

# Minutes

**Monroe Downtown Development Authority  
Regular Meeting  
Wednesday, April 20, 2011  
Monroe DDA Office  
118 E. Front St.**

Chairperson Floraday called the meeting to order at 7:48 a.m.

## **1. Roll Call**

Present: Chairperson Rick Floraday, Vice-Chairperson Ken Wickenheiser (a 7:49),  
Treasurer Mary Gail Beneteau, Janet Berns, Mayor Clark, Gabe Martin, (a 7:51),  
Ken Calender (e 9:00), Barry Kinsey  
Excused: Cheri Weakly, Kimberle Daniels  
Absent: Shaun McGowan  
Staff: Andrea Jones, Dan Swallow  
Guests: None

## **2. Consent Agenda**

- A. Approval of April Agenda
- B. Approval of the Minutes of the March 16, 2011 DDA meeting and March 30,  
2011 DDA work session
- C. March Financial Reports
- D. Tapco Invoice

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

*Motion carried unanimously.*

Vice-Chairperson Wickenheiser arrived at the meeting at 7:49am.

## **3. 2010-2011 Work Program**

### **A. Parking Lot Update**

Ms. Jones gave an update on the status of the parking lot project. There was discussion regarding the left turn lane on Monroe Street and possibly only allowing vehicles to enter the parking lot traveling south on Monroe Street.

Mr. Martin arrived at the meeting at 7:51am.

There was discussion regarding:

- the survey results and traffic counts for the Monroe Street entrance and the proximity to the new Front Street entrance;
- the amount of greenspace and possible infill buildings in the future;
- the number of parking spaces and where people are parking;
- pedestrian access;

- increase in property values; and
- cost savings for making alterations to the existing plan.

It was moved by Mr. Kinsey and seconded by Mr. Martin to change the Monroe Street entrance to pedestrian only.

There was discussion regarding:

- traffic flow in the parking lot; and
- the potential new Monroe Street access layout.

***7 Ayes, 1 Nay (Beneteau)***

There was discussion regarding potential motorcycle parking locations.

Chairperson Floraday gave background on the opportunity to purchase a portion of the Monroe Club’s property to use as a pedestrian alley which will create access from Front Street to the parking lot. There was discussion regarding the options and need for renovating the property and the cost for purchasing that would be considered. There was discussion regarding how private property renovations could be funded.

It was moved by Treasurer Beneteau and seconded by Mayor Clark to enter into negotiations with Monroe Club about purchasing their alley.

***Motion carried unanimously.***

**B. 2011 Planter Watering and Rivewalk Trash Can Emptying Contract**

Ms. Jones explained the contract costs. There was discussion regarding the frequency of watering. There was discussion regarding:

- the purchase of additional planters;
- the current locations of planters and benches; and
- moving trash cans, planters and benches to optimal locations.

It was moved by Vice-Chairperson Wickenheiser and seconded by Mayor Clark award the contract as submitted and request that the Design Committee to come up with optimal locations for the planters, trash cans, and benches.

***Motion carried unanimously.***

Ms. Berns mentioned the possible need to replace some of the trash cans.

**C. Committee Reports**

- Organization – Minutes were enclosed in the meeting packet.
- Promotion – Minutes were enclosed in the meeting packet.
  - Pure Monroe Michigan Campaign  
There was discussion regarding whether the marketing materials the DDA is involved with and producing are beneficial. Ms. Jones played the radio commercial. There was discussion regarding the details of the Pure Monroe campaign and the limited funds in the next fiscal year.

It was moved by Mr. Kinsey and seconded by Mayor Clark to support the Pure Monroe Campaign for a total of \$5,000.00.

*Motion carried unanimously.*

Mr. Calender excused himself from the remainder of the meeting at 9:00am.

○ Tourism Brochure Budget Request

Ms. Jones explained the need to revise the tourism brochure.

It was moved by Mayor Clark and seconded by Mr. Martin approve the \$1,000.00 budget for the tourism brochure.

*Motion carried unanimously.*

- Design – Minutes were enclosed in the meeting packet.
- Economic Restructuring – Meeting cancelled.
- Façade Grant Committee – Minutes were distributed at the meeting.
- Capital Improvements – No Meeting.

#### **4. Other Business**

##### **A. Office Relocation**

Chairperson Floraday stated that he met with Mayor Clark and City Manager George Brown and negotiated a proposal for no cost to the DDA other than out of pocket expenses to move the DDA to City Hall and no rental fee in exchange for other projects that the DDA is funding downtown. The proposal will be on the May 2<sup>nd</sup> City Council meeting.

Ms. Jones requested input on the phone options and provided cost details. The Board agreed to use a City Hall phone number and forward our current phone number for three months. Ms. Jones described the process for moving.

##### **B. Summary of Proposed Sub-Committee Structure and Projects**

Ms. Jones explained the proposed committee names and projects and suggested changing the Community Development Committee name. There was discussion regarding the need for committees. The Board agreed to change the name “Community Development” to “Development”.

It was moved by Mr. Kinsey and seconded by Mayor Clark accept the committee names as amended.

*Motion carried unanimously.*

#### **5. Communications**

Ms. Jones gave an update on office insurance. She stated that the insurance company told her that there weren't really options for having a mid-range deductible due to the size of the DDA's payroll.

She stated that the DDA needs to determine if they will be giving away or selling, etc. the Hometown Montage pictures. She has already had an inquiry.

She requested input from the DDA Board on the Downtown Monroe Handbook revision.

Vice-Chairperson Wickenheiser requested an update on the Façade Grant applications.

There was discussion regarding the presence of kids on downtown rooftops and options to keep them off the roofs.

Mayor Clark mentioned that the Mayor's Exchange this year is with Utica on May 24<sup>th</sup>.

Ms. Berns mentioned that her bookstore now has a website that allows people to download books to their e-reader.

**6. Adjournment**

A motion to adjourn was made by Mayor Clark and seconded by Mr. Kinsey at 9:20 A.M.

*Motion carried unanimously.*