

# Memorandum

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**Date:** March 11, 2009  
**To:** Members of the Main Street Monroe/Downtown Development Authority  
**From:** Andrea Jones, Main Street Manager  
**Re:** March Main Street Manager Report

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The following is an update on the Design Committee projects approved at the August MSM/DDA meeting: All items have been ordered and received except the planters which will be delivered the last week in April or first week in May. More pictures will be hung in the office once the picture rail is securely attached on the west wall. Rick and I are working on a solution for chain replacement for the hanging baskets.

The City of Monroe is looking into applying to MSHDA for a Rental Rehabilitation program that downtown property owners can take advantage of for creation or renovation of downtown apartments. This program has a low-moderate income regulation. They are gathering more information and determining how the program will operate. I attended a webinar on MSHDA programs that did not provide additional information on the program.

The Economic Restructuring Committee did not have quorum for their February monthly meeting.

The tear-off maps have been printed and are being distributed as needed and requested throughout the area. Another sponsor has printed 10,000 copies as well and those are being distributed along I-75 exit establishments.

Downtown was highly featured in the Spring 2009 edition of Monroe Magazine. I provided housing information for the downtown living article.

I will be speaking at the Monroe County Economic Development Summit on March 27, 2009 to discuss ways in which our organization is fostering economic development in the downtown area. Further details and registration information are following this memo in the March meeting packet.

I attended a meeting with other local agency officials to discuss possible projects/categories that could be included in the Strategic Plan being developed for the next five years that will utilize Community Development Block Grant Funding. A Steering Committee and other public meetings will continue to develop the Strategic Plan.

I am working with City departments (Blight, DPS) to resolve issues downtown.

March 13, 2009

I provided downtown tote bags and tear-off maps to the Home Builders Association show and approximately 750 were distributed to attendees.

I met with members of the Robison, Curphy and O'Connell law firm in downtown. They are interested in getting more involved in the community and will be providing me with information about legal changes that affect small businesses. I am working with Gabe Martin (DMBN) to discuss how this information may be used to help downtown businesses. The law firm has also offered to do presentations of the information.

I attended a Michigan Main Street webinar which explained their program, recent changes and the benefits they provide to their members. It also included an explanation of their Blueprint program and information about what other communities are doing. The webinar was more about the state Main Street program than I thought it would be. The only thing that would be relevant to our organization is if we wanted to apply for the MSHDA Blueprint program which helps pay for (50% match) and has staff help us develop an actionable blueprint/plan for revitalizing our downtown.

I cancelled the webhost for our old website. Due to the fact that we still had several months left before it expired, we received a refund of \$33.22.

I have gotten several phone calls from people with questions about our Façade Grant program and what is eligible to be funded. I still have not received any applications.

The winter banners will be taken down in the next week or two.

The benches have been repaired and painted and will be put out in the next couple of weeks.

I will be attending the Michigan Downtown Association Conference in Chelsea, Michigan on April 3, 2009. The cost will consist of registration (\$35) and mileage. Topics will include Michigan Film incentives, business alliances (co-op marketing) and email marketing campaigns.

I have helped several businesses who had questions about different events and code requirements.

I got positive feedback from several people about our purchase of bike racks. People are excited to have them installed.

There is a service business interested in opening in Monroe. I am working to determine if there is a suitable location in the downtown area that will meet their needs.

I met with the City Manager and Finance Director to explain our submitted budget for 2009-2010. I will be presenting the budget to City Council at the end of this month.

Thank you.