

# Minutes

**Monroe Downtown Development Authority  
Work Session  
Wednesday, February 5, 2020  
Third Floor Conference Room  
Monroe City Hall**

Chairperson Tony Trujillo called the meeting to order at 6:01p.m.

## **1. Roll Call**

Present: Mayor Robert Clark, Tiffany Harper (6:30p.m.), Scott Kegerreis, Les Lukacs, Joe Peruski, Deb Staelgraeve, Mackenzie Swanson, Anthony Trujillo, and Chip Williams  
Staff: Annette Knowles, Downtown/Economic Development Coordinator  
Vincent Pastue – City Manager

**2. Vision Statement** – Read by Trujillo

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

**4. Public Comments** – None

## **5. Consent Agenda**

A. Approval of Agenda

Motion by Peruski seconded by Staelgraeve, to approve item on the Consent Agenda as presented. ***Motion carried unanimously.***

## **6. Discussion about Fiscal Year 2020-2021 Budget Assumptions**

Trujillo opened meeting by extending thanks for the boards participation and stewardship. Monroe will prosper if we make it vibrant and make things happen.

Knowles discussed desired outcomes from discussion, including financial position at end of year, organizational structure and priority projects.

Knowles reviewed progress to date on current work plan.

A discussion was held concerning the bond debt schedule.

Pastue iterated that the City will cooperate with the DDA on its implementation of the master plan; for example, do not allocate future funds for parking signage or revenue loss from conversion of parking to complimentary.

Harper entered the meeting.

A discussion was held concerning efforts to contain administrative and staff costs. The City wants to see the master plan implemented and it prepared to support the work of the DDA, but not at current levels. Some activities will have to go.

The board concurs that use of funds in balance must happen judiciously.

A discussion was held concerning the value of projects and the return on investment. The reinvestment grant program needs further revision; current requirements lead to confusion. A question remains if the program should be promoted while undergoing revision.

Pastue suggested prioritization. The ad hoc DDA budget committee recommended focus on projects and plan implementation. A discussion was held concerning whether or not the DDA is gaining value for the work from staff.

The item for repair and maintenance can be reduced because the board already voted to fund LED lighting in full this fiscal year.

The board concurred it would like to increase funds in the marketing budget to \$25,000 and land acquisition to \$100,000.

A discussion was held concerning the idea of creating a principal shopping district, separate from the DDA. A PSD is a solution that could cover the cost of events, marketing, seasonal decorations, maintenance and the staff to accomplish those things. It would be a new financial stream outside of the DDA purview.

Council's expectations for the DDA include focusing on development and the master plan. It wants to see taxable value growth. In a few years, the City will not be able to support the DDA financially. Spend the fund balance on key projects.

Next steps is the review of a draft budget at the February board meeting.

A discussion was held concerning desired fund balance. Although a previous level of \$120,000 was set, members can understand lowering to \$50,000. A suggestion to move some of next year's bond payment into reserve.

## **7. Board Member Comments - None**

## **8. Adjournment**

Motion to adjourn by Lukacs, seconded by Harper at 8:56 a.m.

***Motion carried unanimously.***