

Minutes

**Downtown Development Authority
Regular Meeting
Wednesday, November 19, 2008
Main Street Office
118 E. Front Street**

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

1. Roll Call

Present: Chairperson Rick Floraday, Treasurer Mary Gail Beneteau, Doug Chaffin, Janet Berns, Gabe Martin, Dave Stahl, Michelle Cloutier, Cheri Weakly

Excused: Vice-Chairperson Frank Wszelaki, Mayor Worrell, Barry Kinsey, Kimberle Daniels

Absent: Ken Wickenheiser

Staff: Andrea Jones, Patrick Lewis

Guests: Chief John Michrina, Jeanne Micka, Jack Campbell

2. Consent Agenda

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

Motion carried unanimously.

3. 2008-2009 Work Program

A. 2009-2010 FY Goals and Objectives Work Session Dates

Ms. Jones requested dates available to hold the Work Session. December 3rd was suggested. Ms. Jones will follow-up with other Board members to see if there are any conflicts with that date.

B. Alleyscape Redesign

Mr. Lewis gave an update and stated the alley would be open by the Tree-Lighting Friday night. There are some issues that are still being addressed.

C. Street Tree Species

Ms. Jones described the email from Mr. Lewis and the different options for street trees. Mr. Lewis described the characteristics of the recommended trees (European

Hornbeam and Bowhall Maple). He also stated that the tree grates will be removed to determine if that is an option moving forward.

It was moved by Treasurer Beneteau and seconded by Mr. Martin to go with the trees recommended by the Forestry Division.

Motion carried unanimously.

D. Wayfinding Study

Ms. Jones described the status of the Wayfinding project and options for the next step. There was discussion regarding the City's involvement in the project and the priority of installing signs. There was discussion regarding different options and expertise. The Board agreed to set up a Work Session to look over the work that has been completed at this time. There was discussion regarding what still needs to be determined. There was discussion regarding the cost of the remainder of the project whether with money or time. There was discussion regarding options for utilizing other organizations for assistance. The Board agreed to set up a Wayfinding Study Work Session in January to determine what is completed and the next steps in the project.

E. Main Street Update/All Committee Reports

- Organization – Minutes were enclosed in the meeting packet.
 - Office Insurance Policy

Ms. Jones explained the option for reducing the insurance deductible and the cost that the DDA would incur in order to reduce the deductible. Estimates state a \$1,000 per year premium would result in a \$0 deductible for the DDA. The Board requested clarification on what the policy covers.

- Business Guide Review

Ms. Jones requested corrections to the business guide be submitted to her. There was discussion regarding a tourist piece that could be put together. Ms. Jones stated that she is discussing that with Ms. Berns on the Promotion Committee.

- Promotion – Minutes were enclosed in the meeting packet.
 - Holiday Commercial Promotion

Ms. Jones explained the request and Promotion Committee recommendation to fund two holiday promotions:

13ABC-airing the current downtown commercial
NBC24-10 second holiday greeting (to be created)

It was moved by Mr. Chaffin and seconded by Ms. Cloutier to spend \$4,000 for holiday advertising.

Motion carried unanimously.

- Monroe Magazine Ad

Ms. Jones showed the ad that ran in the December-February edition of Monroe Magazine.

Ms. Berns requested that the Promotion Committee draft minutes be changed to reflect that the Committee will be paying for design expenses for the post card.

- Design – No meeting.
- Economic Restructuring – Minutes were enclosed in the meeting packet.
- Façade Grant Committee – Minutes were distributed at the meeting.
- 2009 Façade Grant Application

Ms. Jones explained the changes to the application recommended by the Façade Grant Committee. Changes included tax exempt organization eligibility and evaluation as well as receipt of other DDA funding which will be taken into consideration during evaluation.

It was moved by Mr. Martin and seconded by Ms. Weakly to accept changes to the façade grant application

Motion carried unanimously.

Mr. Chaffin stated that MBT is working on a revitalized version of the Heritage Loan Program which resulted from a meeting with City, DDA and bank personnel.

- 317 S. Monroe St. Update

Ms. Jones explained the options that she gave the owner since his deadline is within the week. She stated that there is still money left in this program year which could be awarded if he reapplied now. She read the extension letter submitted by the owner. There was discussion regarding different options for funding the project. The Board was interested in getting an application with the updated scope of the project since it has changed over time.

It was moved by Mr. Chaffin and seconded by Treasurer Beneteau to refuse the extension request, but encourage the owner to reapply right now for a special request.

There was further discussion about the importance of updating the information submitted on the project.

Motion carried unanimously.

- Capital Improvements Committee – No meeting.

4. Other Business

A. DMBN – Gabe Martin

Mr. Martin stated that the Tree-Lighting is Friday.
Ms. Jones gave an update on the seasonal decorations.
There was discussion regarding the locations of Santa on Friday and Sunday.

B. Jack Campbell Presentation

Jack Campbell from Campbell-Durocher Group gave information on funding options with the DDA and State for renovation, the capabilities/certifications of his company, and the different projects he is currently working on.

5. Communications

Comments

Chief Michrina distributed and explained the proposed changes to the curfew ordinance.

Ms. Jones congratulated Mr. Martin on receipt of an Obsolete Property Tax Abatement. She stated that there are changes to the snow removal policy and sign ordinance (regarding murals). Final Details on the Church Tour are being determined at the Historic District Commission meeting tonight. She stated that the seasonal employee will be finished on Friday. JAWS will be helping him finish hanging the seasonal decorations tomorrow.

Ms. Weakly mentioned the new pots being delivered and the bike racks that will be purchased. There was discussion regarding the bike ordinance regulations. She also mentioned other Christmas banners that were hung and inquired as to if the new banners will be hung.

Ms. Jones stated that the DDA will not be painting the green portion of the Monroe Optical building at 36 South Monroe Street, due to contractual issues.

Chairperson Floraday stated that Mr. Stahl is resigning and this is his last meeting. He thanked him for his service.

Jeanne Micka stated that Jake and Christy LaRoy were very thankful for the help they received from Ms. Jones while working on their renovation project.

6. Adjournment

A motion to adjourn was made by Ms. Weakly and seconded by Mr. Chaffin at 9:40 A.M.

Motion carried unanimously