

Minutes

**Monroe Downtown Development Authority
Regular Meeting
Wednesday, February 19, 2014
First Floor Conference Room
Monroe City Hall**

Chairperson Janet Berns called the meeting to order at 7:45 a.m.

1. Roll Call

Present: Chairperson Janet Berns, Ken Calender, Mayor Robert Clark, Scott Goocher, Shaun McGowan, Steve Pipis (left at 8:55 a.m.), Jodie Stevens, Tom Stewart, Cheri Weakly
Excused: Mary Gail Beneteau, Kimberle Daniels
Staff: Paula Stanifer, Dan Swallow, Patrick Lewis
Guests: Frank Grzywacki, Dave Alexander (Go Big Mobile)

2. Consent Agenda

- A. Approval of February Agenda
- B. Approval of Minutes of January 15, 2014 DDA meeting
- C. Financial Reports: Revenue and Expenditure, Itemized Expenditure

3. 2013-2014 Work Program

A. Monroe Street - MDOT

Mr. Lewis discussed the MDOT project and parking on the West side of Monroe Street and the possibility of restriping. The projected cost of the required MDOT study is \$10,000 - \$13,000. Striping could occur as early as July 2014. Project completion is set for September/October 2014. If the DDA wants to have the study done, it must move quickly as there is a process to follow. It was discussed that a new configuration could enhance business environment, slow down traffic going thru town, and increase parking. On the negative side, traffic backups could occur, and difficulty with parallel parking and further backups with parallel parking.

Ms. Stevens made a motion to pursue the study up to 50% of \$13,000, seconded by Mr. Calender.

Motion carried.

Guest Dave Alexander from Go Big Mobile gave a brief introduction on Text Marketing. This was referred to the Promotions Committee for further discussion.

B. Goals and Objectives/budget

The Goals and Objectives from the last meeting were assigned to their respective committees. Each committee will review these and prioritize them.

C. Committee Project Status Reports

1. Design Committee – Cheri Weakly
No report.
2. Promotions Committee – Mary Gail Beneteau
No meeting was held due to weather.
3. Development Committee – Jodie Stevens
Mr. Swallow presented a proposed meter rate increase map that will be presented to the traffic committee for review.
4. Façade Grant Committee – Steve Pipis
No report.

D. DDA Office Report

No report

4. Other Business

Ms. Weakly stated that she needs committee members for the Design Committee. Ms. Stanifer will add this to our facebook page.

Mr. Grzywacki submitted a letter for the Façade Committee asking for a one month extension on his Façade Grant to May 30, 2014 on his West Front Street property. This was referred to the Façade Committee for discussion.

Ms. Berns asked the group if the piles of snow on the sidewalk should be removed at a cost of about \$7,500? The consensus of the board was not to proceed at this time.

5. Communication

6. Adjournment

A motion to adjourn was made by Mayor Clark, supported by Ms. Stevens at 9:40 am.
Motion carried unanimously