15,486.66
751-65.691-905.000	PUBLISHING/ADVERTISING	300.00	0.00	0.00	300.00
751-65.691-910.000	INSURANCE PREMIUM	2,014.00	671.32	167.83	1,342.68
751-65.691-943.000	RENTAL-EQUIPMENT	445.00	445.00	0.00	0.00
751-65.691-955.000	MISCELLANEOUS EXPENSE	1,000.00	0.00	0.00	1,000.00
751-65.691-958.000	MEMBERSHIPS & DUES	600.00	200.00	0.00	400.00
751-65.691-971.000	LAND	255,700.00	0.00	0.00	255,700.00
751-65.691-974.000	LAND IMPROVEMENTS	166,000.00	0.00	0.00	166,000.00
751-65.691-999.101	TRANSFER OUT-GENERAL	10,000.00	0.00	0.00	10,000.00
751-65.691-999.301	TRANSFER OUT-DEBT SERVICE	120,500.00	24,250.00	24,250.00	96,250.00
Total Dept 65.691 - DOWNTOWN DEVELOPMENT		763,859.00	51,641.14	40,517.21	712,217.86
TOTAL EXPENDITURES		763,859.00	51,641.14	40,517.21	712,217.86
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY:					
TOTAL REVENUES		288,200.00	252,414.06	(17.12)	35,785.94
TOTAL EXPENDITURES		763,859.00	51,641.14	40,517.21	712,217.86
NET OF REVENUES & EXPENDITURES		(475,659.00)	200,772.92	(40,534.33)	(676,431.92)
BEG. FUND BALANCE		476,139.87	476,139.87		
NET OF REVENUES/EXPENDITURES - 2020-21			90,073.57		90,073.57
END FUND BALANCE		480.87	766,986.36		

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 751	DOWNTOWN		DEVELOPMENT AUTHORITY				
10/01/2021			751-00.000-003.000 CERTIFICATES OF DEPOSIT		BEG. BALANCE		0.00
10/14/2021	GJ	JE	INVESTING ACTIVITY FOR 10/14/21	25403	240,000.00		240,000.00
10/31/2021			751-00.000-003.000	END BALANCE	240,000.00	0.00	240,000.00
10/01/2021			751-00.000-005.000 COOP LIQUID ASSET SEC SYS		BEG. BALANCE		554,876.45
10/21/2021	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	25428		3,700.00	551,176.45
10/28/2021	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	25471		24,300.00	526,876.45
10/31/2021	GJ	JE	MICHIGAN CLASS INTEREST - OCT 2021	25494	11.74		526,888.19
10/31/2021			751-00.000-005.000	END BALANCE	11.74	28,000.00	526,888.19
10/01/2021			751-00.000-007.000 AUTOMATED PUBLIC FUNDS		BEG. BALANCE		252,644.24
10/01/2021	GJ		MONTHLY P&L INSURANCE ALLOCATION	25345		167.83	252,476.41
10/05/2021	CD	CHK	DEKRA-LITE INDUSTRIES INC	60985		10,965.00	241,511.41
10/07/2021	CD	CHK	SUMMARY CD 10/07/2021			1,450.00	240,061.41
10/13/2021	GJ	JE	5/3 SERVICE FEES - SEP 2021	25396		28.86	240,032.55
10/14/2021	GJ	JE	INVESTING ACTIVITY FOR 10/14/21	25403		240,000.00	32.55
10/19/2021	CD	CHK	SUMMARY CD 10/19/2021			3,645.36	(3,612.81)
10/19/2021	CD	CHK	SUMMARY CD 10/19/2021			38.49	(3,651.30)
10/21/2021	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	25428	3,700.00		48.70
10/28/2021	GJ	JE	DDA DEBT FUNDING 20 REFUNDING	25443		24,250.00	(24,201.30)
10/28/2021	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	25471	24,300.00		98.70
10/31/2021	GJ	JE	POSTAGE - OCT 2021	25527		0.53	98.17
10/31/2021			751-00.000-007.000	END BALANCE	28,000.00	280,546.07	98.17
10/01/2021			751-00.000-202.000 ACCOUNTS PAYABLE		BEG. BALANCE		0.00
10/04/2021	AP	INV	DEKRA-LITE INDUSTRIES INC	S0063269		10,965.00	(10,965.00)
10/04/2021	AP	INV	LED OVERHEAD SKYLINE DECOR ROYAL SNOV				
10/04/2021	AP	INV	PLANTE & MORAN PLLC	2046337		1,450.00	(12,415.00)
10/05/2021	CD	CHK	DEKRA-LITE INDUSTRIES INC	60985	10,965.00		(1,450.00)
10/07/2021	CD	CHK	SUMMARY CD 10/07/2021		1,450.00		0.00
10/18/2021	AP	INV	RUSSELL DESIGN INC	2683		3,645.36	(3,645.36)
10/18/2021	AP	INV	M25-202 RIVERWALK CONNECTORS				
10/18/2021	AP	INV	FIFTH THIRD BANK	09/18/2021		26.49	(3,671.85)
10/18/2021	AP	INV	ADOBE SUBSCRIPTION				
10/18/2021	AP	INV	FIFTH THIRD BANK	09/01/2021		12.00	(3,683.85)
10/18/2021	AP	INV	EMAIL SUBSCRIPTION				
10/19/2021	CD	CHK	SUMMARY CD 10/19/2021		3,645.36		(38.49)
10/19/2021	CD	CHK	SUMMARY CD 10/19/2021		38.49		0.00
10/31/2021			751-00.000-202.000	END BALANCE	16,098.85	16,098.85	0.00
10/01/2021			751-65.691-727.000 OFFICE SUPPLIES		BEG. BALANCE		268.98
10/18/2021	AP	INV	FIFTH THIRD BANK	09/18/2021	26.49		295.47
10/18/2021	AP	INV	ADOBE SUBSCRIPTION				
10/18/2021	AP	INV	FIFTH THIRD BANK	09/01/2021	12.00		307.47
10/18/2021	AP	INV	EMAIL SUBSCRIPTION				
10/31/2021			751-65.691-727.000	END BALANCE	38.49	0.00	307.47
10/01/2021			751-65.691-730.000 POSTAGE		BEG. BALANCE		3.12
10/31/2021	GJ	JE	POSTAGE - OCT 2021	25527	0.53		3.65
10/31/2021			751-65.691-730.000	END BALANCE	0.53	0.00	3.65
10/01/2021			751-65.691-750.075 SEASONAL DECORATIONS-DDA		BEG. BALANCE		0.00
10/04/2021	AP	INV	DEKRA-LITE INDUSTRIES INC	S0063269	8,985.00		8,985.00
10/04/2021	AP	INV	LED OVERHEAD SKYLINE DECOR ROYAL SNOV				
10/04/2021	AP	INV	DEKRA-LITE INDUSTRIES INC	S0063269	1,980.00		10,965.00
10/04/2021	AP	INV	LED OVERHEAD SKYLINE DECOR ROYAL SNOV				
10/31/2021			751-65.691-750.075	END BALANCE	10,965.00	0.00	10,965.00
10/01/2021			751-65.691-818.010 AUDIT SERVICES		BEG. BALANCE		0.00
10/04/2021	AP	INV	PLANTE & MORAN PLLC	2046337	1,450.00		1,450.00
10/04/2021	AP	INV	PROGRESS BILLING JUNE 30 AUDIT				
10/31/2021			751-65.691-818.010	END BALANCE	1,450.00	0.00	1,450.00
10/01/2021			751-65.691-818.020-22R0300000 GENERAL CONTRACT		BEG. BALANCE		0.00
10/18/2021	AP	INV	RUSSELL DESIGN INC	2683	3,645.36		3,645.36
10/18/2021	AP	INV	M25-202 RIVERWALK CONNECTORS				
10/31/2021			751-65.691-818.020-22R0300000	END BALANCE	3,645.36	0.00	3,645.36
10/01/2021			751-65.691-910.000 INSURANCE PREMIUM		BEG. BALANCE		503.49
10/01/2021	GJ		MONTHLY P&L INSURANCE ALLOCATION	25345	167.83		671.32
10/31/2021			751-65.691-910.000	END BALANCE	167.83	0.00	671.32
10/01/2021			751-65.691-999.301 TRANSFER OUT-DEBT SERVICE		BEG. BALANCE		0.00
10/28/2021	GJ		DDA DEBT FUNDING 20 REFUNDING	25443	24,250.00		24,250.00
10/31/2021			751-65.691-999.301	END BALANCE	24,250.00	0.00	24,250.00
10/01/2021			751-80.100-665.005 INTEREST ON INVESTMENTS		BEG. BALANCE		35.09
10/13/2021	GJ	JE	5/3 SERVICE FEES - SEP 2021	25396	28.86		63.95
10/31/2021	GJ	JE	MICHIGAN CLASS INTEREST - OCT 2021	25494		11.74	52.21
10/31/2021			751-80.100-665.005	END BALANCE	28.86	11.74	52.21

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
GRAND TOTALS:					324,656.66	324,656.66	808,331.37

Monroe Downtown Development Authority
2021-2022 Fiscal Year Expenditure Report

Office Supplies - 727.000	Budget	Expenditures	Balance
	\$500.00		
Email Subscription		\$12.00	
Adobe Subscription		\$26.49	
Go To Meetings Business		\$192.00	
Email Subscription		\$12.00	
Adobe Subscription		\$26.49	
Adobe Subscription		\$26.49	
Email Subscription		\$12.00	
			\$192.53
Postage	Budget	Expenditures	Balance
	\$500.00		
July		\$0.51	
August		\$1.02	
September		\$1.59	
October		\$0.53	
			\$496.35
Uniforms/Clothing	Budget	Expenditures	Balance
	\$100.00		
			\$100.00
Seasonal Decorations - 750.075	Budget *	Expenditures	Balance
	\$15,000.00		
Dekra-Lite - overhead skyline décor		\$8,985.00	
Dekra-Lite - overhead skyline décor		\$1,980.00	
			\$4,035.00
Audit Services	Budget	Expenditures	Balance
	\$1,500.00		
Plante & Moran PLLC		\$1,450.00	
			\$50.00

Monroe Downtown Development Authority
2021-2022 Fiscal Year Expenditure Report

General Contract Services - 818.020	Budget**	Expenditures	Balance
	\$25,000.00		
			\$25,000.00
General Contract Services - 818.020	Budget	Expenditures	Balance
First and Front	\$25,000.00		
			\$25,000.00
General Contract Services - 818.020	Budget	Expenditures	Balance
Monroe Street	\$25,000.00		
			\$25,000.00
General Contract Services - 818.020	Budget**	Expenditures	Balance
Riverwalk Enhancement	\$60,000.00		
Russell Design- Riverwalk connectors		\$3,645.36	
			\$56,354.64
Building Reinvestment Grant - 818.080	Budget * **	Expenditures	Balance
	\$28,300.00		
			\$28,300.00
Training & Travel - 860.000	Budget	Expenditures	Balance
	\$1,400.00		
MDA Conference		\$190.00	

Monroe Downtown Development Authority
2021-2022 Fiscal Year Expenditure Report

			\$1,210.00
Community & Promotion 880.000	Budget	Expenditures	Balance
	\$25,000.00		
Internet Hosting 1 year		\$375.00	
Revize LLC (new website)		\$9,100.00	
Domain renewal		\$38.34	
			\$15,486.66
Publishing/Advertising 905.000	Budget	Expenditures	Balance
	\$300.00		
			\$300.00
Insurance Premium	Budget	Expenditures	Balance
	\$2,014.00		
July		\$167.83	
August		\$167.83	
September		\$167.83	
October		\$167.83	
			\$1,342.68
Rental - Equipment	Budget	Expenditures	Balance
	\$445.00		
Thru 6/30/2021		\$445.00	
			\$0.00
Miscellaneous Expense - 955.000	Budget	Expenditures	Balance
	\$1,000.00		
			\$1,000.00
Dues & Subscriptions - 958.000	Budget	Expenditures	Balance
	\$600.00		
MDA Membership		\$200.00	

Monroe Downtown Development Authority
2021-2022 Fiscal Year Expenditure Report

			\$400.00
Land	Budget**	Expenditures	Balance
	\$255,700.00		
			\$255,700.00
Land Improvements 974.000	Budget**	Expenditures	Balance
	\$166,000.00		
			\$166,000.00
Transfer Out General 999.101	Budget	Expenditures	Balance
	\$10,000.00		
			\$10,000.00
Transfer Out Debt Services	Budget	Expenditures	Balance
	\$120,500.00		
Bond Refunding		\$24,250.00	
			\$96,250.00
Totals	\$763,859.00		\$712,217.86

* Amount changed 9-30-2021

**Amount changed 10-31-2021

Memo

Date: Monday, November 15, 2021

To: DDA Board of Directors

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

Re: **WORK PLAN PROCESS FOR FISCAL YEAR 2022-2023 - PHASE II**

BACKGROUND

In order to prepare a proposed budget for Fiscal Year 2022-2023, the Board of Directors typically participates in a two-phased work planning process. At the October meeting, we reviewed the prior year work plan, reaffirmed goals and objectives, discussed progress made toward completion of projects in the strategic plan and brainstormed potential projects for the forthcoming year.

At the November meeting, the board will continue the process by prioritizing projects and selecting those necessary to accomplish its goals in the short-term.

Handouts with results from the October meeting are included; because the meeting will be held in the council chamber, the work planning process will be adapted to allow for appropriate social distancing.

ACTION

None; discussion only. The next step will be the preparation of a proposed budget for Fiscal Year 2022-2023.

Monroe DDA FY22-23 Work Plan

PART I AND II – Project ID and Prioritization

Preserve and enhance downtown by facilitating development

IN PROGRESS

- RFP – Former Fire Station site
- RFP – Front/Macomb lot
- Riverwalk Connector Project
- Streetscape (site furnishings) Project
- In-fill projects
- Lighting on riverwalk and alleyscapes; bridge lighting on Monroe Street? Another project from riverwalk plan?
- Farmers Market enhancement
- Downtown Building Design Standards, repeat Façade Study (last done 1981)

Establish an environment that promotes ~~residential~~ growth downtown

- **Activate storefronts**
- Traffic-calming; one-way conversions. Spring 2022 is traffic analysis of Front/First/South Monroe Street (in budget)
- Improve café seating
- Upgrade streetscape
- Gateway enhancements
- Conversion of First/Front
- Monroe Street “Road Diet”
- Implement project from Heart of Monroe plan
- Enhance maintenance, improve garbage/litter

Support downtown business and property owners through financial support, advocacy and awareness

- Building Improvement Grant (BIG) Program

Market the downtown to encourage people to frequent local businesses and events

- Marketing plan
 - Seek opportunities with BDC, DMBN, CVB
 - Promote new web site, once complete

Inform and educate building owners and public of the actions and accomplishments of the DDA and businesses

- Communications Plan

Serve as an ~~leader~~-intermediary of the organizations that connect to downtown and link to other community resources

- Paused during COVID, stakeholder meetings

Implement strategies to improve parking management and infrastructure

- DDA Parking Committee ON HIATUS



Communications Plan

2022-2023

aknowles
11/8/2021
DRAFT

BACKGROUND

One of the most important things an organization can do is to tell its story and the stories of those it serves. By creating a comprehensive communications plan, the DDA can, on an ongoing basis, inform the public, property and business owners of the efforts of the DDA as well as tell the good news stories of the district it serves. The communications plan should include traditional media tools such as press releases and media alert templates, but also social media efforts and a schedule or planned and coordinated posts to various platforms.

OVERALL OBJECTIVES

1. **To inform.** The Downtown Development Authority should become a clearinghouse for information about downtown happenings and be seen as the useful resource to keep stakeholders and constituents in-the-know.
2. **To inspire.** The Downtown Development Authority should strive to raise awareness of the downtown as a place, to elevate its own exposure in the community and to increase engagement in its activities.
3. **To build the brand.** The Downtown Development Authority should capitalize on the City of Monroe's recent rebranding campaign and correlate its activities to be complementary, from using variations of the brand language of "Raisin' Expectations" to expecting outstanding experiences.
4. **To build alliances.** The Downtown Development Authority should use its communications resources as a means to connect and to partner with stakeholders such as the City, Chamber of Commerce, business and property owners, visitors bureau, the general public and the Business Network, especially as a means to leverage funds for marketing.

RESOURCES

Electronic:	Example:
Web Site and Web Calendar	
E-Newsletter	MailChimp has no fee for <2,000 subscribers
Social Media	Facebook, Linked-In, Instagram
Blog	WordPress
Print:	
Printed locator maps/directories	
Promotional materials for events – posters, flyers, postcards	
Press releases	
Media alerts (condensed press releases)	
Print ads	
Other:	
Multimedia	
Video	

Signage	
Personal Engagement	Ribbon-Cutting, Ground-breaking
Case Studies	Before & After

KEY MESSAGING

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

Location Statement: Home to nearly 300 businesses, historic Downtown Monroe is the 68.3 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 regional headquarters of First Merchants Bank, Downtown Monroe is abundant with opportunities for enjoyment of everyday life and recreation. The River Raisin, the River Raisin Centre for the Arts and the nearby River Raisin National Battlefield are amenities the afford businesses and visitors alike a unique and engaging atmosphere. In Downtown Monroe, expect an amazing experience!

MEDIA LIST

A list of media contacts (see Attachment A) has been compiled and will be updated as needed to include those contacts or agencies with capacity to assist in disseminating news and information about the ongoing projects and programs.

STRATEGIES AND ACTIONS, TIMELINE AND COST

ONE-TIME ACTIONS	TARGET DATE OF COMPLETION	COST
Direct mail newsletter	Bi-annually (Sp/F or W/Su)	\$3,000
E-newsletter	Monthly	
Brand program descriptions	As needed	
Informational Meetings	Spr & Fa	\$200
Annual Report	12/31/2022	\$500
Community Update Video	Spr, 2023	\$300
ON-GOING ACTIONS	FREQUENCY	
Establish key messages for all projects and programs	As needed	
Update web site	As needed	

Update centralized calendar for internal meetings and internal and external events	Weekly	
Interact via social media	Daily or other	
MICornerstone.org calendar	As appropriate	
Press Releases	As needed	
TOTAL BUDGET		\$4,000

BEST PRACTICES FOR ON-LINE ENGAGEMENT

When utilizing web-based applications, such as a web site and /or social media, the main recommendations are to be consistent, to be aware of audience preferences and to be a practitioner (i.e. interact with audience).

General best practices for **web sites** are:

- Keep the site current
- Use key words
- Connect with social media and email platforms
- Advertise the URL
- Pursue search engine optimization by establishing internal links and meta descriptions
- Ensure the site is fast-loading
- Write engaging content

General best practices for **social media** platforms are:

- Complete your profile
- Send links to your email subscribers
- Use social share buttons
- Include your social share in your email signature
- Share original, relevant content regularly; tell stories
- Monitor your most popular posts, that is what your audience wishes to see
- Follow others, especially those relevant to your business
- Post appropriately but do not overdo; quality over quantity
- Spend *a little* on Facebook advertisements

GENERAL INFORMATION AND TIPS FOR EFFECTIVE COMMUNICATION

- Do not use "I" voice in communications, unless it is a direct quote. Use terms such as the DDA, downtown, "we", etc.
- Social media interaction should be two-way communication. Manage your posts and page(s) efficiently. Selectively post, use correct spelling and grammar, etc.

- Press releases and media alerts should be cut-and-pasted into the body of an email, not sent as an attachment. Press releases for events should be sent out 4-6 weeks in advance; send a media alert as a reminder.

SIGN ONS

MailChimp

MonroeDDA #1Downtown

Facebook

Sign in from Paula Stanifer Facebook Account

LinkedIn

Sign in from Annette Knowles LinkedIn Account

PRESS RELEASE



FOR IMMEDIATE RELEASE
DATE:

CONTACT:
PHONE:

TITLE

Sub-Title

(Monroe, MI) – Summarize in first paragraph, add quotes and additional information in following paragraphs. Add background. Close with contact info.

####

The Monroe 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 be a **dynamic** and **innovative** organization that works with volunteers, other organizations and the City of Monroe for the betterment of downtown. Find out more at www.DowntownMonroeMI.com.

MEDIA ALERT



FOR IMMEDIATE RELEASE
DATE:

CONTACT:
PHONE:

TITLE

Sub-Title

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

####

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Memo

Date: Monday, November 15, 2021

To: DDA Board of Directors

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

Re: **DOWNTOWN REINVESTMENT GRANT PROJECTS**

BACKGROUND

Please find attached meeting minutes from the recent Building Improvement Grant Committee and support materials for action on two projects awarded funds under the former Downtown Reinvestment Grant Program.

44 West Front Street - this project is complete and eligible for reimbursement. The current Building Improvement Grant Committee recommends reimbursement in the amount of \$15,058.20, subject to the applicant meeting all other program requirements. The board may entertain a motion to this effect.

34 West Front Street - after two extensions, this project lapsed as of June 1, 2021. The applicant has been notified. The applicant may reapply under the new program.

ACTION

Approved reimbursement to 44 West Front Street in the amount of \$15,058.20 under the former Downtown Reinvestment Grant Program, subject to the applicant meeting all other program requirements, funds to be derived from Account #751-65.691-818.080, Façade Improvements.



**BUILDING INVESTMENT GRANT COMMITTEE
MINUTES**

Monday, November 8, 2021; 8:30am
VIA GOTOMEETING.

- 1. Call to Order** – 8:35am
- 2. Roll Call** – Present: Green, Greenhalgh, Jacobs, Slicker (Chair), Swartout; Absent: LaRoy; Staff: Knowles
- 3. New Business**
 - a) Reimbursement for 44 West Front Street – the applicant has completed work in accordance with application and submitted materials for reimbursement. Applicant is eligible under the former Downtown Reinvestment Grant Program, so those program requirements prevail.

Motion by Swartout, seconded by Jacobs to recommend that the DDA board approve reimbursement for the work completed at 44 West Front Street in the amount of \$15,058.20. Motion carried, all ayes.
- 4. Other Business** – Chairman Slicker reported on a potential applicant for 8 West First Street; the owners intend to build out the second floor and need some guidance through the pre-application process. Slicker will follow up. He also reported on 34 West Front Street; the applicant submitted plans that do not reflect what was approved and the extension previously awarded has lapsed. Slicker stated that the applicant should resubmit and will notify as such.
- 5. Communications** – None
- 6. Adjournment** – Motion by Jacobs, seconded by Swartout to adjourn. Motion carried, all ayes. The meeting adjourned at 8:54am.

2019-2020 DOWNTOWN REINVESTMENT GRANT PROGRAM
APPLICATION

Deadline: Monday, August 12, 2019

Building Owner's Name (Applicant): Harold Weakly/Scott Kegerreis

Project Address: 44 W Front St.

Mailing Address: 40 W. Front St.

Phone Number: 734-625 3566 E-mail: Scott.Kegerreis5@gmail.com

Existing Use of Building: Sally Waggs Doggy Bakery

Will project result in a new use? If so, please explain. _____

Type of Work: (Check all that apply)

Paint Only _____

Façade & Building Renovation

Awning Only _____

Lead Abatement _____

Asbestos Testing _____

Roof Replacement _____

Project Description: (Please be specific) Replace brick, paint, clean
Power wash, Mortar joints, repair Windows, damp
proof. Add Man door & Window

*Please include information on any product manufacturer, color (awning fabric swatches and/or paint chips), etc., and a drawing of the proposed improvements. Attach additional sheets if necessary.

How will this project benefit Downtown Monroe?

Restoration of a historical Building CLEAN
 Protect + beautify Downtown Area Along RIVERWALK
 and Frontst. WARM + welcoming retail SPACE.

Estimated Project Cost (by project element):

Project Element	Contractor #1 Estimated Cost	Contractor #2 Estimated Cost
(Eg: 12 windows)	\$554.00	\$532.00
Cleaning, masonry, painting	44,000	
Man door	2,676	
Rear door	3,518	

*Attach copies of quotes from licensed contractors for each project element.

Requested Rebate Amount: \$ 20,000 - NTE

Proposed Project Start Date: SEPT 2020

Did you receive any tax abatement from the City of Monroe? Yes No (circle one)
If yes, please provide tax abatement form.

Did you receive a DDA Façade Grant in the last five years on this property? Yes No

Application materials checklist to be submitted:

- Application form, completed and signed by the property owner;
- Rendering of the proposed façade or exterior improvements;
- Any proposed paint, awning, etc. samples;
- Pictures of the existing façade and proposed improvement areas;
- Historic photos of building;
- Two itemized cost estimates per project element. Each element must be listed separately with an estimated cost. (E.g.: 12 windows \$500.00, tuck pointing \$600.00). These must be provided by licensed contractors.

The undersigned applicant affirms that:

- A. The information submitted is true and accurate to the best of my (our) knowledge.
- B. I (We) have read and understand the conditions of the Façade Program and agree to abide by its conditions and guidelines.
- C. The decision of the Façade Committee/DDA is final.

SIGNATURE OF APPLICANT(S):

Harold R. Weakly
[Signature]

DATE: 8/12/2020

DATE: 8/12/2020

**Please return all application materials by mail or hand delivery to the
DDA office, 120 East First Street, Monroe, Michigan 48161**

OFFICE USE ONLY


Submittal Date: _____

Committee Action: _____

Notes/Comments: _____

**MONROE DDA
2021-2022 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	BUDGET	STATUS
Building Improvement Grant Program	Slicker	\$ 40,000.00	44 W Front on agenda; 34 W Front lapsed
Redevelopment of former Fire Station site	City/Staff	UNK	RFP Winter 2022
Front/Macomb parking lot redevelopment - market analysis/RFP/legal	Staff	\$ 30,000.00	Kickoff mtg 12/2
Project from Riverwalk Enhancement Plan	Swanson	\$ 50,000.00	Coordination of bidding
Streetscape Projects - Washington/Macomb/Second - Partner with City		\$ 120,000.00	Site furnishings on order, late winter delivery
Implement recommendations in Downtown Master Plan that calm streets.	City	\$ 50,000.00	
a. One way conversion on Cass/Harrison			Implemented
c. Traffic analysis for First/Front and Monroe Streets			Spring, 2022
Annual Marketing Plan		\$ 22,000.00	Web site design approved, creating site map, updating biz directory; winter direct mail piece in proc
Annual Communications Plan, focus on master plan implementation	Mayor Clark	\$ 3,000.00	Info meet #2 in early Dec; annual report complete
Implement recommendations in Downtown Master Plan to activate storefronts.	Harper/Staelgra	\$ 10,000.00	

**MONROE DDA
2021-2022 WORK PLAN**

- 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 through pop up events, food trucks and temporary art installations
- e. Enhance the Farmers Market experience

PARKING MANAGEMENT AND IMPROVEMENT

Swanson

Create employee and residential permits as recommended in Downtown Master Plan

\$ 10,000.00

Cover meters/make parking fee on street and in visitor lots until demand rises

Establish first-time forgiveness program; escalating fines

Establish loading zones in on-street spaces for commercial deliveries in key retail zones during off-peak hours

Create visitor-priority parking lots that prohibit parking before 10am

Establish new, simplified regulations for on-street parking

TOTAL

\$295,000.00

Mind Sets

Focus on development

Work with partners, not in isolation

Be proactive

Be active

Drive plan implementation

Be more informative and informed

Be transparent

Raise the bar

Seek funding solutions