

# Minutes

**Monroe Downtown Development Authority  
Regular Meeting  
Wednesday, October 16, 2019  
Third Floor Conference Room  
Monroe City Hall**

Chairperson Tony Trujillo called the meeting to order at 8:00 a.m.

## **1. Roll Call**

Present: Mayor Robert Clark, Tiffany Harper, Scott Kegerreis, Deb Staelgraeve,  
Anthony Trujillo, Chip Williams  
Excused: Les Lukacs, Joe Peruski, Mackenzie Swanson  
Staff: Michelle LaVoy, Clerk-Treasurer  
Annette Knowles, Downtown/Economic Development Coordinator

**2. Vision Statement** – Read by Mayor Clark

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

**4. Public Comments** – No comments

## **5. Consent Agenda**

- A. Approval of Agenda
- B. Approval of Minutes of Wednesday, September 18, 2019 Regular Meeting
- C. Financial Reports:
  - ❖ September, DDA Revenue and Expenditure Report FY 2019-2020
  - ❖ September, DDA Itemized Expenditure Report FY 2019-2020

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

## **6. New Business**

### **A. Request for Change to Parking System as Recommended by Parking Committee.**

Annette reviewed the recommendation from the Parking Committee to approve a request to designate eighteen parking space depicted on provided map to two-hour parking, but to deny request to designate any of the eighteen spaces as handicapped. In addition, the

Parking Committee recommended that an additional space on the north side of Front Street, just east of the westernmost ingress/egress be restriped for no parking to improve sight lines for those exiting the parking lot.

Motion by Staelgraeve seconded by Kegerreis to concur with the recommendation from the Parking Committee to recommend approval of the request to change the parking designation of eighteen parking spaces from no limitation to two-hour parking, and to restripe the first two parking spaces east of the driveway for no parking. ***Motion carried unanimously.***

## **B. Fiscal Year 2020-21 Work Planning – Part II of III – Project Brainstorming; Review of Draft Marketing and Communications Plans.**

Annette Knowles facilitated the discussion concerning the work planning process for the forthcoming fiscal year 2020-21. At the previous meeting, goals were affirmed; at this meeting, the aim is to brainstorm ideas that will be prioritized at November's meeting.

Ideas discussed include: the proposed marketing and communications plans, including greater effort on promoting progress of implementing the downtown master plan; continuation of stakeholder meetings; implementing recommendations regarding parking from the downtown master plan; concentrating on traffic-calming measures, activating storefronts and enhancing the Farmers Market experience; creating a more targeted approach for the Downtown Reinvestment Program; redevelopment of riverfront parking lots and infill opportunities; leveraging streetscape improvements with city paving projects; completing uncompleted projects from this and prior fiscal years, completing the third year of tree maintenance and a second year of lighting improvements; and, starting with a Heart of Monroe plan project.

At the November meeting, the board will be asked to prioritize the projects so that a balanced budget may be prepared.

## **7. Other Business**

### **A. TABLED: Streetscape Design Guidelines – Discussion & Adoption**

Motion by Mayor Clark seconded by Williams to remove from the table the Streetscape Design Guidelines. ***Motion carried unanimously.***

Motion by Williams seconded by Staelgraeve to adopt Streetscape Design Guidelines and refer to the Citizens Planning Commission and/or City Council for further action. ***Motion carried unanimously.***

### **B. Work Plan Updates**

- Discussed 7<sup>th</sup> and 8<sup>th</sup> Street two-way conversion is proceeding; city can then move to developing plan for Cass and Harrison.
- A committee is forming to address murals as a form of public art.

- One application received for the re-investment program; it will be on the November agenda.

#### **8. Communications – None**

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

- Trujillo commented that he is open to different board meeting times.
- Mayor Clark updated on parade and tree lighting. The Tree Lighting will be November 22<sup>nd</sup> at 7:00 p.m. and parade will be later in December.

#### **10. Adjournment**

Motion to adjourn by Kegerreis seconded by Harper at 9:30 a.m.

***Motion carried unanimously.***