

**Listing of Board Member “Top Two” Priorities as Discussed at December 3, 2008**  
**MSM/DDA Goals and Objectives Work Session**

Businesses

Business recruitment

Recruit new business retail

Business development district for new businesses

Fill buildings

Recruit businesses, physically visit outside businesses and ask them to relocate

Parking

One-way street assessment and re-direction

On-street parking, angle where applicable

Slow traffic through the central business district 15-20 mph on all streets and pedestrian crosswalks across Front and Monroe Streets

Parking Issues/wayfinding

Capital Improvements

Infrastructure/Building Improvements

Façade grant program

Capital Improvements (parking lots, infrastructure)

Marketing

Marketing of our district (using the tools we have created, web, grants, doing business guide)

Marketing

Incentives

Create more financial opportunities for DD businesses

Attraction with incentives

Partnerships

Motivate County to join in DDA focuses

Collaboration efforts with government and support agencies

Aesthetics

City Entrances

Keeping downtown clean (sidewalks, streets, buildings)