

Minutes

Monroe Downtown Development Authority
Regular Meeting
Wednesday, January 17, 2018
Third Floor Conference Room
Monroe City Hall

Chairperson Joe Peruski called the meeting to order at 8:00 a.m.

1. Roll Call

Present: Chairperson Joe Peruski, George Boyan, Mayor Robert Clark, Scott Goocher, Scott Kegerreis, Les Lukacs, Shaun McGowan, MacKenzie Swanson, Anthony Trujillo
Guests: Chip Williams, Williams Insurance and Gabi Smith Middle College Student
Staff: Annette Knowles, Jody Egen Director of Communications, Michelle LaVoy, Michele Rinne

2. Vision Statement

Read by Shaun McGowan

3. Additions/Deletions to the Meeting Agenda - None

4. Public Comments - None

5. Consent Agenda

- A. Approval of Agenda
- B. Approval of Minutes of Wednesday, November 15, 2017 DDA meeting
- C. Financial Reports:
 - ❖ November, DDA Revenue and Expenditure Report FY2017-2018
 - ❖ November, DDA Itemized Expenditure Report FY 2017-2018
 - ❖ December, DDA Revenue and Expenditure Report FY2017-2018
 - ❖ December, DDA Itemized Expenditure Report FY 2017-2018
- D. Approval of Annual Meeting Schedule
- E. Request to Publish DDA Annual Report
- F. Acceptance of Proposal to Revise Web Site Design
- G. Purchase of Lamp Post Holiday Decorations – Final Phase

Motion by Les Lukacs, seconded by Shaun McGowan to approve items on the Consent Agenda as presented.

Motion carried unanimously.

6. New Business

A. City Branding Discussion

Jody Egen, Director of Communications, discussed the City Branding which was rolled out in July 2017, and how the DDA can capitalize on it.

B. Fiscal year 2018-2019 Work Plan Finalization and Budget Preparation.

Annette Knowles reviewed with the Board proposed projects that had been prioritized at the November meeting. Full work plans and budget requests were reviewed, along with progress to date on the preparation of the fiscal year 2018-2019 budget. Project plans reviewed include the communications plan, volunteer management program, riverfront parking lot redevelopment, streetscape improvements, annual marketing plan, clean-safe-attractive effort and implementation of opportunities in the target market analysis (residential).

Knowles requested the Board give her direction for the budget after the review. After discussion, general consensus was to utilize funds from fund balance to facilitate the completion of the full project list as presented. A proposed budget shall be submitted for action at the February 21, 2018 meeting.

7. Other Business

A. Election of Secretary

Motion by Mayor Clark seconded by Les Lukacs, to remove the election of the secretary from the table.

Motion carried unanimously.

Motion by George Boyan seconded by Joe Peruski, to elect MacKenzie Swanson as secretary.

Motion carried unanimously.

B. Parking Management/Enforcement Discussion

Motion by Anthony Trujillo seconded by Mackenzie Swanson, to remove the parking management/enforcement discussion from the table.

Motion carried unanimously.

George Boyan had no comments to add. No action was taken.

Mayor Clark stated that the item went in front of the Traffic Committee and was denied. Mayor Clark also stated that if the DDA wanted to bring it back to the Traffic Committee they could and request reconsideration.

C. Seasonal Direct Mail Piece- Request for additional payment

Chairman Peruski handed out a letter from Lamour Printing regarding the invoice.

Motion by Mackenzie Swanson seconded by Scott Kegerreis, to approve the payment in the amount of \$767.37 to Lamour Printing for the Seasonal Direct Mail Piece.

Motion carried. (Yea 8 Nay 1 Anthony Trujillo)

D. Façade Reinvestment Grant Application – 321 North Monroe Reconsideration

Scott Goocher updated the board regarding the reconsideration of the Façade Grant application for 321 North Monroe Street. The request was originally denied by the Façade Committee, since the work was done before the application was sent in. The Façade Committee reconsidered the facts and recommends upholding the original decision to deny the application.

Motion by Mayor Clark seconded by Scott Goocher, to accept the recommendation of the Façade Committee regarding the façade application for 321 North Monroe.

Motion carried. (Yea 8 Nay 1 Les Lukacs)

E. Façade Reinvestment Grant Reimbursement – 21 West Front Street

Scott Goocher updated the Board on the Façade Grant application for 21 West Front Street.

Motion by Anthony Trujillo, seconded by Shaun McGowan, to approve the reimbursement in the amount of \$10,000.00 to GTAK Properties for façade improvements at 21 West Front Street.

Motion carried unanimously.

8. Communications

No communications.

9. Board Member Comments/Guest Comments

10. Adjournment

Motion to adjourn by Les Lukacs, seconded by Mackenzie Swanson at 9:30 a.m.

Motion carried unanimously