

Minutes

**Monroe Downtown Development Authority
Regular Meeting
Wednesday, March 16, 2011
Monroe DDA Office
118 E. Front St.**

Chairperson Floraday called the meeting to order at 7:45 a.m.

1. Roll Call

Present: Chairperson Rick Floraday, Treasurer Mary Gail Beneteau, Janet Berns (e 9:20), Mayor Clark, Cheri Weakly, Shaun McGowan, Gabe Martin, Kimberle Daniels (a 8:11), Ken Calender, Barry Kinsey (e 8:20)
Excused: Vice-Chairperson Ken Wickenheiser
Staff: Andrea Jones, Dan Swallow
Guests: Patrick Lewis, Don Link, Jeanne Micka, Jack Adams, Joe Genco

2. Consent Agenda

- A. Approval of March Amended Agenda
- B. Approval of the Minutes of February 16, 2011 DDA meeting minutes
- C. February Financial Reports
- D. City of Monroe Snow Removal Invoice

It was moved by Gabe Martin and seconded by Mr. Calender to approve the Consent Agenda as presented.

Motion carried unanimously.

3. 2010-2011 Work Program

A. Parking Lot Update and Electrical Presentation-DTE Energy

Don Link gave an update on the parking lot project regarding the Monroe Street entrance, Citizen Planning Commission presentation, MDOT meeting and available grants. Dan Swallow discussed the Michigan Natural Resources Trust Fund Grant application and process. Don Link discussed the lighting options.

It was moved by Treasurer Beneteau and seconded by Mr. Martin to draft a letter of support for the Michigan Natural Resources Trust Fund Grant application.

Motion carried unanimously.

B. Committee Reports

- Organization – Minutes were enclosed in the meeting packet.
 - Downtown Monroe Handbook Revision Budget
Ms. Jones explained the process for revising the handbook. There was discussion regarding how the books were distributed.

It was moved by Ms. Berns and seconded by Treasurer Beneteau to expend \$500.00 for the Downtown Monroe Handbook revision.

Motion carried unanimously.

- Promotion – Minutes were enclosed in the meeting packet.
- Design – Minutes were enclosed in the meeting packet.
 - Spring Banners
Ms. Jones described the color scheme for the banners. There was discussion regarding when all of the seasonal banners will be hung.

It was moved by Mr. Kinsey and seconded by Ms. Weakly to expend \$5,000.00 for the Spring Banners.

There was discussion regarding the flower budget and if this project will affect that budget.

Motion carried unanimously.

- Economic Restructuring – No Meeting.
 - Jack Adams Public/Private Partnership
Ms. Jones gave the opinion of legal council that the Board did not need to take action on this item at this time if the Board wanted Mr. Adams to obtain City approvals prior to the Board discussing it. Mr. Adams gave some background on the project and the need for a solid answer from the DDA in order to be able to move forward. There was discussion regarding the partnership arrangement and if a partnership is needed.

Ms. Daniels arrived at the meeting at 8:11am.

There was discussion regarding the type of partnership that is being proposed, sign code violations, Zoning Board of Appeals, advertising needs for downtown businesses. Mr. Adams asked that the Board agree to a letter of understanding of partnership if all approvals are reached. There was discussion regarding the need for further details prior to the Board taking action.

Mr. Kinsey excused himself from the remainder of the meeting at 8:20am.

There was discussion regarding the timeline for approvals and the fact that the DDA Board may contain new members that may have input on this partnership once approvals are obtained. There was discussion regarding the sign ordinance.

It was moved by Treasurer Beneteau to not support Jack Adam's project at this time. There was discussion regarding what the motion meant. Treasurer Beneteau withdrew her motion.

Chairperson Floraday advised Mr. Adams to work with City Departments on the concept of the sign. The Board agreed that the DDA will review his request after he receives necessary approvals. Mr. Adams requested the process for DDA approval. Ms. Berns stated that she does not support the project.

- Façade Grant Committee – No Meeting.
 - 43 S. Monroe St. Façade Grant Reimbursement
It was moved by Treasurer Beneteau and seconded by Ms. Weakly to approve \$10,000.00 for reimbursement for 43 S. Monroe St.
8 Ayes, 1 Abstention (Martin)
- Capital Improvements – No Meeting.

4. Other Business

A. 118 E. Front St. Rent Payment and Lease

Ms. Jones explained the rent payment calculation.

It was moved by Treasurer Beneteau and seconded by Ms. Daniels to pay rent for \$8,800.00 and allow Ms. Jones make rent payments moving forward.

Motion carried unanimously.

Treasurer Beneteau stated that since the DDA is looking at relocating the office, the Board should not sign the lease, but give notice to Ken Wickenheiser that the DDA is moving if arrangements are being finalized at City Hall. Ms. Jones gave an update on the status of finding an office space at City Hall. There was discussion regarding reasons for moving the office.

It was moved by Treasurer Beneteau and seconded by Mr. Martin to not sign the lease and give notice to vacate for June 30, 2011.

Motion carried unanimously.

B. Office Relocation

There was discussion regarding logistics of relocating the office. Ms. Jones stated that she and Chairperson Floraday will make negotiations with the City and bring back final details for Board approval.

C. Committee Structure

Treasurer Beneteau suggested that committees be put on hold, due to the budget, until after the parking project is complete and handle projects as a Board as opposed to having Committees meet when there is no money to spend. There was discussion regarding how the Committees are set up in the By-Laws. There was discussion regarding Ms. Jones Contract and Job Description.

It was moved by Treasurer Beneteau and seconded by Mayor Clark to set up a committee to review the Executive Directors Job Description and Contract.

Motion carried unanimously.

A Work Session was scheduled for Wednesday, March 30th at 7:45am to discuss Committee structure and projects.

D. Downtown Clean-Up

There was discussion regarding what projects could be done at the clean-up and what needs to be provided. There was discussion regarding having the clean-up on Saturday vs. Sunday. The Clean-Up was scheduled for April 2nd from 8am-12pm with a rain day of April 9th.

E. DDA Packet Distribution

Ms. Jones requested if the Board would be interested in receiving their Board Meeting packet through the website as opposed to getting a paper packet delivered. The Board agreed that the packet could be uploaded to the website and an email sent to Board Members with the link to the website. Board members could print out the information they wanted to. A paper Agenda would be provided at the meeting.

F. Community Creations-Hometown Montage

Joe Genco described the Hometown Montage project and the role that the DDA could play in the picture creation and distribution. There was discussion regarding details of the project, timeframe, avenues of distribution and ways that sponsorships are obtained.

Ms. Berns excused herself from the remainder of the meeting at 9:20am.

It was moved by Ms. Daniels and seconded by Ms. Weakly to accept 200 prints for distribution.

Motion carried unanimously.

5. Communications

Mr. Martin asked about which staff will be attending the public meeting for the grant application.

Mayor Clark stated that the Boy Scouts are looking for long term projects and asked if the Board knew of anything that they could help the DDA with. He also stated that the DDA logo on the Earth Day banner is incorrect.

There was discussion regarding how many businesses may be interested in the Hometown Montage project.

Jeanne Micka asked about the DDA's involvement in the Heritage Trail website. Ms. Jones stated that she is involved in the Committee for the Heritage Trail and wayfinding signage.

6. Adjournment

A motion to adjourn was made by Ms. Daniels and seconded by Ms. Weakly at 9:50 A.M.

Motion carried unanimously.