

Minutes

**Downtown Development Authority
Regular Meeting
Wednesday, June 16, 2010
Main Street Office
118 E. Front St.**

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

1. Roll Call

Present: Chairperson Rick Floraday, Vice-Chairperson Ken Wickenheiser (a 7:52),
Treasurer Mary Gail Beneteau, Janet Berns, Mayor Clark, Kimberle Daniels (a
7:50), Cheri Weakly, Barry Kinsey
Excused: Gabe Martin, Michelle Cloutier
Staff: Andrea Jones
Guests: Chief Tom Moore, Sergeant Tom Mohrbach, Patrick Lewis, Joe Lehmann, Jeanne
Micka

2. Consent Agenda

- A. June Agenda
- B. May 19, 2010 MSM/DDA meeting minutes
- C. May Financial Reports

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

Motion carried unanimously.

3. 2009-2010 Work Program

A. Parking Lot and Greenspace Conceptual Design Proposals

Ms. Jones explained the process for narrowing the proposals to the three firms listed
in the memo.

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

Vice-Chairperson Wickenheiser arrived at the meeting at 7:52am.

There was discussion regarding the budget, cost per hour, number of meetings and
number of hours. Mr. Lewis further described the process for evaluation, number of
hours and thoughts that the review committee had. There was discussion regarding
any past experience with the firms and future capabilities in the design process.
There was discussion regarding the quality control procedures and the pros and cons
of the final three firms.

It was moved by Treasurer Beneteau and seconded by Vice-Chairperson Wickenheiser to accept Mannik & Smith Group for the design concept plan based on the cost, location of business and qualifications of the team.

7 Ayes, 1 Nay (Floraday)

B. Sub-Committee Organization

Ms. Jones described a need to redistribute Board members on sub-committees and find additional volunteers. She will be sending out a form so that Board members can specify which sub-committees they are interested in serving on.

C. Committee Reports

- Organization – Minutes were enclosed in the meeting packet.
- Promotion – Minutes were enclosed in the meeting packet.
 - Video Marketing Campaign Budget
Ms. Jones described the costs involved in the project and the general layout of the different videos.

It was moved by Mr. Kinsey and seconded by Mayor Clark to approve a \$4,000 budget for the video marketing campaign.
Motion carried unanimously.
- Design – Minutes were enclosed in the meeting packet.
- Economic Restructuring – Minutes were enclosed in the meeting packet.
 - Site Improvement Program Draft
Ms. Jones explained the changes to the draft since the Board saw it at their May 19th Board meeting. There was discussion regarding how the program was developed.

It was moved by Mr. Kinsey and seconded by Mayor Clark to accept the Site Improvement Program draft and allocate a \$19,500 budget for the program.
Motion carried unanimously.
 - Weipert Lot Time Restriction Change Recommendation to Traffic Committee
Ms. Jones explained the purpose for removing the time restriction on the parking lot. There was discussion regarding how the parking lot is currently being used.

It was moved by Treasurer Beneteau and seconded by Ms. Berns to recommend removing the time limit restriction on the Weipert Lot.
Motion carried unanimously.

○ Downtown Parking Permit Program Recommendation

Ms. Jones explained the research, discussions and Police Department feedback. There was discussion regarding the pros and cons of the program. There was discussion regarding the cost of the parking permit, delinquent parking tickets and the June moratorium on parking ticket fees.

The Economic Restructuring Committee recommends:

- Continue the parking permit program;
- Add permit parking to the south side (along the building) of the First and Monroe Street parking lot;
- Keep the price at \$20/month (\$240/ year);
- Have an annual permit that will expire on June 30, 2011; and
- Have the Economic Restructuring Committee review the parking permit program every six months.

It was moved by Mr. Kinsey and seconded by Vice-Chairperson Wickenheiser to accept the recommendation of the Economic Restructuring Committee.

There was discussion regarding advertising of the program, parking meter rates and downtown parking.

7 Ayes, 1 Nay (Daniels)

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

4. Other Business

A. Downtown Clean-Up Day

Chairperson Floraday suggested that the MSM/DDA and the DMBN come together to organize a downtown clean up day. There was discussion about how to get people and service organizations involved.

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

There was discussion regarding how the clean-up could be set up and what a good day to have it was. It was determined that based on the schedule of events, there was not a good weekend to organize the clean-up before mid-July. There was discussion regarding people putting trash out too early and the downtown recycling bins that aren't being properly used. It was determined that it was too late to organize a clean-up this year, but could schedule one for May of next year. Ms. Jones stated that she would have the seasonal employees continue to work on cleaning downtown and possibly utilize the JAWS crew for larger projects. She added that if Board members knew of service organizations that would like to volunteer at any time, let her know.

5. Communication

6. Adjournment

A motion to adjourn was made by Treasurer Beneteau and seconded by Ms. Daniels at 9:15 A.M.

Motion carried unanimously.