

# Minutes

**Monroe Downtown Development Authority  
Regular Meeting  
Wednesday, September 15, 2010  
Monroe DDA Office  
118 E. Front St.**

Chairperson Floraday called the meeting to order at 7:46 a.m.

## **1. Roll Call**

Present: Chairperson Rick Floraday, Vice-Chairperson Ken Wickenheiser (a 7:50, e 9:15),  
Treasurer Mary Gail Beneteau, Janet Berns, Mayor Clark, Cheri Weakly, Shaun  
McGowan, Gabe Martin  
Absent: Kimberle Daniels, Barry Kinsey  
Staff: Andrea Jones  
Guests: Patrick Lewis, Joe Lehmann, Jeanne Micka

Ms. Jones added the Holiday Kick-Off Weekend Budget Request to the Agenda.

## **2. Consent Agenda**

- A. September Agenda
- B. August 18, 2010 DDA meeting minutes
- C. August Financial Reports
- D. 113 E. Front St. Façade Grant Reimbursement

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

*Motion carried unanimously.*

## **3. 2010-2011 Work Program**

### **A. Committee Reports (Sub-Committee Project Status Reports and Board Action Report)**

Ms. Jones stated that a revised Promotion Committee report was distributed at the beginning of the meeting.

Vice-Chairperson Wickenheiser arrived at the meeting at 7:50am.

- Organization – Minutes were enclosed in the meeting packet.
  - Main Street Monroe/DDA Name  
Ms. Jones explained the Organization Committee discussion over the name used for the organization and the confusion in the community on Main Street versus Downtown Development Authority. She reported the results of her research into the use of the Main Street name and the response that she got from the Michigan Main Street Program that “Main

Street” can only be used by members in their program. She went over information on the Michigan Main Street Program. There was discussion regarding:

- the history of the DDA joining the Main Street program;
- the current organization memberships of the DDA and the process for becoming a certified Main Street program;
- the benefits of being a Main Street program and what has been accomplished by the DDA over the past few years;
- what DDA materials have “Main Street” on them;
- the legalities of using the “Main Street” name; and
- community confusion on who we are.

It was moved by Treasurer Beneteau and seconded by Vice-Chairperson Wickenheiser to change the organization name to what is listed on our charter.

There was discussion regarding what materials need to be changed and the process for change.

***Motion carried unanimously.***

Ms. Jones asked if the Board was interested in having the Michigan Main Street Program make a presentation. The Board asked that the discussion be placed on the October Agenda after materials were able to be reviewed.

- Promotion – Minutes were distributed at the meeting.
  - Holiday Kick-Off Weekend Budget Request  
Ms. Jones explained the request for \$2,500.00, details of the event still to be determined and last years expenditures.

It was moved by Ms. Berns and seconded by Ms. Weakly to approve a \$2,500.00 budget for the Holiday Kick-Off Weekend.

***Motion carried unanimously.***

- Design – Minutes were enclosed in the meeting packet.
  - Seasonal Décor Budget Request  
Ms. Jones explained the fall and winter décor inventories that are in process and the need to possibly fill in damaged items. There was discussion regarding what items would be included and how items are repaired.

It was moved by Ms. Weakly and seconded by Mr. Martin to allow the Design Committee to use \$2,000 for seasonal décor.

***Motion carried unanimously.***

- Economic Restructuring – No Meeting.

Vice-Chairperson Wickenheiser explained the status of the Holiday Cleaners building (114 and 116 West Front Street) asked about options for addressing the issues with the buildings. Joe Lehmann gave an update on his communication with the property owners and the process for demolition if they don't comply with Building Department requirements.

- Façade Grant Committee – Minutes were not available for distribution at the meeting.
- Capital Improvements – No Meeting.
  - Wayfinding Signs  
Ms. Jones explained the sign design and pole. She requested that the Board approve the design and budget so that the raw materials can be purchased. She stated that the DDA is purchasing the raw materials and the City is covering the cost of making and installing the signs. She went over the quote for raw materials. Patrick Lewis gave information on the font and the wording that might work for the sign. Ms. Jones stated that final wording on the signs will be decided by herself, Patrick Lewis and Jeff Green. There was discussion regarding what additional signs wouldn't be covered under the current quote for installation: gateway and pedestrian signage. There was discussion regarding what signs would be removed as a result of the installation of the new signs.

It was moved by Ms. Berns and seconded by Ms. Weakly to allocate \$20,000.00 as a budget to purchase wayfinding signage.

***Motion carried unanimously.***

- Sidewalk Replacement Invoice  
There was discussion regarding the \$15,000 that was taken out of the DDA Budget for sidewalk replacement just south of the Monroe Street bridge even though the project has yet to be completed. Mr. Lewis explained that the \$15,000 was included in the sidewalk replacement project fund along with the \$38,000 allocated by the DDA for 2010 sidewalk replacement. There was discussion regarding the replacement of the tree grates and the lack of approval by the DDA for the purchase of new tree grates. Mr. Lewis provided the process for the purchase of the tree grates. There was discussion regarding who is responsible for paying for the tree grates.

Vice-Chairperson Wickenheiser excused himself from the remainder of the meeting at 9:15am.

It was moved by Treasurer Beneteau and seconded by Ms. Berns to expend \$38,000.00 for the sidewalk replacement invoice.

There was discussion regarding tree grates in the non-corner areas and if/when those might be replaced. There was discussion regarding what the DDA has allocated towards the overall cost of the sidewalk replacement program and the process for approvals moving forward. There was

discussion regarding the \$15,000.00 already transferred and what that money would be used for.

*Motion carried unanimously.*

It was moved by Treasurer Beneteau and seconded by Mr. McGowan to allow the \$15,000.00 already expended to be used to pay the balance of the sidewalk replacement invoice with the remaining funds being left in the project account.

*Motion carried unanimously.*

#### **4. Other Business**

##### **A. Preliminary Maternity Leave Timeline**

There was discussion regarding who would be handling items during maternity leave and how the parking lot drawings will be handled to make sure it moves forward.

There was discussion regarding the timeline presented. Chairperson Floraday suggested that he meet with Ms. Jones to go over the timeline.

#### **5. Communication**

Ms. Jones stated that the Michigan Downtown Association Conference is November 5<sup>th</sup> and there are details that are still to be determined. Ms. Jones requested feedback from the Board to help make decisions on items that we want to provide for conference attendees. There was discussion regarding the timeline for the conference, tour options, information packets, etc. Treasurer Beneteau and Mr. Martin volunteered to help make conference decisions.

#### **6. Adjournment**

A motion to adjourn was made by Treasurer Beneteau and seconded by Mr. Martin at 9:44 A.M.

*Motion carried unanimously.*