

# Minutes

**Monroe Downtown Development Authority  
Regular Meeting  
Wednesday, October 17, 2018  
Third Floor Conference Room  
Monroe City Hall**

Chairperson Joe Peruski called the meeting to order at 8:02 a.m.

## 1. Roll Call

Present: Mayor Robert Clark, Scott Goocher, Scott Kegerreis, Les Lukacs, Joe Peruski, Mackenzie Swanson, Chip Williams  
Absent: George Boyan  
Excused: Anthony Trujillo  
Staff: Annette Knowles - DDA/Economic Dev Coord; Michelle LaVoy Clerk-Treasurer

## 2. Vision Statement - Read by Mayor Clark

## 3. Additions/Deletions to the Meeting Agenda

Motion by Mayor Clark, seconded by Lukacs to add item E, Proposal to add Calendar Module to Web Site, under New Business, ***Motion carried unanimously.***

## 4. Public Comments - None

## 5. Consent Agenda

- A. Approval of Agenda
- B. Approval of Minutes of Wednesday, August 29, 2018 Work Session
- C. Financial Reports:
  - ❖ September, DDA Revenue and Expenditure Report FY2018-2019
  - ❖ September, DDA Itemized Expenditure Report FY 2018-2019
- D. Graphic Design Services - Acceptance of Proposal from New Moon Visions

Motion by Williams, seconded by Swanson to accept the Consent Agenda as presented. ***Motion carried unanimously.***

Williams inquired about the absence of minutes from September 19, 2018.

## 6. New Business

A. Holiday Decorations – Ruhlig Farms, LLC provided a proposal to install winter decorations in sixteen planters at a cost not to exceed \$150 per planter. If approved, staff will work with representatives from Ruhlig Farms to ensure an outstanding display.

Motion by Swanson, seconded by Mayor Clark to consent to contract with Ruhlig Farms for winter decorations in sixteen planters at a cost not to exceed \$150 per planter. **Motion carried unanimously.**

B. Upper Floor Conversion Case Study Program Description and Request for Proposals – Included in this year’s work plan and the Strategic Plan is a project to supply consultative services to building owners to convert under-used upper-floor into residential or office use. At this time, the board is asked to approve the program description and authorize the acceptance of proposals. The budget for this project is \$10,000.00.

Motion by Williams, seconded by Kegerreis to approve the Upper Floor Conversion Case Study Program Description and authorize acceptance of proposals for professional architectural services, subject to legal review of the program description. **Motion carried unanimously.**

C. Streetscape Design Guidelines – the goal of this project is to develop a set of guidelines that will set a design tone for future streetscape projects; such a project was included in the recently-adopted Downtown Master Plan. A scope of services was prepared; it is our recommendation to approach Russell Design, the firm that the City is using for landscape architecture and other design services.

Motion by Swanson, seconded by Goocher to approach the team led by Russell Design to request a proposal for the Streetscape Design Standards project. **Motion carried unanimously.**

D. Fiscal Year 2019-2020 Work Planning, Part I – Knowles distributed and reviewed several documents, including a long-term projection for income and debt, the current budget, the current work plan and the action matrix from the Downtown Master Plan in preparation for Part 2 of work planning which will occur at the November meeting of the board. No action was taken on this item.

E. Proposal to Add Calendar Module to Web Site – the board identified as a priority in its goals and objectives to add a calendar module. The project was included in the Marketing Plan. The current web hosting company supplied a proposal of \$1,360 to accomplish the work, although \$1,000 were dedicated in the budget. Savings from other projects will make this project affordable.

Motion by Lukacs, seconded by Swanson, to accept proposal from Hadrout Design for the addition of a calendar module in an amount not to exceed \$1,360.00, funds to be derived from Community Promotion, Account #751-65.691-880.000. **Motion carried unanimously.**

**7. Other Business** - a written work plan update was included with the board packet.

## **8. Communications**

A. Downtown Monroe Business Network Announcements - Williams discussed the Ladies Night Out and Small Business Saturday efforts

B. Correspondence from DMBN - a letter regarding the tree lighting was submitted. The DMBN is not taking a lead role in planning the tree lighting this year. Discussion was held concerning the tree lighting; Mayor Clark is hopeful this event can continue, in subsequent years another organization may take on the tree lighting.

Lukacs departed the meeting.

Motion by Mayor Clark, seconded by Kegerreis, that the DDA will support the City in planning the tree lighting on Saturday, November 17 by providing twenty hours of staff time from the Operations Coordinator and funds not to exceed \$500 from Community Promotions. Ayes: Clark, Goocher, Kegerreis, Swanson, Williams; Nays: Peruski. ***Motion carried.***

## **9. Board Member Comments/Administrative Comments**

Kegerreis would like to see bike paths or other non-motorized improvements to improve sidewalk safety.

Peruski called for a moment of silent reflection in memory of Bernard Beneteau.

## **10. Adjournment**

Motion to adjourn by Mayor Clark, seconded by Williams at 9:51a.m. ***Motion carried unanimously.***