

Minutes

**Downtown Development Authority
Regular Meeting
Wednesday, February 18, 2009
Main Street Office
118 E. Front Street**

Chairperson Floraday called the meeting to order at 7:50 a.m.

1. Roll Call

Present: Chairperson Rick Floraday, Treasurer Mary Gail Beneteau, Doug Chaffin, Gabe Martin, Mayor Worrell, Kimberle Daniels (a 8:00), Barry Kinsey, Ken Wickenheiser (a 8:00), Cheri Weakly

Excused: Vice-Chairperson Frank Wszelaki, Janet Berns, Michelle Cloutier

Staff: Andrea Jones, Patrick Lewis

Guests: Barb Harrington, Randy Umfress

2. Consent Agenda

February Agenda
January 21, 2009 MSM/DDA meeting minutes
February Financial Reports
DDA By-Laws Amendment
Sub-Committee Appointments
Sub-Committee Member Removal & Resignation
Downtown Snow Removal Invoices

It was moved by Mr. Martin and seconded by Mr. Kinsey to approve the consent agenda as presented.

Motion carried unanimously.

3. 2008-2009 Work Program

A. 2009-2010 FY Budget Draft

Ms. Jones explained the budget request draft and how the numbers were developed. She explained that the budget currently had a negative balance.

Mr. Wickenheiser and Ms. Daniels arrived at the meeting at 8:00 am.

The Board discussed different areas of the budget that could be reduced in order to balance the budget. The following budget accounts were altered:

General Contract Services	\$223,000
Façade Improvements	\$35,000
Organization Committee	\$1,500
Design Committee	\$16,750
Promotion Committee	\$25,000
Economic Restructuring Committee	\$10,000

The updated budget request totals \$404,981.00 in expenditures. \$175,000 of that amount is for the Capital Improvements Committee which is intended to be taken out of the fund balance and not the yearly revenue. Therefore, the MSM/DDA will submit a balanced operating budget to the City of Monroe for approval.

It was moved by Mr. Chaffin and seconded by Mr. Kinsey to approve the 2009-2010 budget as discussed.

Motion carried unanimously.

B. Main Street Update/All Committee Reports

- Organization – Minutes were enclosed in the meeting packet.
- Promotion – Minutes were enclosed in the meeting packet.
 - 2009 Tree-Lighting Event Organization Recommendation

Ms. Jones explained the request for the MSM/DDA to organize the Tree-Lighting. Treasurer Beneteau gave a background on the time it takes to plan the event and the reasons for why the Downtown Monroe Business Network will no longer plan the event. There was discussion regarding volunteers that could get involved.

It was moved by Mayor Worrell and seconded by Mr. Martin to proceed with accepting the responsibility for the Tree-Lighting Event in Loranger Square.

Motion carried unanimously.

- Monroe Magazine Ad
- Ms. Jones stated that the ad enclosed in the packet would be in the next edition. No action is required.
- Design – Minutes were enclosed in the meeting packet.
 - Wayfinding Presentation

Ms. Jones explained the documents that were included in the packet and the process that the Design Committee went through to develop the study. She also listed the tasks that had yet to be completed. The Board discussed what the next step should be. There was discussion regarding the City/DDA partnership required.

It was moved by Mr. Chaffin and seconded by Ms. Weakly to proceed in speaking with City Staff on producing signs internally.

Motion carried unanimously.

- Economic Restructuring – No meeting.
- Façade Grant Committee – No meeting.
- Capital Improvements Committee – No meeting.

Mr. Chaffin gave a summary of capital projects that were discussed by committee members. He stated that the Committee was unable to make quorum at their meeting, and therefore, does not have a recommendation at this time. Sidewalk replacement was discussed as a high priority project based on the City's study. There was discussion regarding additional capital projects.

It was moved by Mayor Worrell and seconded by Treasurer Beneteau that \$158,000 be expended for sidewalk replacement over three years based on the City's study.

Mayor Worrell excused himself from the remainder of the meeting at 8:50 am.

There was discussion regarding repairing versus replacement of the sidewalk. There was discussion regarding the letter received by the Monroe County Historical Society requesting that brick pavers be used. There was discussion regarding the lifespan of both stamped concrete and brick pavers. There was discussion regarding ADA compliance.

Motion carried unanimously.

4. Other Business

A. DMBN – Gabe Martin

Mr. Martin gave some information about the Ice Harvest Festival and sponsorship options. He also gave information about Tower98 advertising options for the event.

5. Communications

Comments

Ms. Jones gave a reminder for donations in memory of Jim Petrangelo's mother and mentioned she is participating in the Muscular Dystrophy Association annual lock-up.

Ms. Weakly asked if any City employees were attending the lighting seminar enclosed in the packet.

6. Adjournment

A motion to adjourn was made by Treasurer Beneteau and seconded by Mr. Kinsey at 9:15 A.M.

Motion carried unanimously