

Memorandum

Date: November 14, 2008
To: Members of the Main Street Monroe/Downtown Development Authority
From: Andrea Jones, Main Street Manager
Re: Wayfinding Study

I have discussed the status of the Wayfinding Study with City Staff and members of the Design Committee. The Design Committee has put a lot of time and effort into the study up to this point, but there are a lot of details that have yet to be determined. After discussing this with some Design Committee members (there was no quorum at the past two meetings so the full committee couldn't take action), they agreed that they have put everything into the Wayfinding Study that they can. There are decisions to be made that they feel they do not have the expertise to make and agreed that the last thing we want is to put up signage all over town that is either misplaced, hard to read (like the current signs), or is missing locations that should be highlighted.

At this point the MSM/DDA needs to discuss how they would like to proceed with the project. I have had several discussions with City Staff and the conclusion is that they do not have the time that it will take to go over the fine details of the study and City Council has not made it a priority for them to be spending time on it. Given that this is a city-wide project, City Staff has agreed to have some sort of involvement.

There are several options that have been suggested, including the following:

1. Hire a consultant to review the work that has been done and make suggestions based on their expertise to ensure that all bases are covered (City-staff has stated that they could facilitate this and there is some funding to assist with the cost if the MSM/DDA pledges funding which has been done in two previous fiscal years);
2. Gather a committee of key local people that would look it over to make suggestions and finalize details; and
3. Have the MSM/DDA Board take over the project and see it through to completion.

Discussions with City Staff and Design Committee members show the first option as being the favored option. Please bring any other suggestions and be prepared to discuss the MSM/DDA's preferred next step at the Board meeting.

Thank you.