

Minutes

**Downtown Development Authority
Regular Meeting
Wednesday, August 18, 2010
Main Street Office
118 E. Front St.**

Chairperson Floraday called the meeting to order at 7:48 a.m.

1. Roll Call

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

Ms. Jones corrected the date of the meeting minutes listed on the Agenda.

2. Consent Agenda

- A. August Agenda
- B. July 21, 2010 MSM/DDA meeting minutes
- C. June Final Financial Reports
- D. July Financial Reports
- E. KCI Graphics Invoice

Chairperson Floraday asked about post retirement healthcare costs.

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

Motion carried unanimously.

3. 2010-2011 Work Program

A. Sub-Committee and Project Report Summary

Ms. Jones explained the report that she distributed and stated that the report would be included in future MSM/DDA packets.

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

Treasurer Beneteau requested a detailed update on the parking lot conceptual design plan. Ms. Jones gave the status. Ms. Jones requested that the Board Members contact her if they have feedback on the project summaries.

B. 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 the postponement from the July meeting.

It was moved by Ms. Weakly and seconded by Ms. Daniels to approve the \$1,000 sponsorship of the Downtown Monroe Fine Art Fair.

7 Ayes, 1 Abstention (Beneteau)

Motion carried.

- Bed Race Event Grant Recommendation
Ms. Jones explained the request and the discussion that the Promotion Committee had regarding the request. There was discussion regarding the use of gift certificates for sponsorships and the number of gift certificates that are used. There was discussion regarding the sponsorship of fundraisers as community events. There was discussion regarding how the event would benefit downtown.

It was moved by Mr. Kinsey and seconded by Treasurer Beneteau to accept the recommendation of the Promotion Committee to sponsor \$200.00 towards sponsorship of the event and an additional \$200.00 in downtown gift certificates to be raffled off at the event as long as the compliance requirements for sponsorship recognition are met.

7 Ayes, 1 Nay (Clark)

Motion carried.

- Bike Night Event Grant Recommendation
Ms. Jones explained the request and the details of the event. There was discussion regarding:
 - How nice the event is and how many people it draws downtown;
 - The incomplete information in the application and the lack of known approvals/requests to the City at this point; and
 - The lack of knowledge of actual expenses.

It was moved by Mr. Kinsey and seconded by Ms. Weakly to accept the recommendation of the Promotion Committee to donate \$100 in downtown gift certificates (4 total @ \$25.00 each) to be raffled off at the event.

There was discussion regarding:

- The lack of detail on how the event financials are routed; and
- The association of event organizers with a negative Facebook page regarding boycotting Monroe businesses.

0 Ayes, 8 Nays

Motion failed unanimously.

- Design – Minutes were enclosed in the meeting packet.
- Economic Restructuring – No Meeting.
- Façade Grant Committee – No Meeting.
- Capital Improvements – No Meeting.

4. Other Business

A. Maternity Leave Procedures

Ms. Jones requested feedback from the Board on the procedures that will take place during her maternity leave regarding the continued operation of the organization.

There was discussion regarding:

- Having someone in the office on a part time basis;
- Items that need to be handled during the leave;
- Ms. Jones creating a timeline of projects and tasks that are due during maternity leave;
- City Staff involvement in the previous maternity leave; and
- Board packet information.

5. Communication

Ms. Jones stated that City Council will be reviewing a street closure of East First Street on September 14th from 5:30-7pm for an event. She shared the invoice for the newly finished sidewalk areas. There was discussion regarding which corners were done and what the actual costs were. The Board requested a detailed expense report at the September meeting so that the Board knows exactly what each portion of the project cost and what the MSM/DDA is responsible for. Ms. Jones stated that she was told that the revised wayfinding sign designs would be up the following week for review.

There was discussion regarding the amount of parking permits that have been sold.

There was discussion regarding the amount of signage in some downtown windows. Ms. Jones stated that violations should be reported on the City of Monroe Action Line.

6. Adjournment

A motion to adjourn was made by Treasurer Beneteau and seconded by Mr. Kinsey at 8:57 A.M.

Motion carried unanimously.