

MONROE DOWNTOWN DEVELOPMENT AUTHORITY REGULAR  
MEETING

May 19, 2021 AT 8:30 AM

PLEASE TAKE NOTICE that a Regular Meeting of the Monroe Downtown Development Authority scheduled for May 19, 2021 starting at 8:30 a.m. will be conducted remotely via technological means (online and/or by phone) due to the COVID-19 public health emergency.

Public comment will be handled by the "Raise Hand" method as instructed below within Participant Controls and by soliciting comments during the public comment period for those participating via telephone only. Public comments may also be submitted via email to [comments@monroemi.gov](mailto:comments@monroemi.gov)

To comply with the Americans With Disabilities Act (ADA), any citizen requesting accommodation to attend this meeting, and/or to obtain this notice in alternate formats, please contact the ADA Coordinator at (734) 243-0700 as soon as possible.

The meeting will be conducted using Zoom's video/teleconferencing software.

Zoom Instructions for Participants

To join the conference by phone:

1. On your phone, dial the teleconferencing number provided below.
2. Enter the Meeting ID number (also provided below) when prompted using your touchtone phone.

Before a videoconference:

1. You will need a computer, tablet or smartphone with speaker or headphones. You will have the opportunity to check your audio immediately upon joining a meeting.
2. Details, phone numbers and link to videoconference or conference call are provided below. The details include a link to "Join via computer" as well as phone numbers for a conference call option. It will also include the 9-digit Meeting ID.

To join the videoconference:

1. At the start time of your meeting, enter the link to join via computer. You may be instructed to download the Zoom application.
2. You have an opportunity to test your audio at this point by clicking on "Test Computer Audio." Once you are satisfied that your audio works, click on "Join audio by computer."

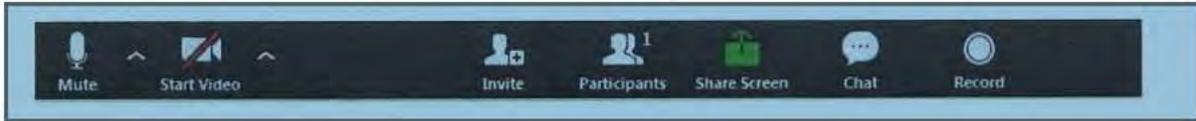
You may also join a meeting without the link by going to [join.zoom.us](https://join.zoom.us) on any browser and entering the meeting ID provided below.

If you are having trouble hearing the meeting, you can join via telephone while remaining on the video conference:

1. On your phone, dial the teleconferencing number provided below.

2. Enter the Meeting ID number (also provided below) when prompted using your touchtone phone.

Participant controls in the lower left corner of the Zoom screen:



Using the icons in the lower left corner of the Zoom screen, you can:

- Mute/Unmute your microphone (far left)
- Turn on/off camera ("Start/Stop video")
- Invite other participants
- View Participant List- opens a pop-out screen that includes a "Raise Hand" icon that you may use to raise a virtual hand during the public comment portion of the meeting
- Change your screen name that is seen in the Participant List and video window Share your screen

Somewhere (usually the upper right corner on your computer screen) on your Zoom screen you will also see a choice to toggle between "speaker" and "gallery" view. "Speaker view" shows the active speaker. "Gallery view" tiles all of the meeting participants.

You are invited to a Zoom webinar.

When: May 19, 2021 08:30 AM Eastern Time (US and Canada)

Topic: DDA

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/88398708652>

Passcode: 568308

Or One tap mobile :

US: +16468769923,,88398708652#,,,,\*568308# or +13017158592,,88398708652#,,,,\*568308#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 646 876 9923 or +1 301 715 8592 or +1 312 626 6799 or +1 253 215 8782 or +1 346 248 7799 or +1 408 638 0968 or +1 669 900 6833

Webinar ID: 883 9870 8652

Passcode: 568308

International numbers available: <https://us02web.zoom.us/u/klPwWpB7S>

If you have any further questions or concerns, please contact (734) 243-0700 or email [comments@monroemi.gov](mailto:comments@monroemi.gov). A copy of this notice will be posted at City Hall, 120 East First Street, Monroe, MI 48161

**MONROE**  
 DOWNTOWN  
 DEVELOPMENT AUTHORITY  
 RULES OF THE CHAMBER

Any person wishing to address the Board shall step up to the podium/front of room, state their name and address in an audible tone of voice for the record, and unless further time is granted by the Board, shall limit their address to three (3) minutes. A person may not give up or relinquish all or a portion of their time to the person having the floor or another person in order to extend a person's time limit in addressing the Board.

Any person who does not wish to address Board from the podium/front of room, may print their name, address and comment/question which he/she would like brought before Board on a card provided by a staff member and return the card to a staff member before the meeting begins. The staff member will address the presiding officer at the start of Public Comments on the Agenda, notifying him of the card comment, and read the card into the record for response.

The City of Monroe will provide necessary reasonable auxiliary aids and services to individuals with disabilities at the meeting upon one weeks' notice to the City Clerk/Treasurer. Individuals with disabilities requiring auxiliary aids or services should contact the City of Monroe by writing or calling: City of Monroe, City Clerk/Treasurer, 120 E. First St., Monroe, MI 48161, (734) 384-9140.

**AGENDA**  
**REGULAR MEETING**  
**Wednesday, May 19, 2021, 8:30-10:00A.M.**  
**ZOOM MEETING**

- |                                                                                    |                         |
|------------------------------------------------------------------------------------|-------------------------|
| <b>1. Roll Call</b>                                                                |                         |
| <b>2. Vision Statement</b> (2 minutes)                                             |                         |
| <b>3. Additions/Deletions to the Meeting Agenda</b> (1 minute)                     |                         |
| <b>4. Public Comment</b> (3 minutes per individual)                                |                         |
| <b>5. Consent Agenda</b> (2 minutes)                                               | <b>Action Requested</b> |
| A. Approval of Agenda                                                              |                         |
| B. Approval of Minutes                                                             |                         |
| i. Wednesday, April 21, 2021 Regular Meeting                                       |                         |
| C. Financial Reports                                                               |                         |
| i. April, DDA Revenue and Expenditure Report FY 2020-2021                          |                         |
| ii. April, DDA Itemized Expenditure Report FY 2020-2021                            |                         |
| <b>6. New Business</b>                                                             |                         |
| <b>A.</b> Riverwalk Connector Project - Conceptual Plan and Cost Estimate (10 min) | <b>Discussion Only</b>  |
| <b>B.</b> Web Site Redesign - Request for Qualifications and Proposals (10 min)    | <b>Action Requested</b> |
| <b>7. Other Business</b>                                                           |                         |
| A. Update on Option to Purchase 201 West Front (Pastue) (5 min)                    | <b>Info Only</b>        |
| B. Discussion regarding replacement of site furnishings (Trujillo) (10 min)        | <b>Discussion Only</b>  |
| C. Work Plan Updates (5 min)                                                       | <b>Info Only</b>        |
| <b>8. Board Member and Administrative Comments</b>                                 |                         |
| <b>9. Adjournment</b>                                                              | <b>Action Requested</b> |

# *Vision Statement*

In 2027, Downtown Monroe will be a state- and nationally-recognized vibrant and walkable downtown. The storefronts and upper floors are occupied and attract residents to shop and dine locally. It is the preferred downtown in the region for young and successful professionals and retired baby boomers to reside.

The Downtown Monroe retailers and restaurants combine into a lively shopping and entertainment district with an active nightlife. They leverage technology to augment their storefront sales online and to promote their businesses to the community and others in the region.

All historic downtown buildings have made improvements from facade renovations, new signage, and outdoor seating. Empty lots and underused properties are revitalized with productive real estate contributing to the tax base, creating jobs and places to live.

The downtown is connected by an attractive, functional streetscape that is welcoming to pedestrians and non-motorized modes of transportation. The downtown has created greater connection to major employers, education institute and other attractions in the area such as the River Raisin, National and State Parks, and the Centre for the Arts.

# Minutes

**Monroe Downtown Development Authority  
Regular Meeting  
Wednesday, April 21, 2021  
Electronic Meeting Held via ZOOM  
Monroe City Hall**

Chairperson Tony Trujillo called the meeting to order at 8:34 a.m.

## 1. Roll Call

Present: Mayor Robert Clark (City of Monroe, 8:37am), Scott Kegerreis (Monroe Township), Deb Staelgraeve (Frenchtown Township), William Slicker (City of Monroe), Anthony Trujillo (City of Monroe), Tiffany Harper (Monroe Township)

Excused: Mackenzie Swanson; Mary Hastings

Staff: Michelle LaVoy, Clerk-Treasurer;  
Annette Knowles, Downtown/Economic Development Coordinator

Guest: Suzanne Wetzel and Dr. Kojo Quartey (Monroe County Community College)

## 2. Vision Statement – Read by Chairman Trujillo

Mayor Clark joined the meeting.

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

## 4. Public Comments – None

## 5. Consent Agenda

- A. Approval of Agenda
- B. Approval of Minutes
  - ❖ Wednesday, March 24, 2021 Regular Meeting
- C. Financial Reports:
  - ❖ March, DDA Revenue and Expenditure Report FY 2020-2021
  - ❖ March, DDA Itemized Expenditure Report FY 2020-2021

Motion by Staelgraeve, seconded by Mayor Clark to approve items on the Consent Agenda. *Motion carried, all ayes*

## 6. New Business

### A. DDA Information Session #1

In accordance with Public Act 57 of 2018, Annette Knowles presented Fiscal Year 2021-2022 Work Plan and Budget. Representatives from Monroe County Community College were present.

**B. Exercise to Identify Top 10 Underutilized Downtown Projects**

Annette Knowles presented and reviewed various Downtown properties as identified by board member submissions. Discussion followed.

**7. Other Business**

**A. Work Plan Updates**

Annette Knowles provided updates.

**8. Board Member Comments/Administrative Comments -**

William Slicker stated he believes the Board needs to make sure some smaller projects are completed to see progress.

Scott Kegerreis stated he has seen significant improvement on the trash downtown.

Anthony Trujillo thanked everyone and stated everyone wants to continue to see things moving forward.

**9. Adjournment**

Motion to adjourn by Kegerreis, seconded by Mayor Clark at 9:24 a.m. *Motion carried, all ayes.*

PERIOD ENDING 04/30/2021

GL NUMBER	DESCRIPTION	2020-21	YTD BALANCE	ACTIVITY FOR	AVAILABLE
		AMENDED BUDGET MAL	04/30/2021 MAL (ABNORMAL)	04/30/2021 ASE (DECREASE) MAL	BALANCE (ABNORMAL)
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY					
Revenues					
Dept 80.100 - GENERAL REVENUE					
751-80.100-665.005	INTEREST ON INVESTMENTS	600.00	342.71	6.30	257.29
Total Dept 80.100 - GENERAL REVENUE		600.00	342.71	6.30	257.29
Dept 80.600 - GENERAL REVENUE					
751-80.600-402.000	REAL PROPERTY TAXES	296,745.00	296,727.70	0.00	17.30
751-80.600-410.000	PERSONAL PROPERTY TAXES	(28,582.00)	(28,589.21)	0.00	7.21
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT RI	11,881.00	11,880.64	0.00	0.36
Total Dept 80.600 - GENERAL REVENUE		280,044.00	280,019.13	0.00	24.87
TOTAL REVENUES		280,644.00	280,361.84	6.30	282.16
Expenditures					
Dept 65.691 - DOWNTOWN DEVELOPMENT					
751-65.691-703.000	PART TIME SALARIES & WAGES	7,616.00	7,615.90	0.00	0.10
751-65.691-717.000	SOCIAL SECURITY	472.00	472.19	0.00	(0.19)
751-65.691-717.005	MEDICARE	110.00	110.43	0.00	(0.43)
751-65.691-718.010	WORKERS' COMP INSURANCE	8.00	8.26	0.00	(0.26)
751-65.691-727.000	OFFICE SUPPLIES	500.00	527.04	38.49	(27.04)
751-65.691-730.000	POSTAGE	2,500.00	1,701.50	0.00	798.50
751-65.691-750.015	UNIFORMS/CLOTHING	100.00	0.00	0.00	100.00
751-65.691-750.075	SEASONAL DECORATIONS-DDA	7,000.00	4,317.10	0.00	2,682.90
751-65.691-818.010	AUDIT SERVICES	1,500.00	1,420.00	0.00	80.00
751-65.691-818.020	GENERAL CONTRACT SERVICES	5,000.00	0.00	0.00	5,000.00
751-65.691-818.080	FACADE IMPROVEMENTS	40,000.00	20,000.00	0.00	20,000.00
751-65.691-860.000	TRAINING & TRAVEL	1,400.00	638.53	198.00	761.47
751-65.691-880.000	COMMUNITY PROMOTION	10,000.00	6,681.53	0.00	3,318.47
751-65.691-905.000	PUBLISHING/ADVERTISING	300.00	273.53	0.00	26.47
751-65.691-910.000	INSURANCE PREMIUM	1,337.00	1,114.20	111.42	222.80
751-65.691-934.751	REPAIR AND MAINTENANCE-DDA	5,000.00	0.00	0.00	5,000.00
751-65.691-943.000	RENTAL-EQUIPMENT	445.00	445.00	0.00	0.00
751-65.691-955.000	MISCELLANEOUS EXPENSE	1,000.00	0.00	0.00	1,000.00
751-65.691-958.000	MEMBERSHIPS & DUES	600.00	495.00	0.00	105.00
751-65.691-974.000	LAND IMPROVEMENTS	4,638.00	4,637.35	0.00	0.65
751-65.691-999.101	TRANSFER OUT-GENERAL	10,000.00	0.00	0.00	10,000.00
751-65.691-999.301	TRANSFER OUT-DEBT SERVICE	121,500.00	121,490.11	121,490.11	9.89
Total Dept 65.691 - DOWNTOWN DEVELOPMENT		221,026.00	171,947.67	121,838.02	49,078.33
TOTAL EXPENDITURES		221,026.00	171,947.67	121,838.02	49,078.33
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY:					
TOTAL REVENUES		280,644.00	280,361.84	6.30	282.16
TOTAL EXPENDITURES		221,026.00	171,947.67	121,838.02	49,078.33
NET OF REVENUES & EXPENDITURES		59,618.00	108,414.17	(121,831.72)	(48,796.17)
BEG. FUND BALANCE		476,139.87	476,139.87		
END FUND BALANCE		535,757.87	584,554.04		

User: pstanifer  
DB: Monroe

TRANSACTIONS FROM 04/01/2021 TO 04/30/2021

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 751 DOWNTOWN DEVELOPMENT AUTHORITY							
04/01/2021			<b>751-00.000-003.000 CERTIFICATES OF DEPOSIT</b>		BEG. BALANCE		0.00
04/08/2021	GJ	JE	INVESTING ACTIVITY FOR 04/08/21	24419	45,500.00		45,500.00
04/30/2021			751-00.000-003.000	END BALANCE	45,500.00	0.00	45,500.00
04/01/2021			<b>751-00.000-005.000 COOP LIQUID ASSET SEC SYS</b>		BEG. BALANCE		660,595.30
04/01/2021	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	24391		100.00	660,495.30
04/30/2021	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	24523		121,600.00	538,895.30
04/30/2021	GJ	JE	MICHIGAN CLASS INTEREST - APR 2021	24543	27.81		538,923.11
04/30/2021			751-00.000-005.000	END BALANCE	27.81	121,700.00	538,923.11
04/01/2021			<b>751-00.000-007.000 AUTOMATED PUBLIC FUNDS</b>		BEG. BALANCE		45,530.46
04/01/2021	GJ		MONTHLY P&L INSURANCE PREMIUM	24377		111.42	45,419.04
04/01/2021	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	24391	100.00		45,519.04
04/08/2021	GJ	JE	INVESTING ACTIVITY FOR 04/08/21	24419		45,500.00	19.04
04/12/2021	GJ	JE	5/3 SERVICE FEES - MAR 2021	24426		21.51	(2.47)
04/20/2021	CD	CHK	SUMMARY CD 04/20/2021			38.49	(40.96)
04/29/2021	GJ		2020 REFUNDING BOND PMT-DUE 05/01	24509		121,490.11	(121,531.07)
04/30/2021	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	24523	121,600.00		68.93
04/30/2021			751-00.000-007.000	END BALANCE	121,700.00	167,161.53	68.93
04/01/2021			<b>751-00.000-202.000 ACCOUNTS PAYABLE</b>		BEG. BALANCE		260.00
04/19/2021	AP	INV	FIFTH THIRD BANK	03/18/2021		26.49	233.51
			ADOBE SUBSCRIPTION				
04/19/2021	AP	INV	FIFTH THIRD BANK	03/01/2021		12.00	221.51
			EMAIL SUBSCRIPTION				
04/19/2021	AP	INV	FIFTH THIRD BANK	03/01/2021		198.00	23.51
			MAIN ST. CONF. REG. - KNOWLES, TRUJII				
04/20/2021	CD	CHK	SUMMARY CD 04/20/2021		38.49		62.00
04/30/2021			751-00.000-202.000	END BALANCE	38.49	236.49	62.00
04/01/2021			<b>751-65.691-727.000 OFFICE SUPPLIES</b>		BEG. BALANCE		488.55
04/19/2021	AP	INV	FIFTH THIRD BANK	03/18/2021	26.49		515.04
			ADOBE SUBSCRIPTION				
04/19/2021	AP	INV	FIFTH THIRD BANK	03/01/2021	12.00		527.04
			EMAIL SUBSCRIPTION				
04/30/2021			751-65.691-727.000	END BALANCE	38.49	0.00	527.04
04/01/2021			<b>751-65.691-860.000 TRAINING &amp; TRAVEL</b>		BEG. BALANCE		440.53
04/19/2021	AP	INV	FIFTH THIRD BANK	03/01/2021	198.00		638.53
			MAIN ST. CONF. REG. - KNOWLES, TRUJII				
04/30/2021			751-65.691-860.000	END BALANCE	198.00	0.00	638.53
04/01/2021			<b>751-65.691-910.000 INSURANCE PREMIUM</b>		BEG. BALANCE		1,002.78
04/01/2021	GJ		MONTHLY P&L INSURANCE PREMIUM	24377	111.42		1,114.20
04/30/2021			751-65.691-910.000	END BALANCE	111.42	0.00	1,114.20
04/01/2021			<b>751-65.691-999.301 TRANSFER OUT-DEBT SERVICE</b>		BEG. BALANCE		0.00
04/29/2021	GJ		2020 REFUNDING BOND PMT-DUE 05/01	24509	121,490.11		121,490.11
04/30/2021			751-65.691-999.301	END BALANCE	121,490.11	0.00	121,490.11
04/01/2021			<b>751-80.100-665.005 INTEREST ON INVESTMENTS</b>		BEG. BALANCE		(336.41)
04/12/2021	GJ	JE	5/3 SERVICE FEES - MAR 2021	24426	21.51		(314.90)
04/30/2021	GJ	JE	MICHIGAN CLASS INTEREST - APR 2021	24543		27.81	(342.71)
04/30/2021			751-80.100-665.005	END BALANCE	21.51	27.81	(342.71)
GRAND TOTALS:					289,125.83	289,125.83	707,981.21

Monroe Downtown Development Authority  
2020-2021 Fiscal Year Expenditure Report

<b>Part Time Salaries</b>	<b>Budget*</b>	<b>Expenditures</b>	<b>Balance</b>
	\$7,616.00		
7/9/2020		\$239.50	
7/23/2020		\$819.60	
8/6/2020		\$819.60	
8/20/2020		\$819.60	
9/3/2020		\$819.60	
9/17/2020		\$819.60	
10/1/2020		\$819.60	
10/15/2020		\$881.07	
10/29/2020		\$758.13	
11/12/2020		\$819.60	
			<b>\$0.10</b>
<b>Social Security</b>	<b>Budget*</b>	<b>Expenditures</b>	<b>Balance</b>
	\$472.00		
7/9/2020		\$14.85	
7/23/2020		\$50.82	
8/6/2020		\$50.81	
8/20/2020		\$50.82	
9/3/2020		\$50.81	
9/17/2020		\$50.82	
10/1/2020		\$50.81	
10/15/2020		\$54.63	
10/29/2020		\$47.00	
11/12/2020		\$50.82	
			<b>-\$0.19</b>
<b>Medicare</b>	<b>Budget*</b>	<b>Expenditures</b>	<b>Balance</b>
	\$110.00		
7/9/2020		\$3.47	
7/23/2020		\$11.88	
8/6/2020		\$11.89	
8/20/2020		\$11.88	
9/3/2020		\$11.89	
9/17/2020		\$11.88	
10/1/2020		\$11.88	
10/15/2020		\$12.78	
10/29/2020		\$10.99	
11/12/2020		\$11.89	
			<b>-\$0.43</b>



Monroe Downtown Development Authority  
2020-2021 Fiscal Year Expenditure Report

September 2020		\$2.00	
October 2020		\$7.50	
December 2020		\$14.70	
February 2021		\$85.68	
March 2021 public hearing		\$35.00	
March 2021		\$66.30	
			\$798.50
<b>Uniforms/Clothing</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Balance</b>
	\$100.00		
			\$100.00
<b>Seasonal Decorations - 750.075</b>	<b>Budget*</b>	<b>Expenditures</b>	<b>Balance</b>
	\$7,000.00		
Ruhlig Farms - 16 porch pots		\$2,600.00	
Decoration - Deer		\$1,717.10	
			\$2,682.90
<b>Audit Services</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Balance</b>
	\$1,500.00		
Plante & Moran - progress bill 6-20-2020 Audit		\$1,420.00	
			\$80.00
<b>General Contract Services - 818.020</b>	<b>Budget*</b>	<b>Expenditures</b>	<b>Balance</b>
	\$5,000.00		
			\$5,000.00
<b>General Contract Services - 818.020</b>	<b>Budget*</b>	<b>Expenditures</b>	<b>Balance</b>
	\$0.00		
			\$0.00



Monroe Downtown Development Authority  
2020-2021 Fiscal Year Expenditure Report

			<b>\$3,318.47</b>
<b>Publishing/Advertising 905.000</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Balance</b>
	\$300.00		
Monroe News February notices		\$273.53	
			<b>\$26.47</b>
<b>Insurance Premium</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Balance</b>
	\$1,337.00		
July		\$111.42	
August		\$111.42	
September		\$111.42	
October		\$111.42	
November		\$111.42	
December		\$111.42	
January		\$111.42	
February		\$111.42	
March		\$111.42	
April		\$111.42	
			<b>\$222.80</b>
<b>Repair &amp; Maintenance 934.751</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Balance</b>
	\$5,000.00		
			<b>\$5,000.00</b>
<b>Rental - Equipment</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Balance</b>
	\$445.00		
Computer rental through 6-30-2021		\$445.00	
			<b>\$0.00</b>
<b>Miscellaneous Expense - 955.000</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Balance</b>
	\$1,000.00		
			<b>\$1,000.00</b>
<b>Dues &amp; Subscriptions - 958.000</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Balance</b>

Monroe Downtown Development Authority  
2020-2021 Fiscal Year Expenditure Report

	\$600.00		
MI Downtown Assoc Membership in MDA		\$200.00	
Main Street Membership renewal		\$295.00	
Main Street Membership renewal		\$295.00	
Refund of membership fee		-\$295.00	
			<b>\$105.00</b>
<b>Land</b>	<b>Budget*</b>	<b>Expenditures</b>	<b>Balance</b>
	\$0.00		
			<b>\$0.00</b>
<b>Land Improvements 974.000</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Balance</b>
	\$4,638.00		
Smooth wood tiles - pedestals and braces		\$4,637.35	
			<b>\$0.65</b>
<b>Transfer Out General 999.101</b>	<b>Budget*</b>	<b>Expenditures</b>	<b>Balance</b>
	\$10,000.00		
			<b>\$10,000.00</b>
<b>Transfer Out Debt Services</b>	<b>Budget*</b>	<b>Expenditures</b>	<b>Balance</b>
	\$121,500.00		
Bond Payment		\$121,490.11	
			<b>\$9.89</b>
<b>Transfer Out - Capital Project 999.401</b>	<b>Budget*</b>	<b>Expenditures</b>	<b>Balance</b>
	\$0.00		
			<b>\$0.00</b>
<b>Transfer Out - Capital Project 999.401</b>	<b>Budget*</b>	<b>Expenditures</b>	<b>Balance</b>
	\$0.00		
			<b>\$0.00</b>
<b>Totals</b>	<b>\$221,026.00</b>		<b>\$49,078.33</b>

Monroe Downtown Development Authority  
2020-2021 Fiscal Year Expenditure Report

\*Budget Amended 5/1/2021

## Memo

Date: Monday, April 19, 2021

To: DDA Board of Directors

From: Annette M. Knowles, Downtown/Economic Development Coordinator *AMK*

Re: **RIVERWALK CONNECTOR PROJECT - CONCEPTUAL PLAN AND COST ESTIMATE**

### BACKGROUND

Attached are a conceptual plan and cost estimate for improvement proposed for the WEST connector to the Riverwalk from West Front Street. You may recall that, as conceived, the project would entail both this connector and the EAST connector, which lies between Scally Wagg's and the former You and I Bar.

This items appears on the agenda as an introduction based on the work of the Riverwalk project team consisting of team lead Mackenzie Swanson and committee members.

Project designer Marc Russell will be on hand to discuss the concept elements and cost estimate.

### ACTION

Board members should review the concept plan and cost estimate in preparation for action in June to authorize next steps in the process. The next steps are the preparation of construction drawings and the acceptance of bids. In order to move forward with next steps, the board will need to concur with the final approach for the connector project.



Wayfinding Sign / Business Directory



Lakeside Bench



Emerald Green Arborvitae  
*Thuja occidentalis*



Shenandoah Switch Grass  
*Panicum virgatum 'Shenandoah'*



Lakeside Litter Receptacle



Walker's Low Catmint  
*Nepeta 'Walker's Low'*



Karl Foerster Feather Reed Grass  
*Calamagrostis x acutiflora 'Karl Foerster'*



Bobo Hydrangea  
*Hydrangea paniculata 'Bobo'*



Vinyl Wall Graphic  
Applied to Building



Lighted Metal Pylon



**Note Key**

- ① SHRUB HEDGE PLANTINGS, TYP.
- ② ORNAMENTAL GRASS PLANTINGS, TYP.
- ③ PERENNIAL PLANTINGS, TYP.
- ④ EXISTING CONCRETE WALK. PAINTED ARTWORK DEPICTING RIVER WITH NATIVE MICHIGAN FISH AND PAINTED DECORATIVE BANDS BY OTHERS
- ⑤ DECORATIVE PAVEMENT WITH COMPASS ROSE, BY OTHERS
- ⑥ LITTER RECEPTACLE
- ⑦ LIGHTED METAL PYLON
- ⑧ WAYFINDING SIGN / BUSINESS DIRECTORY
- ⑨ EXISTING SCENCE LIGHT TO BE REMOVED (2 TOTAL)
- ⑩ PROPOSED STRING LIGHTS
- ⑪ BENCH WITH COMPANION SEATING
- ⑫ VINYL WALL GRAPHIC APPLIED TO BUILDING

**NOTES:**

- 1. ALL LANDSCAPED AREAS TO BE WATERED BY A FULLY AUTOMATIC DRIP IRRIGATION SYSTEM
- 2. DOUBLE SHREDDED BARK MULCH IN PLANTING BEDS



Project:  
**Riverwalk Connections**  
Monroe, Michigan

Client:  
**City of Monroe**  
120 East First Street  
Monroe, MI 48161

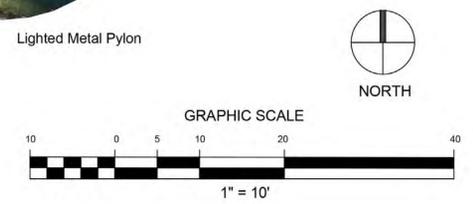
Job Number: M25-202  
Drawn: JBG  
Checked: MRR  
Date: 08.19.2020  
Scale: As Shown

Issued:  
05.12.21 Owner Review

**PRELIMINARY  
NOT FOR CONSTRUCTION**

Sheet:  
**Schematic Landscape Plan**

Sheet Number: **SK-1**  
© 2020 Russell Design, Inc.



**3 FULL WORKING DAYS  
BEFORE YOU DIG CALL**

Know what's below.  
Call before you dig.



# RUSSELL DESIGN

LANDSCAPE ARCHITECTURE  
Design ■ Planning

May 13, 2021  
Riverwalk Connections-West  
Monore, Michigan

<u>Quantity</u>	<u>Item Description</u>	<u>Unit Cost</u>	<u>Total Cost</u>
<b><u>Demolition</u></b>			
Lump Sum	Existing Sconce Light Removal by City (2 total)	\$1,500.00	\$1,500.00
150 sf	Concrete Removal	\$2.50	\$375.00
1,000 sf	Remove Existing Plants and Mulch	\$1.00	\$1,000.00
Lump Sum	Project Cleanup (allowance)	\$1,000.00	\$1,000.00
50 cy	Excavation for Planting Beds (12" Export off site)	\$8.00	\$400.00
<b><u>Construction</u></b>			
Lump Sum	Mobilization	\$2,000.00	\$2,000.00
Lump Sum	Downspout connections to existing storm system	\$2,500.00	\$2,500.00
Lump Sum	River, Fish and Stripes Artwork (incl. travel expenses)	\$22,500.00	\$22,500.00
1 ea	Bench	\$2,500.00	\$2,500.00
1 ea	Trash Receptacle	\$1,500.00	\$1,500.00
Allowance	Wayfinding Sign	\$5,000.00	\$5,000.00
Allowance	Lighted Metal Entry Pylon	\$6,500.00	\$6,500.00
Allowance	Vinyl Graphic (approx. 36" x 20')	\$2,500.00	\$2,500.00
Lump Sum	Electrical Supply (by City for lighting and irrigation)	\$5,000.00	\$5,000.00
Lump Sum	String Lights with Anchoring Hardware	\$12,000.00	\$12,000.00
26 ea	Emerald Green Arborvitae, 7'- 8' ht.	\$225.00	\$5,850.00
29 ea	Feather Reed Grass, 2 gal.	\$25.00	\$725.00
21 ea	Shenandoah Switch Grass, 3 gal.	\$40.00	\$840.00
20 ea	Bobo Hydrangea, 5 gal.	\$90.00	\$1,800.00
100 ea	Walker's Low Nepeta, 1 gal	\$20.00	\$2,000.00
15 cy	3" Shredded Hardwood Mulch	\$60.00	\$900.00
50 cy	12" Plant Mix	\$45.00	\$2,250.00
Lump Sum	Automated Drip Irrigation System (connection to p.lot system) Note: The City may also provide tap in Front street similar to the East Connector service.	\$5,000.00	\$5,000.00
<b>Sub Total:</b>			\$85,640.00
10% Design Contingency:			\$8,564.00
<b>Grand Total:</b>			\$94,204.00

**NOTE:**

1. Estimate does not include engineering fees (10% - 15%)



## Memo

Date: Monday, April 19, 2021

To: DDA Board of Directors

From: Annette M. Knowles, Downtown/Economic Development Coordinator *AMK*

Re: **WEB SITE REDESIGN - REQUEST FOR QUALIFICATIONS AND PROPOSALS**

### **BACKGROUND**

As requested by the Chair, attached is the draft of a Request for Qualifications and Proposals for the redesign of the DDA web site at [www.DowntownMonroeMI.com](http://www.DowntownMonroeMI.com). The intention of the request is to solicit both qualifications and proposals from selected web site designers which would also offer a user-friendly content management system. The current site has served the DDA well for the past decade, but its presentation and utility could be improved. And, the current software is proprietary; we would be seeking a different platform.

If approved, staff would solicit from selected MI-based web designers/hosts which have been recommended from other communities. They are Municipal Web Services, Keystone Media, Revize, WebAscender and Accunet.

A subset of board members would be asked to volunteer to screen the responses that are submitted to make a recommendation for award and monitor the process/provide feedback to the designer.

After award, it would be a goal for the site to go live within six months.

### **ACTION**

Authorize the issuance of the RFQ/P; a due date in late June/early July would be anticipated.

**Request for Qualifications & Proposals**  
**Monroe Downtown Development Authority**  
**Website Redesign, Reorganization & Hosting**



**Responses Due: XXX**

**Issued By:**

**Monroe Downtown Development Authority**

**120 East First Street**

**Monroe, Michigan 48161**

**Date Issued: XXX**

**Table of Contents**

<i>Section</i>	<i>Page</i>
Section 1	
General Information	2
Section 2	
Background and Scope of Work	4
Section 3	
Information Required	5

*SECTION 1*

*GENERAL INFORMATION*

**ISSUER:** Monroe Downtown Development Authority (DDA)  
120 East First Street  
Monroe, Michigan 48161

**CONTACT:** Annette M. Knowles  
Downtown/Economic Development Coordinator  
734-384-9146  
Email: [annette.knowles@monremi.gov](mailto:annette.knowles@monremi.gov)

**OBJECTIVE:** The purpose of this Request for Qualifications and Proposals (RFQ/P) is to select a firm to redesign, reorganize and host the DDA website, URL: [www.DowntownMonroeMI.com](http://www.DowntownMonroeMI.com)

**QUESTIONS:** Questions about this RFQ/P, in any regard, shall be directed in writing via email to [annette.knowles@monroemi.gov](mailto:annette.knowles@monroemi.gov) by XXX. Responses to all questions will be posted on the DDA website by XXX.

**PROPOSAL FORMAT:** To be considered, interested firms must submit a response using the format provided in Section 3. The proposal must be signed by an official authorized to bind the respondent to its provisions. Each response must remain valid for a period of ninety (90) days after the due date of this RFQ/P.

**SELECTION CRITERIA:** Responses to this RFQ/P will be evaluated by a Committee of the DDA consisting of board members and staff.

At the initial evaluation, the fee proposals will not be reviewed. After the initial evaluation, the selection committee will review the fee proposals. If an interview is held, the selected firm(s) will be given an opportunity to discuss in more detail their proposal, qualifications, past experience and fee proposal. The DDA reserves the right to interview key personal assigned to this project.

Responses will be evaluated based on the quality of the proposal, qualifications of the firm and key personal and past experience, followed by fees.

**TYPE OF CONTRACT:** This document and the selected proposal shall be considered contractual components.

The DDA reserves the right to award the proposal, to reject any and all proposals in whole or in part, and to waive any defects if, in the DDA’s judgment, the best interests of the DDA shall be served.

**COST LIABILITY:** The DDA assumes no responsibility or liability for costs incurred by respondents prior to the execution of the PSA. The liability of the DDA is limited to the terms and conditions outlined in the PSA.

**SCHEDULE:** The responses submitted should define an appropriate work schedule in accordance with the requirements on the proposed work plan in Section 2. The final schedule will be negotiated based on the final scope of work and work plan agreed to by the DDA and the selected respondent.

**RFQ/P SCHEDULE:** The following is the solicitation schedule for this request:

RFQ/P questions submitted	XXX
Responses to questions posted	XXX
RFQ/P response deadline	XXX
Selection process	XXX-XXX
Contract award	XXX
Project kickoff	XXX
Web Site Publication	NOTE allow 6 months XXX

NOTE: the above schedule is for information purposes only and is subject to change based on the DDA’s discretion.

### **RESERVATION OF RIGHTS**

The DDA reserves the rights to:

1. Accept or reject any or all the proposals or alternate proposals, in whole or in part, with or without cause, at its sole discretion.

2. Waive or not waive informalities or irregularities in bids or bidding procedures, and to accept or further negotiate cost, terms or conditions of any bid determined by the DDA to be in the best interests of the DDA even though not the lowest bid.
3. Request additional information from any or all respondents.
4. Disqualify any proposal, which it determines to be unresponsive and/or deficient in any of the information requested.
5. Determine whether the scope of the project will be entirely as described in the RFP, a portion of the scope, or a revised scope be implemented.
6. Select one or more respondents to perform services.
7. Retain all proposals and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions in this request, unless clearly and specifically notes in the proposal submitted.
8. Disqualify proposals that fail to respond to any requirements outlined in the RFP or failure to enclose copies of the required documents outlined in the RFP.

## *SECTION II*

### *BACKGROUND AND SCOPE OF WORK*

**ABOUT THE DDA:** The Monroe Downtown Development Authority exists to serve as the lead organization in the preservation and enhancement of Downtown Monroe. Its mission is to provide direction and resources to businesses, property owners and residents in the downtown district. It works for the advancement of downtown through promotion of its businesses and events; the facilitation of redevelopment opportunities; and to increase Monroe's unique sense of place and community. Its goal is to be a dynamic and innovative organization that works with volunteers, other organizations and the City of Monroe for the betterment of downtown.

**PROJECT BACKGROUND:** The current DDA website was developed about a decade ago. The motivation for moving forward with this complete website redesign is to streamline content and enhance the user experience by more clearly directing users to relevant information. Other considerations include improving the intuitiveness and ease of the content management system and increasing the visual quality of the site including photographs and graphics.

**OBJECTIVE:** Creating a website that will clearly present four main areas of focus in an approachable, easily navigable format with a focus on mobile applications. The

homepage will highlight meeting dates, social media sites, contact information, newsletter sign-up and explicit direction to four main areas of focus:

- Downtown Monroe – information pertaining to downtown in general, events calendar, parking, history
- DDA – information, including plans, studies, annual report, meeting agendas and minutes, other areas as required by Act 57 of 2018, current projects, newsroom
- Business Directory – searchable by business type and name
- Business Resources – info on incentives, economic development partners, recruitment brochure/market study

**SERVICES TO BE PROVIDED:** Detailed project plan with chronology and duration including but not limited to:

1. Needs assessment
2. Conceptual design
3. Development
4. Conversion of existing website and implementation
5. Training and initial support – inhouse and user manual, if available

### ***SECTION III*** ***MINIMUM INFORMATION REQUIRED***

Respondents should organize a proposal into the following sections:

1. Firm identification
2. Statement of understanding
3. Professional qualifications
4. Previous experience with similar projects
5. Proposed work plan
6. Authorized representative
7. Appendices
8. Fee Proposal (include in a separate sealed envelope, clearly marked)

#### **FIRM IDENTIFICATION:**

1. State the full name, address, telephone number and website address of the firm and the address of any local office whose staff will be used in the project

2. Indicate whether you operate as an individual, partnership or corporation; if a corporation, include whether it is licensed to operate in the State of Michigan. If a joint venture is contemplated, state the names and addresses of the other firms involved; identify subcontractors the same way if they are to be used
3. Provide the name, title, address, email and telephone number of the individual to whom correspondence and other contacts should be directed during the selection process
4. Provide the name, title, address, email and telephone number of the individual who will negotiate with the DDA and who can contractually bind the proposer's firm

### **STATEMENT OF UNDERSTANDING:**

State your understanding of the project, your proposed approach to the assignment and your firm's role in accomplishing those tasks. Indicate what efforts you would typically require the client (DDA) to provide.

### **PROFESSIONAL QUALIFICATIONS**

1. Include the names and positions of all staff members that will have a role in the project, designate who will be the principal, the project manager, the main point of contact and the training facilitator.
2. Provide the qualifications, experience and project responsibilities of the team members assigned to the project; provide links to three or more similar website projects on which team members have worked. Include the qualifications and capabilities of any subcontractors.
3. State the history of the firm, in terms of length of existence, types of services provided and details that make the firm uniquely qualified for the project.

### **PREVIOUS EXPERIENCE WITH SIMILAR PROJECTS:**

The DDA is interested in the experience of each specific staff member assigned to the project; include a list of specific experiences by the proposed project team members within the past four years in the following areas:

- Experience working with governmental/municipal agencies
- Experience with archived data retrieval
- Innovative web design

In addition, provide detailed information about previous projects of this nature, with an emphasis on the involvement of the firm's staff designated in the above section.

1. Provide examples for three or more similar project types and links to the projects
2. Include information on the project scope, staff involved, proposed and actual schedule
3. Includes names, phone numbers and email addresses for client contacts.

### **PROPOSED WORK PLAN**

Present a detailed work plan which lists all tasks determined to be necessary to accomplish the work of this project. The work plan shall define resources needed for each task and the staff member completing the task. In addition, the work plan shall include a timeline schedule depicting the sequence and duration of tasks showing how the work will be organized and executed.

1. Include sufficient detail and clarity to identify project milestones and the extent and timing of DDA involvement. Additional project elements suggested by the respondent are to be included in the work plan and identified as such.
2. Discuss workload for all key members, indicating expected availability and percentage of time that will be devoted to this project
3. Identify information the respondent will need from the DDA in order to complete the project. Include estimated time commitment from DDA.
4. Include information pertaining to website maintenance and ongoing technical support.
5. Include any other information that the respondent believes to be pertinent to the project but not specifically asked for within this document.

**AUTHORIZED REPRESENTATIVE:** Include the name and phone number of person(s) within the firm who are authorized to negotiate the Scope of Work with the DDA.

**APPENDICES:** Include documentation regarding the legal status and proof of liability insurance as attachments.

**FEE PROPOSAL:** In a *separate, sealed envelope*, submit fee quotation.

- Fee quotations are to include the names, title, hourly rates, overhead factors and any other details, including hours of effort for each team member by task. The fee quotation is to relate in detail to each item on the proposed work plan. Respondent shall be capable of justifying the details of the fee proposal relative to personnel costs, overhead, how the overhead is derived, material and time.
- Include the total estimated cost for the project when it is 100% complete. This total may be adjusted after negotiations with the DDA and prior to signing a formal

contract, if justified. A sample of the required professional services agreement is included in Section IV of this document.

- Include annualized fee for hosting the DDA website.

## SITE FURNITURE

### BENCHES

- Benches should be placed throughout the streetscape in order to give people places to rest and sit as a functional, accessible and aesthetically pleasing.
- Benches should fit within the character of the City. When choosing materials for benches, one should consider resistance to elements and the possibility of vandalism.

### GUIDELINES

- Benches are to be made of metal or a combination of wood and metal
- Benches are to have backs and arms in order to accommodate people of all needs and abilities
- If necessary, there should be a middle arm rest to deter skateboards, roller blades, scooters etc. that may damage the surface of the bench.
- Benches shall be located within the amenities zone of the streetscape.

### RECOMMENDATION

- **Style:** Dumor Bench 165
- **Color:** Bronze
- **Material:** lpe, Metal, or combination

### LOCATIONS

- **Metal Bench:** Monroe Street, Commercial Core, Civic District
- **Wood and Metal Bench:** Creative District (except for Monroe Street) and Loranger Square



## SITE FURNITURE

### BICYCLE RACKS

- In order to keep the street free of obstruction and avoid the use of trees, signs, benches and other site furniture, to lock up personal bikes, racks should be located throughout the streetscape.

### GUIDELINES

- Bicycle racks should be located to ensure that bikes are not blocking pedestrian or vehicular traffic.
- Bicycle racks should be located near store entries and have good visibility.
- Bicyclists should be able to lock their bike along the side of the bike rack. There should be a minimum of 4 Feet between each bike rack and a minimum of 2 Feet in front and back of each bike rack.

### RECOMMENDATION

- **Style:** Landscape Forms, Loop Bike Rack
- **Color:** Stormcloud
- **Material:** Powder Coated Metal



### TRASH & LITTER RECEPTACLES

- In order to keep the streets clean and inviting, trash receptacles must be located throughout the streetscape. Trash receptacles should complement other site furniture such as benches. When choosing materials for trash receptacles, one should consider resistance to elements and the possibility of vandalism.

### GUIDELINES

- Trash receptacles should be located near intersections and around areas of high pedestrian traffic.
- Receptacles must have a side opening to prevent rainwater from entering.

### RECOMMENDATIONS

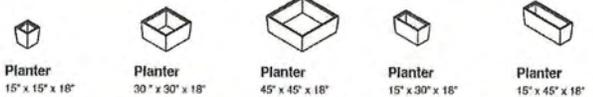
- **Style:** Landscape Forms, Scarborough Litter Receptacle, Side Opening
- **Color:** Stormcloud
- **Material:** Powder Coated Metal



## SITE FURNITURE

### PLANTERS & URNS

- Planters shall be located throughout the downtown to provide seasonal color. Planters can be concentrated at intersections but should not impede vehicular or pedestrian site lines. Planters can also be located in the amenity zones adjacent to street furniture clusters if space allows.
- Business owners are encouraged to provide their own planters and locate them within the storefront zone.



### GUIDELINES

- Planters are to be made of recycled plastic and/or metal.
- Planters should be movable.
- Planters could be repositioned to provide a temporary barrier during events.
- Planters should have self-watering reservoirs or be irrigated.
- Planters should have factory installed drain holes.
- Planters should have drainage material and geotextile fabric to minimize staining of pavement surfaces.
- Hanging Baskets should be commercially grown and professionally maintained.



### RECOMMENDATION

- **Style:** Landscape Forms, Sorella
  - Variety of sizes for different
- **Color:** Stormcloud
- **Material:** Powder Coated Metal



**MONROE DDA  
2020-2021 WORK PLAN UPDATE**

5/17/2021

- Goal 1: Preserve and enhance downtown by facilitating development**
- Goal 2: Establish an environment that promotes residential growth**
- Goal 3: Market the downtown to encourage people to frequent local businesses and events**
- Goal 4: Support downtown businesses and property owners through financial incentives, advocacy and**
- Goal 5: Inform and educate building owners and public of the actions and accomplishments of the DDA and**
- Goal 6: Serve as an intermediary between the organizations that connect to downtown and link to other**
- Goal 7: Implement strategies to improve parking management and infrastructure**

PROJECT	CHAMPION	STATUS
Enhance the Riverwalk	Swanson	DRAFT concept on agenda for introduction; will be on June agenda to finalize concept and authorize prep of construction drawings and bidding
Riverfront parking lot redevelopment - market analysis/RFP/legal	/Staff	
<del>Schedule quarterly stakeholder/partner meetings</del>	Staelgraeve	No progress; no in-person gatherings due to pandemic
Implement recommendations in Downtown Master Plan that calm streets.	City	
<ul style="list-style-type: none"> <li>a. One way conversion on Cass/Harrison</li> <li>c. Traffic analysis for First/Front and Monroe Streets</li> <li>b. One way conversions on First/Front</li> </ul>		Council approved partial, pending install Plan to Carry over to 2021-2022
Annual Marketing Plan	Swanson/Staff	Web site redesign RFQ/P on agenda
Annual Communications Plan, focus on master plan implementation	Clark	
Implement recommendations in Downtown Master Plan to activate storefronts.	Harper/Clark	
<ul style="list-style-type: none"> <li>a. Activate blank facades with arts-focused treatments and installations</li> <li>b. Promote sidewalk shopping and outdoor seating with streamlined approval process</li> <li>c. Animate empty spaces thorough pop up events, food trucks and temporary art installations</li> <li>e. Enhance the Farmers Market experience</li> </ul>	<ul style="list-style-type: none"> <li>Harper/Staelgraeve</li> </ul>	Research best practices

**MONROE DDA  
2020-2021 WORK PLAN UPDATE**

5/17/2021

Streetscape Projects - Washington/Macomb/Second	Trujillo/Staff	Carry over to 2021-2022; Knowles and Lewis did a walk through, could concentrate on replacing site amenities?
<del>Help drive alleyway improvements</del>	Staff	
Tree Maintenance - Year 3	Staff	Done
Infill development - RFP/legal	Staff	201 W Front - Phase I complete; some areas of concern revealed; next steps on May agenda
Building Investment Grant Program	Slicker	No active applicants at this time
Informed Buyers Education		
Potential DDA Boundary Change	Staff	Council action on 5/17, eff 7/1/21
Parking	Swanson	COMMITTEE WORK ON HOLD
Create employee and residential permits as recommended in Downtown Master Plan		
Cover meters/make parking fee on street and in visitor lots until demand rises		Demonstration project underway
Establish first-time forgiveness program; escalating fines		
Establish loading zones in on-street spaces for commercial deliveries in key retail zones during off-peak hours		
Create visitor-priority parking lots that prohibit parking before 10am		City staff needs to review
Establish new, simplified regulations for on-street parking		On-street recommendations east of Washington implemented

**Mind Sets**

Focus on development	Be more informative and informed
Work with partners, not in isolation	Be transparent
Be proactive	Raise the bar
Be active	Seek funding solutions
Drive plan implementation	