

# Minutes

**Downtown Development Authority  
Regular Meeting  
Wednesday, April 21, 2010  
Main Street Office  
118 E. Front St.**

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

## **1. Roll Call**

Present: Chairperson Rick Floraday, Vice-Chairperson Ken Wickenheiser, Treasurer Mary Gail Beneteau, Gabe Martin, Janet Berns, Mayor Clark (a 7:51), Kimberle Daniels (a 7:55), Cheri Weakly, Barry Kinsey (e 8:55)  
Excused: Michelle Cloutier  
Staff: Andrea Jones  
Guests: Patrick Lewis, Joe Lehmann, Jeanne Micka

## **2. Consent Agenda**

- A. April Agenda
- B. March 17, 2010 MSM/DDA meeting minutes
- C. March Financial Reports

Mayor Clark arrived at the meeting at 7:51am.

It was moved by Mr. Kinsey and seconded by Treasurer Beneteau to approve the Consent Agenda as presented.

*Motion carried unanimously.*

## **3. 2009-2010 Work Program**

### **A. 2010 Seasonal Employees**

Ms. Jones explained the process for hiring and supervising seasonal employees. Mr. Kinsey offered to post the position at Monroe County Community College.

Ms. Daniels arrived at the meeting at 7:55am.

It was moved by Ms. Weakly and seconded by Mr. Martin to allow a \$15,000.00 budget and allow Ms. Jones to handle the process of hiring and overseeing seasonal employees as done in past years.

*Motion carried unanimously.*

### **B. Committee Reports**

- Organization – No meeting.
- Promotion – Minutes were enclosed in the meeting packet.

- Monroe Evening News User Guide  
Ms. Jones explained the User Guide and how they would be distributed.

It was moved by Treasurer Beneteau and seconded by Mr. Wickenheiser to place an ad in the Monroe Evening News User Guide for \$630.00.

***Motion carried unanimously.***

- TK Productions Contract  
Ms. Jones explained the contract for the video marketing campaign. Ms. Berns explained the background of the decision to hire TK Productions.

It was moved by Treasurer Beneteau and seconded by Mr. Kinsey to approve the TK Productions contract.

***Motion carried unanimously.***

- Design – Minutes were enclosed in the meeting packet.
- Economic Restructuring – Minutes were enclosed in the meeting packet.
- Façade Grant Committee – No Meeting.
  - 118 E. Front St. Façade Grant Reimbursement  
It was moved by Mr. Kinsey and seconded by Mayor Clark to approve the reimbursement of \$7,174.00 for 118 E. Front St.  
***8 Ayes, 1 Abstention (Wickenheiser)***  
***Motion Carried.***

- Capital Improvements Committee – Minutes were enclosed in the meeting packet.
  - Stepping Stone/United Way Parking Lot Plan RFP/Timeline  
Ms. Jones explained the elements included in the RFP. There was discussion regarding the rushed timeline and possibly delaying the May Board meeting to allow more time for the RFP responses. There was discussion regarding the timeline and construction season for the project.

It was moved by Mr. Kinsey and seconded by Treasurer Beneteau have staff set up a new timeline and notify the Board when the next Board meeting will be.

Chairperson Floraday suggested that the May meeting not be delayed due to the project and instead delay approving the proposal until the June meeting to ensure that the project is not rushed.

***Motion failed unanimously.***

There was discussion regarding the evaluation criteria of ‘cost not being a majority factor’ and the need to reword how the proposals will be evaluated.

It was moved by Mr. Kinsey and seconded by Mayor Clark to send out the RFP with the corrections discussed.

*Motion carried unanimously.*

**4. Other Business**

**5. Communications**

Comments:

Ms. Jones gave an update from the Historical Society regarding brick paver replacement. There was discussion regarding who makes the final decision on whether brick pavers or stamped concrete will be used. There was discussion regarding how the discussion on stamped concrete versus brick pavers got to this point. There was discussion regarding the different funding options. There was discussion regarding any action needed at this time. The Board reiterated their previous action to fund stamped concrete for sidewalk replacement. There was agreement that the Historical Society needs to work directly with the City to determine if brick pavers will be used for sidewalk replacement.

Ms. Jones stated that the Historical Society is waiting for the MSM/DDA to take action on the façade grant application for 110 South Monroe Street before determining if they will help fund the project as well.

Ms. Jones stated that she will be at the National Main Streets Conference and the office will be closed May 3-5, 2010.

Ms. Jones requested feedback for the wayfinding signage design.

Ms. Jones provided information on WhizBang! Training's Retail Success Summit on June 14-15, 2010. There was discussion regarding setting money aside to offset the cost of businesses to attend the summit. Ms. Jones stated that she would look into whether the Board could fund the assistance.

It was moved by Mr. Kinsey and seconded by Ms. Weakly to allocate up to \$1,000.00 to be used for DDA businesses to attend the Retail Success Summit at the maximum of \$250.00 per business.

*Motion carried unanimously.*

It was suggested that if a business received funding they would make a presentation to businesses about the information they learned.

Mr. Kinsey excused himself from the remainder of the meeting at 8:55am.

Mr. Lehmann described the new design of the City Hall plaza and the addition of a sidewalk by the City Hall parking lot.

Ms. Weakly commented on the blue recycling containers throughout downtown and how they are not being properly used. There was discussion regarding some red recycling bins not being picked up. There was discussion regarding trash being put out on the wrong days. There was

discussion regarding the process for reporting trash. Mayor Clark stated that blight issues can be reported through the City of Monroe Action Line.

Ms. Micka gave updates on events taking place.

**6. Adjournment**

A motion to adjourn was made by Treasurer Beneteau and seconded by Ms. Weakly at 9:05 A.M.

*Motion carried unanimously.*