

# Minutes

**Monroe Downtown Development Authority  
Regular Meeting  
Wednesday, July 17, 2019  
Third Floor Conference Room  
Monroe City Hall**

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

Clerk LaVoy administered the Oath of Office to Sacco.

## 1. Roll Call

Present: Mayor Robert Clark, Scott Kegerreis, Les Lukacs, Joe Peruski, Tiffany Sacco, Mackenzie Swanson, Anthony Trujillo and Chip Williams  
Absent: None  
Staff: Michelle LaVoy, Clerk-Treasurer  
Annette Knowles, Downtown/Economic Development Coordinator  
Guest: Deb Staelgraeve

## 2. Vision Statement – Read by Chip Williams

## 3. Additions/Deletions to the Meeting Agenda – None

## 4. Public Comments

Deb Staelgraeve introduced herself; she is a downtown resident who applied to be on the board and is owner of a local floral shop. Joe Borgstrom from Place + Main introduced himself as today's facilitator.

## 5. Consent Agenda

- A. Approval of Agenda
- B. Approval of Minutes of Wednesday, June 19, 2019 Regular Meeting
- C. Financial Reports:
  - ❖ June, 2019, DDA Revenue and Expenditure Report FY2018-2019
  - ❖ June, 2019, DDA Itemized Expenditure Report FY 2018-2019

Motion by Williams seconded by Kegerreis to approve items on the Consent Agenda as presented. ***Motion carried unanimously.***

## 6. New Business

### A. Strategic Plan Check-Up

Joe Borgstrom, Place + Main, facilitated a mid-point check-in for the 2017-2022 Strategic Plan. Place + Main was the consultant that assisted the DDA with preparation of the original plan. The board reviewed the mission and vision statements and found them to remain relevant. The board next reviewed the goals. All were determined to remain relevant. Under "support businesses," three areas of support are financial, advocacy and awareness. Under "preserve and enhance downtown," the upper floor conversion case study was named as an example. Under "market the downtown," all agreed that there is room for more marketing. Under "serve as the leader," the board questioned whether they should be leader or the facilitator of communication between organizations. Lastly, under "establish an environment," Borgstrom remarked that lack of downtown residential product is not localized; he suggested moving the goal higher on the list.

Borgstrom remarked that he reviewed the Downtown Master Plan and found it excellent. The board should focus now on implementing the plan; the plan should help the DDA raise the bar on projects. Kegerreis stated he felt to improve communication, a separate web site dedicated to the Downtown Master Plan might be created. Knowles will investigate costs. For the downtown reinvestment program, a reach-out to property owners might be needed; however, there was a stakeholder gathering at the time the program was revised which was attended by about ten owners.

Knowles will prepare and distribute a report on the discussion.

## 7. Other Business

### A. Upper Floor Conversion Case Study

Motion by Lukacs and supported by Trujillo to accept the proposal in an amount not to exceed \$9,600 from Mitchell and Mouat to complete Phase II of the Upper Floor Conversion Case Study, and establish an overall project budget of \$11,000 for Phase II, funds to be derived from General Contract Services, Account #751-65.691-818.020. . ***Motion carried unanimously.***

**B. Work Plan Updates** - a written update was included with the board packet.

**C. Election of Officers**

Peruski relinquished the chair to Knowles. Knowles explained the election process and opened the floor to nominations.

Peruski nominated and Swanson supported the nomination of Trujillo for Chairman. No other nominations for chair were made.

Clark nominated and Peruski supported the nomination of Williams for Vice Chairman. No other nominations for vice-chair were made.

Peruski nominated and Lukacs supported the nomination of Swanson for Secretary. No other nominations for secretary were made.

Motion by Peruski and supported by Lukacs to close the nominations and accept the nominees by acclamation. ***Motion carried unanimously.***

#### **D. Appointment of Committee Chairs**

Motion by Williams and supported by Peruski to appoint the following persons as committee chairs or project team leads: Lukacs, Downtown Reinvestment Grant Committee Chairman; Williams and Sacco, Activate Storefront/Promote Sidewalk Shopping and Dining/Animate Empty Spaces co-leads; Sacco, Farmers Market Coordination lead; Swanson, Riverwalk Project lead; Swanson, Marketing Plan lead; Peruski, Stakeholder Meetings lead; and Peruski, Parking Committee lead. ***Motion carried unanimously.***

Peruski reassumed the chair.

#### **8. Communications – None**

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

#### **10. Adjournment**

Motion to adjourn by Swanson seconded by Kegerreis at 9:33 a.m.

***Motion carried unanimously.***