

Minutes

**Downtown Development Authority
Work Session
Wednesday, February 3, 2010
Main Street Office
118 E. Front St.**

Chairperson Floraday called the work session to order at 7:52 a.m.

1. Roll Call

Present: Chairperson Rick Floraday, Vice-Chairperson Ken Wickenheiser, Treasurer Mary Gail Beneteau, Gabe Martin (a 7:54), Janet Berns, Cheri Weakly, Barry Kinsey, Mayor Clark,
Absent: Kimberle Daniels, Michelle Cloutier
Staff: Andrea Jones
Guests: none

2. 2010-2011 Goals & Objectives

Ms. Jones explained the 2010-2011 Budget draft and those line items that still need to be filled in.

Mr. Martin arrived at the work session at 7:54am.

Ms. Jones explained the sub-committee budget requests. There was discussion regarding the fund balance and estimated interest. Ms. Jones listed major capital projects that need to be addressed: former Stepping Stone property and United Way parking lot.

Mr. Kinsey recommended improvements to link the Battlefield with Downtown in order to benefit from the National Park and accommodate the amount of people coming to town as a result of that. There was discussion regarding how Wayfinding Signage would factor into that. Mr. Kinsey suggested investigating an incentive program to assist with obtaining a downtown liquor license. There was discussion regarding whether the MSM/DDA could financially assist or administratively assist in helping businesses obtain licenses. Mr. Kinsey also suggested an “adopt a block” program.

The Board reviewed the 2009-2010 Goals & Objectives.

Chairperson Floraday suggested that a plan be created for the entire United Way/Stepping Stone/Lauer Finzel parking area. There was discussion regarding whether City Staff or a consultant should develop the plan.

The Board agreed that the 2009-2010 Goals & Objectives reflect what they should continue to be for 2010-2011.

There was discussion regarding the status of the Wayfinding Signage project.

The Board agreed that parking lots and wayfinding are top priorities. The Board agreed to continue the Façade Grant Program for \$35,000.

Ms. Jones stated the preliminary projects (sidewalks, tear of maps, snow removal, Community Development Director) that should be factored into the General Contract Services line item in the 2010-2011 budget which total \$85,800.00 plus \$75,000.00 if the MSM/DDA agrees to fund a portion of the former Stepping Stone lot. There was discussion regarding the status of the Community Development Director.

There was discussion regarding the process for budget amendments and how funds can be transferred within the budget.

It was suggested that the Economic Restructuring could handle the creation of a liquor license program and their budget could be increased to account for any funding for that program. Ms. Berns emphasized the need to retain existing businesses.

There was discussion regarding a timeline for capital projects and which fiscal year projects would likely be funded. The General Contract Services line item will be affected by that timeline.

\$20,000 was added to the Economic Restructuring Committee's budget for a total of \$40,000. Mr. Wickenheiser explained the Site Improvement Program concept which could potentially add parking spaces throughout the downtown area.

Ms. Jones explained how the sidewalk funding was broken down by fiscal year and included in the budget and the status of the sidewalk replacements.

Ms. Jones stated that the budget will be presented at the February Board meeting and the Board will have to take action at that meeting. The Capital Improvement Committee will be meeting on Tuesday to discuss Capital Projects which will be factored into the General Contract Services line item.

Mr. Martin asked how the Riverwalk renovations fit into the Goals & Objectives. It was determined that it fit under aesthetics and infrastructure improvements.

Ms. Berns stated that the organization has been very productive in the past few years.

3. Adjournment

A motion to adjourn was made by Treasurer Beneteau and seconded by Mr. Kinsey at 8:55 A.M.

Motion carried unanimously.