

Minutes

**Monroe Downtown Development Authority
Regular Meeting
Wednesday, May 16, 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, Mayor Robert Clark, Scott Kegerreis, Mackenzie Swanson (8:03am), Anthony Trujillo, Chip Williams
Excused: Scott Goocher, Les Lukacs, Shaun McGowan
Guests: Kerri Williams, Tim Lake
Staff: Annette Knowles, Michelle LaVoy Clerk-Treasurer

2. Vision Statement

Read by Joe Peruski

3. Additions/Deletions to the Meeting Agenda - None

4. Public Comments

Kerri Williams, representing Williams Insurance of Monroe, and Tim Lake, representing the Monroe County Business Development Corporation, introduced themselves.

5. Consent Agenda

- A. Approval of Agenda
- B. Approval of Minutes of Wednesday, April 18, 2018 Regular Meeting
- C. Financial Reports:
 - ❖ April, DDA Revenue and Expenditure Report FY2017-2018
 - ❖ April, DDA Itemized Expenditure Report FY 2017-2018

Motion by Mayor Robert Clark, seconded by Anthony Trujillo to approve items on the Consent Agenda as presented. ***Motion carried unanimously.***

6. New Business

A. Update from Monroe County Business Development Corporation/Monroe County Link Plan – Tim Lake

Mr. Lake gave overview of the Monroe County Link Plan, including history, opportunities, strategy and budget.

B. Facebook Content Strategy

A discussion was held concerning administration and editing on the Downtown Monroe Facebook page. A monthly calendar will be developed as part of the proposed strategy to better schedule content. Peruski would like to see a flowchart to detail who has final approval on content.

Motion by Mackenzie Swanson, second by Anthony Trujillo to approve the Facebook Content Strategy as presented. **Motion carried unanimously. Chip Williams – no vote.**

George Boyan departed the meeting at 8:42 a.m.

7. Other Business

A. Work Plan Updates

- i. Communications Plan: the plan has been fully executed
- ii. Façade Grant Program: no report
- iii. Retail Expansion and Recruitment: no report
- iv. Upper Floor Conversion Case Study: no report
- v. Riverwalk Project: on agenda
- vi. Downtown Master Plan: the plan is coming to finalization; the presentation is Monday, June 4
- vii. Holiday Advertising: complete
- viii. Seasonal Decorations: on agenda
- ix. Promote residential units: no report

B. Acceptance of Proposal – Riverwalk Enhancement and Expansion Conceptual Plan

A proposal was received from Russell Design to develop a conceptual plan for enhancement of the existing Riverwalk and expansion into Soldiers and Sailors Park, that includes a public input component. The City of Monroe will contribute \$20,000, with council approval, for the expansion portion of the project. The cost to complete the plan is \$44,300, with reimbursable expenses not to exceed \$5,000. The plan will serve as a blueprint for future improvements and as evidence for grant applications.

Motion by Mackenzie Swanson, second by Mayor Robert Clark to accept the proposal from Russell Design for landscape architectural conceptual design services for Riverwalk Enhancement and Expansion, funds to be derived from Account #751-65.691.020 from the fiscal year 2018-2019 budget.

Motion carried unanimously.

C. Tabled Item: Spring Flower Planting

Motion by Mayor Robert Clark, second by Scott Kegerreis to remove from the table the item concerning Spring Flower Planting. ***Motion carried unanimously.***

Knowles reported that the DPW would provide complimentary watering services to the planters if the number of planters is reduced to sixteen, and reorganized per the plan proposed last month. \$3,200 is a ballpark estimate for the cost of purchase from Ruhlig's.

Motion by Mayor Robert Clark, second by Mackenzie Swanson to approve spring flower plantings, per the plan discussed, at a cost not to exceed \$3,200.

Motion carried, with one vote of Nay by Kegerreis.

D. Reappropriate Funds for Downtown Master Plan

Work to complete the Downtown Master Plan nearing completion ahead of schedule. This presents a budgetary issue that needs resolution. When awarded, it was planned that the DDA would contribute \$10,000 in funds from Fiscal Year 2018-2019. That amount now is needed prior to the end of Fiscal Year 2017-2018. If approved, funds will not be drawn from the next fiscal year, but from current unexpended funds from the contract services account.

An error was found error on the financial report; Annette will discuss with finance. She confirmed we will be in compliance with approved budget approved by the board.

Motion by Anthony Trujillo, second by Mayor Robert Clark, to approve the additional expenditure of \$10,000 for the Downtown Master Plan, funds to be transferred to and derived from Account 751-65.691-818.020-1R0300000 General Contract Services - Downtown Master Plan. ***Motion carried unanimously.***

E. July Annual Meeting - Board Elections

If a board member is interested in a leadership role, please consult with Annette.

8. Communications

No communications.

9. Board Member Comments/Administrative Guest Comments

Discussion about re-scheduling the clean-up that did not occur on May 12th due to inclement weather. Also discussed how posting of such cancellations should be handled.

Chip Williams thanked the board for allowing him to be here.

10. Adjournment

Motion to adjourn by Anthony Trujillo, seconded by Mackenzie Swanson at 9:24 a.m.

Motion carried unanimously.