

# Minutes

**Monroe Downtown Development Authority  
Regular Meeting  
Wednesday, October 21, 2015  
First Floor Conference Room  
Monroe City Hall**

Chairperson Shaun McGowan called the meeting to order at 7:45 a.m.

## **1. Roll Call**

Present: Chairperson Shaun McGowan, George Boyan (arrived at 7:48 a.m.), Mayor Robert Clark (left at 8:41 a.m.), Scott Goocher, Joe Peruski, Jodie Stevens, Tom Steward, Anthony Trujillo  
Excused: Kimberle Daniels, Les Lukacs  
Unexcused:  
Staff: Paula Stanifer, Dan Swallow  
Guests: Sheryl Trujillo, Jeremy McGarry

## **2. Consent Agenda**

- A. Approval of October Agenda
- B. Approval of Minutes of September 16, 2015 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. 2015-2016 Work Program**

### **A. Committee Project Status Reports**

- 1. Design Committee – Jodie Stevens
  - Mums were donated to us from Four Star. Mary Gail Beneteau and Ms. Stevens planted. Cheri Weakly pulled out the old flowers. Ms. Stanifer obtained the watering truck and watered all mums. Ms. Stevens also purchased the scarecrows to add to the pots.
  - Christmas decorating will be Saturday, November 7 at 8:00 a.m. On Thursday, November 5 beginning at 4:00 p.m. we will take down the cornstalks and scarecrows. Mr. Trujillo will take the cornstalks.
- 2. Promotions Committee – Mary Gail Beneteau
  - Tree Lighting will be Saturday, November 21, 2015. The parade will begin at 2:00 p.m. with the tree lighting at 8:00 p.m. There will be entertainment until 9:00 p.m. A few members thought 8 p.m. was too late for the tree lighting. Historically

is has been at 7:30 p.m. The time was moved back due to increased entertainment. This information will be passed to the committee for review for next year.

Motion by Ms. Stevens to allow Promotions Committee up to \$1,200.00 on Tree Lighting. This amount is already in the Promotions budget. Seconded by Mr. Goocher. .

***Motion carried unanimously***

3. Development Committee – Jim Jacobs

-Website – References have been checked and the committee has a recommendation for our new website.

Motion by Ms. Stevens to bring up to \$6,500.00 out of reserves to be used for new website to the Development budget for Hadrout contract. Seconded by Mayor Clark.

***Motion carried unanimously***

-Mr. Swallow discussed the RRCA and Cass lots. Committee recommended moving permit parking to the Cass lot from the RRCA lot as a recommendation to the Traffic Committee. Also, changing West Second Street on street parking to 2-hour parking for museum patrons in anticipation of the new alley changes. Mayor Clark suggested changing the RRCA lot to 2-hour parking to alleviate parking validation at the back end with new businesses opening soon.

Motion for recommendation to the Traffic Committee to take permit parking out of the RRCA lot and move to the Cass lot, and change the RRCA lot to 2-hour parking made by Mayor Clark, seconded by Ms. Stevens.

***Motion carried unanimously***

-Development is also discussing the purchase of permit parking and the graduate costs.

4. Façade Grant Committee – Scott Goocher

-We are waiting on a decision from the Historic District Commission on the two applications that we have submitted.

-Mr. Trujillo mentioned two new businesses that have opened recently and wondered about a façade grant at the old Downtown Hound building. Ms. Stanifer has already made contact with that owner. The second business is an art studio that has opened on West First Street.

**B. DDA Office Report**

Ms. Stanifer shared a brochure she created for the soccer event at Munson Park. Hopefully this will bring those families downtown.

#### **4. Other Business**

-Mr. Trujillo would like to see hanging leafs on the brackets where snowflakes hang. Ms. Stanifer mentioned that the Design Committee has discussed more flags for the fall season but are waiting until the North Monroe Street Project finished so items can be purchased for the entire street. The larger flags will move farther out on Monroe Street, and new, smaller banners will be in town.

-Mr. Trujillo mentioned that the Bed Race and National Park Event were terrific but not many people attended. Mayor Clark will pass information along to those committees.

-Mr. Trujillo said the First Friday Zombie Event was huge, and it is helping his business.

#### **5. Communications**

-Mr. Swallow discussed the snow removal contract. Mr. Peruski said East Front Street by Monroe Currency never had snow removed. Mr. Swallow will talk to Mr. Noel about better removal.

-Pedestrian signs have had a positive reduction on speeding traffic.

-Mr. McGarry suggested our kiosk needs an upgrade. Ms. Stanifer and Ms. Stevens will be working on this.

-Mr. McGarry also suggested that on the Riverwalk instead of chains perhaps we could have people running made from metal. Ms. Stanifer asked him to look into the price and drawings for such a venture.

#### **6. Adjournment**

A motion to adjourn was made by Ms. Stevens, supported by Mr. Goocher at 8:59 a.m.  
*Motion carried unanimously*