

Minutes

**Monroe Downtown Development Authority
Regular Meeting
Wednesday, October 15, 2014
First Floor Conference Room
Monroe City Hall**

Chairperson Shaun McGowan called the meeting to order at 7:48 a.m.

1. Roll Call

Present: Chairperson Shaun McGowan, Chris Bica, Scott Goocher, Les Lukacs, Jodie Stevens, Anthony Trujillo (arrived at 8:02 a.m.), Cheri Weakly
Excused: Mayor Robert Clark, Kimberle Daniels, Steve Pipis
Unexcused: Tom Stewart
Staff: Paula Stanifer, Dan Swallow

2. Consent Agenda

- A. Approval of October Agenda
- B. Approval of Minutes of September 17, 2014 DDA meeting
- C. Financial Reports: Revenue and Expenditure, Itemized Expenditure

Motion by Ms. Stevens, seconded by Mr. Goocher to approve the Consent Agenda.
Motion carried unanimously.

3. 2014-2015 Work Program

A. Committee Project Status Reports

1. Design Committee – Jodie Stevens
Fall decorating was last Saturday. Mayor Clark and his wife Val, Jodie Stevens, Kim Daniels, Janet Berns, and Hal Weakly participated. 75 cornstalks were used. Many comments about how nice it looks.
Christmas decorating is November 15 at 8:00 a.m. Meet in Loranger Square.
2. Promotions Committee – Mary Gail Beneteau
Tree Lighting is November 22 from 5-8 p.m. Ms. Stevens spoke with Kiwans and they will be assisting with the sleigh rides again this year.
3. Development Committee – Jim Jacobs
Mr. Swallow reported on parking and the need for better enforcement and coverage. A few more metered areas will be added in St. Mary's Parking Lot. Committee suggested asking St. Mary's and SMCC to assist with maintenance of this lot since they use it frequently.
Snow removal – Committee is asking for a contractor price for curb line pick up. There will be an option for businesses to have their snow cleared. Contractor will

shovel for those who do not shovel. Committee discussed restricting on street parking to different sides of the street on different days.

A request from City Council to partially fund a Target Marketing Analysis was discussed by the committee. The cost would be \$10,000. The committee felt that the DDA does not have those funds available and felt that we do not need this analysis at this time. Members discussed that we need more apartment/studio living. However, it is the property owners who need to add this amenity to their property. It was also mentioned that this is possibly a duplication of some of the work done by Resilient Monroe.

Motion by Ms. Stevens to support the Development Committees recommendation to not fund this study at this time; Ms. Weakly seconded.

Motion carried unanimously.

MBAT Program is November 12 at Big Blue's Banquet Center. Mr. Swallow is securing a speaker. The topic is "Business Plan Development."

4. Façade Grant Committee – Steve Pipis
36 W. Front Street- Work is completed. Mr. Swallow is working on an easement for the parking sign.
12-16 W. Front Street – Painting of the cornice and windows is being done.
36 W. Front Street – Paint has been removed from the building. Owner is determining best route: paint or further clean brick.
53 S. Monroe Street – They are still planning on completing the project.

The Façade Committee is meeting next week to discuss the future of Façade Grants. Also, new criteria and a new application process.

B. DDA Office Report

4. Other Business

A. Crowdfunding

Mr. Swallow presented the application to Crowdfunding. We are awaiting approval. We will have 60 days to raise money. He encouraged everyone to share on facebook and email their friends when published.

5. Communication

Mr. Bica discussed that the building department needs to be more friendly. He has encountered many citizens who have had bad experiences. This is an issue of friendliness and not rules or enforcement. Mr. Swallow discussed that they are aware of this and training is being done. Customer service is key. The Disney Way is being used. A part-time clerk has been added to help with customer service as well. Zingerman's Book to Customer Service was also discussed.

6. Adjournment

A motion to adjourn was made by Ms. Stevens, supported by Mr. Bica at 9:00 a.m.

Motion carried unanimously