

# Memorandum

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**Date:** November 10, 2009  
**To:** Members of the Main Street Monroe/Downtown Development Authority  
**From:** Andrea Jones, Main Street Manager  
**Re:** November Main Street Manager Report

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I am working with Monroe Street Grill and the City of Monroe in order for Monroe Street Grill to obtain a liquor license under State Liquor Control Commission Downtown Liquor License Legislation. There has not been a license obtained under this new legislation so I am researching the steps to process the application.

The revised commercial is scheduled to be aired this coming week on channel 13abc in Toledo and CW50/CBS in Detroit. The commercial plugs the Holiday Kick-Off Weekend. The original commercial will be airing on the same stations the first couple of weeks in December.

I have recruited several MBAT Volunteers to participate in the business retention program. The Chamber of Commerce is mentioning the volunteer opportunity in their newsletter and I have a list of several other people that I will be approaching to see if they are interested in volunteering. The Economic Restructuring Committee has reviewed the program and made suggestions. I plan to have the application materials finalized for the December MSM/DDA agenda with the program being rolled out in early 2010.

JAWS is scheduled to put up Holiday decorations on November 12<sup>th</sup> and 14<sup>th</sup>. Derek has been putting up the wreaths so far. All of the holiday decorations the MSM/DDA puts up should be done by Saturday the 14<sup>th</sup>. The City of Monroe is putting up the winter banners, skylines and possibly the bridge garland.

The Monroe Optical building has not been sold. Details are still being worked out for the sale of the property.

Derek Van Aken's last day will be November 20<sup>th</sup>. He will be working 8-4 Monday-Friday next week to prepare downtown for the Holiday Kick-Off Weekend among other tasks.

November 12, 2009

I spoke with several current and potential business and property owners to resolve issues, provide support and direction, etc. I will continue to work with those that need further assistance.

There will be two different sample wayfinding sign designs that will be posted for feedback. One design is ready for printing (I am waiting on a final picture for approval), the other one is still being finalized. I have obtained a base quote from a sign company, but cannot get complete estimates until I know the exact location of each sign, what ground material the sign will be installed into, project phasing, etc. Locations for the sample signs will be on Jones Avenue (directing people to turn right onto Monroe Street) and on West First Street (just west of Monroe Street).

I am continuing with research for several projects including Monroe Street tree replacement, Altrusa Park landscaping, brick pavers, signage, Riverwalk Plan, parking, etc.

I had liners padlocked into the trash cans on the Riverwalk with trash bags placed in them. This solution seems to be working and nothing has been vandalized to my knowledge.

Patrick Lewis sent information to Bill Braunlich to take to the Historical Society to determine if they will provide the additional funding needed for brick pavers. The scheduled sidewalk work start date is undetermined at this time. Portions of the project still need to be approved by City Council.

I am a member of the review committee for the MSHDA Rental Rehab Program. The Committee made site visits to all eligible properties and met to discuss which properties will receive funding. Further information was requested from one property and the Committee will meet again once that information is received to determine final funding.

I have been spending a lot of time organizing the Holiday Kick-Off Weekend. I have had to resolve several issues and adjust planning accordingly. I am very excited about the business involvement for both the Win the Window contest (over 20 businesses) and Saturday's activities (over 15 businesses), both of which are completely new activities. Publicity is continuing to go out for the event and final details are being determined.

Thank you.