

Memorandum

Date: August 14, 2009

To: Members of the Main Street Monroe/Downtown Development Authority

From: Andrea Jones, Main Street Manager

Re: August Main Street Manager Report

The summer is wrapping up and the Seasonal Employees' schedule is about to change. Carter Lanning's last day is August 20th and Derek Van Aken will return from vacation on August 26th. I have been told that a DPS seasonal employee will be available to fill in from August 21st until August 25th and that will be confirmed next week. On the 26th Derek will return to work until the budget no longer allows. Last year he worked until Thanksgiving. I have not determined what his last day will be this year. Starting in September Derek will be the only seasonal employee and he will switch to a five day work week instead of his current four day work week and his off days will be staggered. His regular shift will change to 6am-2pm and may adjust based on flower watering needs.

I will be purchasing a mailbox to mount on the front of the office. I often have people dropping things off to me and if I am not in the office it is difficult to receive those items including the mail. I have already gotten permission from the building owner. Preliminary research has shown that I should be able to purchase a decorative locking mailbox for under \$150.00.

I continue to work on input for the database. I attended another training to refresh my memory on the functions of the database now that I have had a chance to work with it. I have over 900 contact records and 279 properties and still have more contacts to input. I am finishing up the synchronization of properties/property owners/businesses. The way that the database is laid out quickly shows me what businesses are on a parcel and a list of the parcels that each property owner owns. It is also easier to keep track of available properties. I am thrilled with the functionality and organization of the database. It will definitely be a beneficial tool to keep information organized and easy to find. It is much easier to get a detailed view of the properties downtown in this database than the separate business/property spreadsheets I was using previously.

I met with Brad Schreiber to discuss the tourism brochure and kiosk poster. The Promotion Committee reviewed the draft text for the brochure and Brad is currently working on the layout and the map that will be included on both the brochure and the kiosk poster. The drafts should be ready for review at the next Promotion Committee meeting.

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There will be two different sample wayfinding sign designs that will be posted for feedback. One design is ready for printing, the other one is still being finalized. I will be sending the design to a sign company for a quote to ensure that all options are researched. Locations for the signs will be on Jones Avenue (directing people to turn right onto Monroe Street) and on West First Street (just west of Monroe Street).

The Economic Restructuring Committee failed to meet due to lack of quorum.

The first staff meeting (me, Engineering, Police, Clerk) to discuss the details of parking recommendations will be scheduled for next week. I have been told that these meetings will not be open to the public at this time.

I am finishing a mass update of the website which included a review of the entire website. The final update (buy local text) should be posted next week. Completed updates include the Downtown Monroe Handbook (plus portions of the handbook broken down under different sections of the website), Business Tips, 2008-2009 Accomplishments, rearrangement of some sections due to user feedback, volunteer information and more. The website has even more information now. I will be sending out a post card highlighting the website changes and availability of the handbook on the website.

I obtained permission from most property owners asked to remove graffiti from their buildings. Campbell-Durocher Group was able to remove graffiti at several locations throughout downtown. I am awaiting the invoice. The Seasonal Employees were able to use a product that DPS has to remove some of the small graffiti. I am still not aware of any other companies that remove graffiti.

I have been doing preliminary research for several projects including Monroe Street tree replacement, Altrusa Park landscaping, brick pavers, signage, Riverwalk Plan, parking, etc.

I am still working on getting permission from the County to imbed the last bike rack in a grass area in Loranger Square as I have yet to have my phone calls returned.

I have been getting feedback (cost, maintenance, pros, cons, etc.) from other communities that have used brick pavers and stamped concrete. Patrick Lewis is still putting together information for Bill Braunlich to take to the Historical Society to determine if they will provide the additional funding needed for brick pavers. The water work on Front Street has begun. The scheduled sidewalk work will start once the water work is completed.

I am still waiting on additional information from the applicant for the 123 & 125 South Monroe Street Façade Grant application before it can be reviewed.

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The City of Monroe is working through the steps to facilitate the MSHDA grant money awarded through the Rental Rehabilitation program. Notification of applications will be sent out shortly after environmental and paperwork steps are completed.

I have begun organizing the Annual Tree-Lighting event. I have an emcee who is already booking musical acts and activities to keep the crowd entertained. The DMBN will sponsor the event for \$1,000.00 and provide the insurance. Mary Gail Beneteau has supplied me with information from previous years and I am putting together a spreadsheet of tasks to accomplish.

Thank you.