

Minutes

**Downtown Development Authority
Regular Meeting
Wednesday, July 21, 2010
Main Street Office
118 E. Front St.**

Chairperson Floraday called the meeting to order at 7:47 a.m.

1. Roll Call

Present: Chairperson Rick Floraday, Treasurer Mary Gail Beneteau, Janet Berns, Mayor Clark, Cheri Weakly, Shaun McGowan
Excused: Gabe Martin, Kimberle Daniels, Barry Kinsey
Absent: Vice-Chairperson Ken Wickenheiser
Staff: Andrea Jones
Guests: Barb Harrington, Jeanne Micka

Chairperson Floraday welcomed Shaun McGowan as a new Board Member.

2. Consent Agenda

- A. July Agenda
- B. June 16, 2010 MSM/DDA meeting minutes
- C. June Financial Reports

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

Motion carried unanimously.

3. 2010-2011 Work Program

A. Officer Elections

Chairperson Floraday opened the floor for Chairperson, Vice-Chairperson and Treasurer nominations.

Treasurer Beneteau nominated Rick Floraday for Chairperson. Mr. Floraday accepted the nomination.

Ms. Weakly nominated Ken Wickenheiser for Vice-Chairperson.

Ms. Berns nominated Mary Gail Beneteau for Treasurer. Ms. Beneteau accepted the nomination.

Chairperson Floraday closed the nominations.

It was moved by Ms. Weakly and seconded by Mayor Clark to accept the nominations as given.

Motion carried unanimously.

B. Annual Sub-Committee Appointments

Ms. Jones stated that a revised version is being presented this morning. She also stated the meeting days of the committees.

It was moved by Mayor Clark and seconded by Ms. Berns to accept the 2010-2011 proposed committee appointments as presented.

Motion carried unanimously.

C. Committee Reports

- Organization – Minutes were enclosed in the meeting packet.
- Promotion – Minutes were enclosed in the meeting packet.
 - Downtown Monroe Fine Art Fair Event Grant Recommendation
Ms. Jones explained the request and recommendation for approval of the Event Grant Application for \$1,000.00 for the Monroe Fine Art Fair.

It was moved by Ms. Weakly and seconded by Mayor Clark to accept the recommendation.

Due to Treasurer Beneteau abstaining from the vote, no vote was taken and motion failed.

It was moved by Mayor Clark and seconded by Ms. Weakly to table the item until the conclusion of the meeting.

There was discussion regarding other sponsors of the event.

Motion carried unanimously.

- Monroe Magazine Ads
Ms. Jones explained the request and the recommendation to spend \$1,480 for four ads in four issues (fall 2010-summer 2011) in Monroe Magazine. Graphic design for the ad would be an additional cost.

It was moved by Mayor Clark and seconded by Mr. McGowan to accept the recommendation of the Promotion Committee and the expenditure be made.
Motion carried unanimously.
- Jazz Festival Brochure Ad
Ms. Jones explained the ad and stated that the ad has already been submitted due to the deadline.
- Design – Minutes were enclosed in the meeting packet.
 - Summer Banners
Ms. Jones described the banners and color scheme. She explained the attempted collaboration with the Tourism Bureau which did not work due

to differing opinions in design. There was discussion regarding location and possible expansion of the banners on Monroe Street.

It was moved by Treasurer Beneteau and seconded by Ms. Berns to accept the recommendation of the Design Committee to purchase 50 banners up to \$5,000.00.

Motion carried unanimously.

○ Riverwalk Improvements

Ms. Jones explained the Monroe Street bridge lighting and entry signage archways that the Design Committee has been researching and obtaining quotes for. Ms. Jones requested that the Design Committee be able to move forward with the requested \$20,000.00 budget and make the needed decisions for the Riverwalk improvements. There was discussion regarding the lighting types and locations. There was discussion regarding other items that would be funded with the remaining budget once these two items are completed.

It was moved by Ms. Weakly and seconded by Mayor Clark to allow the Design Committee to move forward with Riverwalk Improvements up to \$20,000.00

Motion carried unanimously.

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

Chairperson Floraday gave an update on the Property Owner meeting for the parking lot conceptual design. Treasurer Beneteau passed around some of the drawings that were discussed at the meeting. Ms. Jones explained the details of items discussed and the current status of the project. It was determined to have a larger meeting with all of the stakeholders' feedback before having the consultants create a new design concept.

4. Other Business

A. 2010 National Main Streets Conference Report

Ms. Jones went over the key items she learned from the NMSC in Oklahoma City.

There was discussion regarding bike riding downtown and other information learned.

5. Communication

There was discussion regarding the downtown flowers and their condition. There was discussion regarding the cost and time of maintaining the flowers.

Ms. Jones provided an update on the sidewalk replacement project and the Board discussed the project and tree grates. She also stated that there is a trash can from the old City Hall plaza that can be relocated; discussed a letter from the Mayor responding to the parking ticket issues and

the parking ticket validation program. There was discussion regarding how the parking ticket validation program is advertised and re-educating the businesses on promoting the validation program. She gave an update on the wayfinding signs. She read a compliment about downtown from a recent event organizer; gave information on Landscape Day at Four Star Greenhouse; and gave information on the MML Annual Convention.

D. Committee Reports

- Design – Minutes were enclosed in the meeting packet.
 - Downtown Monroe Fine Art Fair Event Grant Recommendation
It was moved by Mayor Clark and seconded by Ms. Weakly to bring the art fair request back up for discussion.
Motion carried unanimously.

There was discussion about the next Board meeting being past the event.

It was moved by Ms. Berns and seconded by Ms. Weakly to post pone the Art Fair item to the August Board meeting.
Motion carried unanimously.

Ms. Micka stated that Custer visitors really enjoyed downtown and the Lotus Tour is Saturday, July 31st.

6. Adjournment

A motion to adjourn was made by Mayor Clark and seconded by Ms. Weakly at 9:15 A.M.
Motion carried unanimously.