

Memorandum

Date: July 16, 2010
To: Members of the Main Street Monroe/Downtown Development Authority
From: Andrea Jones, Main Street Manager
Re: July Main Street Manager Report

I sent out a letter last week to DDA businesses featuring relevant information. I also sent out a letter to DDA property owners this week featuring relevant information.

At their July 6th meeting, City Council approved a recommendation from the Traffic Committee to retain six parking spaces in the Weipert parking lot for 2-hour free parking and open up the rest of the parking lot to long-term free parking. City Staff is working on putting up signage in the parking lot to that affect.

I am continuing to work with the greenhouse and seasonal employees to improve those flower baskets that are struggling. I have seen improvement in many of them, but there are still several baskets at DPS that were removed from the east side of Washington Street. We have adjusted the watering procedures, timing, added a wetting agent, etc. and are watering those struggling baskets twice a day. The greenhouse has concluded that the wind and heat downtown are especially bad this year (the news this morning said it was the hottest June ever recorded) which has caused several baskets to experience dry out in which water has to be weaned back into them.

Seasonal Employee Andrew Felder's last day will be August 11th. I just became aware of this earlier this week and am talking with Rick Floraday and the City Human Resources Director to determine next steps to ensure that the flowers continue to get watered. Scott Marshall is attending college locally and available to work around his fall class schedule. Once he sets his class schedule, I may be adjusting his work schedule.

I have received feedback from two communities on established Business Training Assistance Programs. Rick Floraday and I will be meeting to discuss setting up a program.

Rick Floraday, Patrick Lewis and I met with the Mannik & Smith Group for our parking lot kick off meeting. We had a lengthy discussion on the Board's thoughts, background of the properties, issues that may arise, circulation, etc. We have scheduled a meeting with all of the adjacent property owners for July 20th to discuss the project and get their feedback. A series of questions for the property owners was developed, based on our discussions at the kick off meeting. I have also received the first invoice which I have attached for your information. Due to the Board setting a \$20,000.00 budget for the plan, I will be sending invoices directly for payment.

The Promotion Committee's Facebook Ad experiment is completed. Overall, we gained 407 new fans for our page (over a 20 day period) for a total of 1,313 fans. Of those that clicked on our ad (causing us to be charged), an average of 38% became a fan. The interactions of fans on our page also greatly increased during that time. The Promotion Committee felt that this would be a good tool to use in the future to promote specific items. Since the completion of the ad running on June 30th, an additional 24 people have become fans.

I am working on a new way of reporting the status of projects that the MSM/DDA and all of the committees are working on. The Board has expressed a need to be more informed and I will be including a revised reporting system as a communication in your monthly Board packet. I am still inputting information and plan to have the reports set up and ready to include in your August meeting packet.

At the pre-construction meeting for downtown sidewalk replacement, the contractor was confident that the project would be completed by the July 31st deadline if not before and was scheduled to start early this week. As of today, I have seen construction action on all four corners scheduled to be replaced this year. The project appears to be moving quickly and will likely meet the deadline. Included in the new design/layout of the sidewalks will be new ADA accessible tree grates. On May 20, 2009, the Board voted to keep the tree grates downtown after seeing the alternative used with the new trees that were planted. As such, tree grates were integrated into the new layout. Due to the existing tree grates being unable to be reused without repair, new tree grates were purchased. Due to the new tree grates being ADA accessible, they will have smaller holes which should reduce the amount of debris that can get stuck in them (and make it easier to walk over them), have a smaller diameter (meaning it will take up less space overall) and have a larger opening around the tree for growth and water infiltration.

2010-2011 Water Main Improvement Projects update from Patrick Lewis' Engineering Department Status Report dated July 1st:

“As a part of the ARRA Recovery Zone Bond program, the Water Department is slated to receive \$5.7 million in funding to complete the components of the reliability study, as well as a few other needs. Due to the very busy 2010 Engineering Department schedule, these projects will be designed and bid likely in several pieces, for construction in late 2010 and 2011. The first 14 locations listed below have already been designed, but due to the sheer volume of projects and concerns over undue traffic impacts given other project already

scheduled, some of these may be deliberately postponed. The list of project locations includes the following:

- Michigan Avenue – Elm to Noble
- Michigan Avenue – Old City line north of Lorain to Mason Run Drain
- St. Mary's Avenue – Grove to the north end
- Godfroy Avenue – Victor to Ives Drain
- Victor Drive – Borgess to west end
- Nims Avenue – Victor to Ives Drain
- Wolverine Avenue – south end to South Custer
- Humphrey Street – Winchester to Eastchester
- Franklin Street – Winchester to Eastchester, First to dead end
- South Monroe Street – Fourth Street to Jones Avenue
- Peters Street – Fernwood to Norwood
- Fernwood Drive – Bayview to Oak
- Eastchester Street – Franklin to Humphrey
- Kentucky Avenue – First to Front
- Riverview Avenue – Maywood to Cole
- South Monroe Street – Fourth to River
- Union Street – Thirteenth Street to Twelfth Street
- Bacon Street – Edgewood to Eighth
- East Elm Avenue – Macomb to Dixie

In all likelihood, we will look to award the first contract in early October.”

Due to delays at the printer's I am expecting to receive the newest version of the Downtown Monroe Handbook by the end of the week. I have all of the website files updated, and am awaiting a response from Monroe Publishing Co. on transferring the files for upload to the website.

The Cigarette Receptacles have been installed at three downtown locations. At this point, they are being utilized more than when they were first put out. One has already been relocated and is at risk of being relocated again due to underutilization. I included information in the letter that I sent to businesses and property owners about the cigarette receptacles.

I am still awaiting a revised draft office lease from Ken Wickenheiser including the changes we discussed. The lease will be reviewed by the City Attorney prior to being signed.

I have yet to review the final MBAT documents to ensure they contain all of the appropriate information. This review has been delayed due to other high priority projects.

I spoke with several current and potential business and property owners to resolve issues, provide support and direction, etc. I continue to work with those that need further assistance. I continue to work with someone who is interested in opening a business downtown.

July 19, 2010

I have provided changes to the Wayfinding signage design to DPS and expect a new sign to be up shortly for feedback. I will continue to work with City Staff to finalize the wording on all of the signage which still needs to be reduced. Once the design is finalized we can determine actual costs and determine if it is possible to purchase all of the signs at one time instead of phasing the project due to financial arrangements I have discussed with City Staff.

The Parking Permit Program was renewed by City Council through June 30, 2011. Permits went on sale June 28th and 16 have been sold so far. Applications are available on our website and the City of Monroe Clerk's office.

Status for the projects that received the Rental Rehab Grant through the MEDC:

118 E. Front St.-2 units-renovation project is complete, paperwork is being completed

43 S. Monroe St.-3 units-renovation work is underway

17-19 Washington St.-4 units-will not be starting a project at this time

50 S. Monroe St.-1 unit-drawings are being created and the lead based paint assessment is being done

Due to the four units for 17-19 Washington not being utilized at this time, City Staff will open up the program for property owners to submit applications. The remainder of the applications from the previous round were either renovation of existing units or not feasible with only four units. Since that time, additional property owners have expressed interest in creating new units.

Thank you.