

Minutes

**Downtown Development Authority
Regular Meeting
Wednesday, October 21, 2009
Main Street Office
118 E. Front St.**

Vice-Chairperson Wszelaki called the meeting to order at 7:47 a.m.

1. Roll Call

Present: Vice-Chairperson Frank Wszelaki, Treasurer Mary Gail Beneteau, Gabe Martin, Janet Berns, Kimberle Daniels (a 7:50), Michelle Cloutier, Barry Kinsey, Cheri Weakly
Excused: Chairperson Rick Floraday, Mayor Worrell
Absent: Ken Wickenheiser
Staff: Andrea Jones, Patrick Lewis
Guests: Jeanne Micka

2. Consent Agenda

October Agenda
September 16, 2009 MSM/DDA meeting minutes
September Financial Reports
Insurance Premium Budget Revision

Ms. Beneteau stated that Danny's Kitchen stated in the September meeting minutes should say Bobby's Kitchen.

It was moved by Ms. Weakly and seconded by Treasurer Beneteau to approve the Consent Agenda as amended.

Motion carried unanimously.

3. 2009-2010 Work Program

A. Monroe Business Assistance Team

Ms. Jones explained the business retention program.

Ms. Daniels arrived at the meeting at 7:50am.

B. Committee Reports

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

- Commercial Airing

There was discussion about the new voiceover for the commercial and the use of the original commercial for holiday promotions. There was discussion regarding any feedback on the success of the past commercial airings. The commercials will be aired on three stations (one in Toledo and two in Detroit).

It was moved by Mr. Kinsey and seconded by Mr. Martin to accept the recommendation for \$4,240.00 for commercial airing.

Motion carried unanimously.

There was discussion regarding the use of cable stations in the past.

- Design – Minutes were enclosed in the meeting packet.
- Economic Restructuring – Minutes were enclosed in the meeting packet.
- Parking Permit Program
 - Ms. Jones explained the approval process for the parking permit program. There was discussion regarding:
 - Overnight parking (parking for long periods of time);
 - The amount of permits that would be distributed initially;
 - The questions asked and research done during the trial period;
 - Other communities that have parking permit systems;
 - How the program would relocate employees, etc. off the street to free up customer parking;
 - Lot specific vs. non-lot specific parking permits;
 - The cost of the permit per month;
 - Monitoring the amount of permits that are sold during trial period;
 - Adjustments that may be made throughout the trial period;
 - Which parking lots should be excluded;
 - Signage for permit parking; and
 - Permits as a business recruitment/retention tool.

It was moved by Ms. Weakly and seconded by Treasurer Beneteau to accept the recommendation for the parking permit program excluding the City Hall Employee, City Hall and First and Monroe Street parking lots.

6 Ayes, 2 Nays (Cloutier, Daniels)

- Façade Grant Committee – No meeting.
- Capital Improvements Committee – No meeting.

4. Other Business

A. Community Development and Recreation Director Update-Ken Wickenheiser

Mr. Wickenheiser was not in attendance to give an update so Ms. Jones stated that to her knowledge, interviews were taking place this week and two individuals were going to be going through that process.

B. Michigan Downtown Association November 2010 Conference

Ms. Jones stated that the cost that the MSM/DDA would be responsible for would be the food and location and registration fees would be used to cover those costs. There was discussion regarding the time of year it will be scheduled versus summer months.

It was moved by Treasurer Beneteau and seconded by Ms. Cloutier to host the Michigan Downtown Association November 2010 conference.

There was discussion regarding possible locations for the conference and which Friday in November would work best. Ms. Jones listed all of the host city responsibilities. There was discussion regarding what decorations would be up. It was requested that the MDA Conference Chair present information to the Board and help brainstorm.

Motion carried unanimously.

5. Communications

Mr. Lewis gave an update on the East First Street parking layout between Monroe and Washington Streets. The south side would be converted to parallel and nothing else would be changed. He also stated that the design for the brick paver sidewalk replacement is still being discussed. Ms. Weakly asked him to follow-up with the one way signs on West Front Street. There was discussion regarding the maintenance of brick pavers versus stamped concrete.

Ms. Jones stated that Cravings and Optical Mart are open.

6. Adjournment

A motion to adjourn was made by Mr. Kinsey and seconded by Mr. Martin at 8:50 A.M.

Motion carried unanimously.