

Minutes

**Monroe Downtown Development Authority
Regular Meeting
Wednesday, March 21, 2018
Third Floor Conference Room
Monroe City Hall**

Chairperson Joe Peruski called the meeting to order at 8:00 a.m.

1. Roll Call

Present: Chairperson Joe Peruski, George Boyan, Scott Kegerreis, Scott Goocher, Les Lukacs (8:05), Anthony Trujillo, MacKenzie Swanson
Excused: Mayor Robert Clark, Shaun McGowan
Guests: Chip Williams, Williams Insurance; Tim Lake, Monroe County Business Development Corporation; and Azia Hawthorne, Mamarazzi Photography.
Staff: Annette Knowles, Michelle LaVoy Clerk-Treasurer

2. Vision Statement

Read by MacKenzie Swanson

3. Additions/Deletions to the Meeting Agenda - None

4. Public Comments

Azia Hawthorne, Mamarazzi Photography, specializes in photos and would like to be considered for future work like downtown storefronts

5. Consent Agenda

- A. Approval of Agenda
- B. Approval of Minutes of Wednesday, February 21 2018 DDA meeting
- C. Financial Reports:
 - ❖ February, DDA Revenue and Expenditure Report FY2017-2018
 - ❖ February, DDA Itemized Expenditure Report FY 2017-2018
- D. Façade Improvement Reimbursement in amount of \$10,000 at 15 W. Front Street to GTAK Properties

Motion by Anthony Trujillo, seconded by George Boyan to approve items on the Consent Agenda as presented.

Motion carried unanimously.

6. New Business

A. Spring Flower Planting Update.

Anthony Trujillo had no updates for the board. Because of the weather, he has not been able to mark the planters to retain, but he will have a proposal for the April meeting. Annette will check on the status of the \$1,500.00 dollars allocated for flowerpot sculptures and add that to the next agenda. Annette urged the board members to attend the Downtown Master plan meeting that evening to learn about ideas for storefront activation.

7. Other Business

A. Work Plan Updates

A monthly plan update part of the agenda at each meeting.

- 1. Annual Communications Plan** - The board approved a communications plan and it is largely implemented. The template design for e-newsletter is almost complete.
- 2. Façade Grant Program** - There is one grant still outstanding. The committee is in the process of reviewing the program for revisions or expansion per the strategic plan. In the interim, \$10,000.00 was included in the FY2018-2019 budget for a smaller program until the update is finalized.
- 3. Retail Expansion/Recruitment**- A marketing plan is included in the next year budget with mechanisms for promoting the downtown to new businesses, as well as having a vacancy tour.
- 4. Upper Floor Conversion Case Study** - There needs to be an application process with criteria to apply. This may be a stand-alone program or work with the Façade Grant.
- 5. Riverwalk Lighting and Security** Mackenzie updated the board with the Riverwalk lighting and security. The project will be rolled into a larger planning effort to enhance and expand the Riverwalk
- 6. Downtown Master Plan** Annette and Joe Peruski updated the board on the Downtown Master Plan and reminded the board to attend the meeting to have input in the plan.
- 7. Holiday Advertising and Decorations** - Annette updated the board that the holiday advertisement is done and the final phase of decorations have been ordered and received. Tony spoke on working together with the Tourism bureau to promote the downtown via the expressways, social media etc.
- 8. Promote Residential Units** - George had nothing to update and Mackenzie volunteered to help.

8. Communications

No communications.

9. Board Member Comments/Guest Comments

Les spoke about being at the Downtown Master Plan tonight.

Tony congratulated everyone on doing a great job.

Scott Goocher stated he heard a new brewpub was coming to Monroe. He also stated that he had customers who were from out of town. They asked about where to eat downtown; they are Google reviewers.

Scott Kegerreis said "Go Falcons."

Mackenzie talked about the Downtown Master Plan and how she has been spreading the word of attending. In addition, she agreed with Tony and heard there are plans to fix up the mall on LaPlasance Road and agreed that all are working hard

Joe spoke of the upcoming election of officers. Approach the Mayor if interested in taking a leadership role.

Annette spoke of the Downtown Master Plan. When complete, the board will take a lead role in its implementation.

10. Adjournment

Motion to adjourn by MacKenzie Swanson, seconded by George Boyan at 8:55 a.m.

Motion carried unanimously