

Minutes

**Downtown Development Authority
Regular Meeting
Wednesday, August 20, 2008
Main Street Office
118 E. Front Street**

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

1. Roll Call

Present: Chairperson Rick Floraday, Vice-Chairperson Frank Wszelaki (a 7:55), Doug Chaffin (e 9:55), Janet Berns, Michelle Cloutier, Gabe Martin (a 7:48), Dave Stahl, Cheri Weakly, Mayor Worrell (a 8:00, e 9:55), Mary Gail Beneteau, Barry Kinsey (e 7:57), Ken Wickenheiser (e 8:20), Kimberle Daniels

Staff: Andrea Jones, Patrick Lewis

Chairperson Floraday welcomed Kimberle Daniels as the newest member of the DDA Board.

2. Consent Agenda

It was moved by Mr. Chaffin and seconded by Ms. Weakly to approve the consent agenda as presented.

Mr. Martin arrived at the meeting at 7:48 am.

Mr. Martin requested that the minutes be changed regarding the 50 South Monroe Street reimbursement amount to factor in the architectural assistance.

There were questions regarding the Meiring Greenhouse Invoice.

Mr. Chaffin amended his motion to accept the consent agenda as amended. Mr. Martin seconded the motion.

10 Ayes, 1 Abstention (Kinsey)

3. 2008-2009 Work Program

A. Alleyscape Redesign

Mr. Lewis gave an update on the contractor, design and timeline. He stated that tentative project start date is in mid-September. There was discussion regarding color scheme options for the concrete. There was discussion regarding the cost of the blank ducts that were planned to be buried, but the MEDC grant will not fund. Mr. Lewis stated that he would provide a quote for the blank duct work.

Vice-Chairperson Wszelaki arrived at the meeting at 7:55 am.

There was discussion regarding the funding to include the blank duct work.

Mr. Kinsey excused himself from the remainder of the meeting at 7:57 am.

Mr. Chaffin recommended that the Capital Improvements discuss any funding options. There was discussion regarding functionality of dumpsters, deliveries, etc. while the alley is closed during construction.

Mayor Worrell arrived at the meeting at 8:00 am.

There was discussion regarding stamped concrete within the alley. There was discussion regarding residential parking considerations for those that can't access their paid parking spots while the alley is closed.

B. Main Street Update/All Committee Reports

- Organization – Minutes were enclosed in the meeting packet.
- Promotion – Minutes were enclosed in the meeting packet.
 - Tear-off maps

Ms. Jones gave an update on the success of the maps and the amount remaining. The Promotion Committee recommended sponsoring one 10,000 copy run a year. There was discussion regarding how small the downtown area is on the map. There was discussion regarding how involved the MSM/DDA should be in the map since it is a county-wide map. There was discussion regarding who is in charge of the map. There was discussion regarding doing a smaller map that features the downtown area. There was discussion regarding Pure Michigan requirements.

No action was taken.

- RRCA Sponsorship Request

Ms. Jones explained past funding and the request included in the packet. The Promotion Committee asked that any funding for the project be taken out of a separate account and not the sponsorship budget. There was discussion regarding the success of past shows.

It was moved by Ms. Weakly and seconded Mr. Stahl to support the request for \$17,000.00.

There was discussion regarding where the funding would come from. Mike Trapp addressed other sources of funding that the RRCA receives. There was discussion regarding the importance of the RRCA to downtown. There was discussion regarding creating a separate line item for the RRCA in the budget.

Mr. Chaffin called the question.

Calling the question carried unanimously.

The RRCA *motion carried unanimously.*

- Monroe Magazine Ad

Ms. Jones explained the Promotion Committee's desire to take out a full page ad in the Monroe Magazine inaugural edition. The Committee already agreed to take out a 1/3 page ad given that the original deadline was prior to the DDA meeting. Ms. Berns explained the importance of the magazine. There was discussion regarding doing co-op advertising and how downtown would/would not benefit from the ad. There was discussion regarding the purpose of the ad and what information would be included.

It was moved by Mayor Worrell and seconded by Mr. Chaffin to go with a 1/3 page ad in Monroe Magazine.

11 Ayes, 1 Nay (Berns)

- Design – Minutes were enclosed in the meeting packet.

- Cigarette Receptacle Letter

Ms. Jones explained the purpose of the cigarette receptacle letter. The property owner would be responsible for emptying the receptacles if they purchase them. There was discussion regarding maintenance. There was no objection to sending a letter.

- Downtown Recycle Bins/Trash Cans

Emily Davison explained the project and the design that was chosen for downtown. She explained that the emptying of the bins would be included in the new waste disposal company contract. Sponsors would purchase the bins and the City would maintain them. She requested that the MSM/DDA accept the design and welcome the bins in downtown. The existing trash cans could remain and the new bins would be strategically placed. There was discussion regarding the sponsorship benefits. There was discussion regarding the number of bins and the design. There was discussion regarding the advertising on the bins. The Design Committee reviewed the request and agreed that the purpose was beneficial, but suggested testing one location other than in the parks to see how it works. There was discussion regarding sign ordinance requirements for the posters on the side. There was discussion regarding recycling in general. The Board agreed to accept the recommendation of the Design Committee to not support the project as presented. Alternative designs are welcome and can be reviewed by the Design Committee.

- Project Budget Requests

Ms. Jones described the different projects and the budget request by line item.

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

It was moved by Mayor Worrell and seconded by Vice-Chairperson Wszelaki to accept the budget request for \$22,029.72.

There was discussion regarding the bike rack design and reasoning behind the generic design. There was discussion regarding the condition of the 2008 flowers.

Motion carried unanimously.

- Economic Restructuring – Minutes were enclosed in the meeting packet.
- Façade Grant Committee – No meeting.
- 35 East Front Street Extension Request

Ms. Jones explained the estate closing delay which is almost resolved.

It was moved by Mayor Worrell and seconded by Cheri Weakly to accept the request for the 90-day extension.

It was reiterated that the name of the business would not be allowed on the awning.

Motion carried unanimously.

- 317 South Monroe Street Update

Ms. Jones gave an update of the project status and the timeline for façade completion. She also gave information regarding the financial status of the project.

It was moved by Mayor Worrell and seconded by Vice-Chairperson Wszelaki to extend the façade grant an additional 90 days at 317 South Monroe Street.

Motion carried unanimously.

- Capital Improvements Committee – No meeting.
- 2008-2009 Budget Request

Mr. Chaffin explained the background of the budget request for \$175,000.00.

It was moved by Mr. Chaffin and seconded by Ms. Berns to approve the \$175,000.00 for the Capital Improvements Committee budget.

There was discussion regarding possible project categories.

Mayor Worrell called the question.

Calling the question carried unanimously.

Capital Improvements Committee budget *motion carried unanimously.*

4. Other Business

A. DMBN – Gabe Martin

Mr. Martin stated that there was no report.

B. DDA Statute Revision

Ms. Jones went over the changes to the DDA Statute regarding Powers of the Board and the addition of another section which doesn't pertain to the current DDA operations.

There was discussion regarding ways in which to loan monies and what has been done in the past.

Ms. Jones explained a letter submitted by the Cultural Economic Development Task Force asking for a letter of support to submit with their grant application. The staff person for the grant and task force will be using the spare office in the Main Street office one or two days a week.

It was moved by Mayor Worrell and seconded by Mr. Martin to offer a letter of support to the Cultural Economic Development Committee.

Motion carried unanimously.

There was discussion regarding the notification to the Board regarding people using the office space.

5. Communications

Comments

Mr. Martin requested an update on the completion of the cap on the brick wall to ensure that it does not crack in the winter. He also requested an update on when the sidewalk will be completed in front of 1-25 South Monroe Street.

Ms. Weakly suggested that press releases be done to promote what the MSM/DDA is doing.

There was discussion regarding making signs to put in windows of buildings receiving façade grant assistance.

Ms. Jones gave an update on the Building and Business Inventory and her continued search to find someone able to make changes to the database.

Ms. Jones stated that she resolved an issue from a collection agency regarding an old AT&T bill from 2004.

Mayor Worrell and Mr. Chaffin excused themselves from the remainder of the meeting at 9:55 am.

There was discussion regarding the Economic Restructuring Committee taking on the discussion of parking to replace the City of Monroe Parking Committee. There was discussion regarding the people who should be on the committee. It was agreed to put the item of parking on the next Economic Restructuring Committee meeting.

Ms. Berns welcomed Ms. Daniels to the Board.

6. Adjournment

A motion to adjourn was made by Vice-Chairperson Wszelaki and seconded by Ms. Beneteau at 10:00 A.M.

Motion carried unanimously