

Memorandum

Date: December 10, 2009

To: Members of the Main Street Monroe/Downtown Development Authority

From: Andrea Jones, Main Street Manager

Re: December Main Street Manager Report

City Council approved the Downtown Parking Permit Program as recommended by the MSM/DDA. I am putting together the application and supplemental materials. Applications will be completed at the City of Monroe Clerks office once available. I have already received interest in almost 20 permits this week.

I am working with Monroe Street Grill and the City of Monroe in order for Monroe Street Grill to obtain a liquor license under State Liquor Control Commission Downtown Liquor License Legislation. I have forwarded application information to the owner of Monroe Street Grill. The next step will be their submittal of an application to the City of Monroe which will then cause the City to gather materials needed to send to the State Liquor Control Commission. City Council is required to approve the request prior to the State reviewing the request.

Downtown commercials continue to air on channel 13abc in Toledo and CW50/CBS in Detroit. After the Holiday Kick-Off Weekend, 13abc did not switch the commercial and instead continued to run the event commercial. Due to the error, they have given us extra spots leading up to Christmas. The Detroit commercials should be winding down this weekend.

I am still reviewing the MBAT documents to ensure they contain all of the appropriate information. I have had volunteer interest as a result of the Chamber of Commerce newsletter. I am still planning for the program to be rolled out in early 2010.

I toured 317 South Monroe Street this week. The apartments are almost completed and are beautiful. The commercial spaces on the first floor are almost ready for renter specific build out. The Façade Grant application expires December 30th. The builder is awaiting receipt of one final material in order to finish the façade, but I have been told that it will be done by the deadline.

Mind Body Balance will be opening at 50 West Front Street with a tentative grand opening of February. The owner currently operates out of her home and is expanding with a strongly established business and client list. She has signed a two year lease.

The Monroe Optical building has not been sold. The potential buyers are no longer responding to attempted communications and have forfeited their deposit.

I received a façade grant application for 118 East Front Street. I have yet to process the application but will be scheduling a meeting for the Façade Grant Committee to review it and the application for 110 South Monroe Street.

I spoke with several current business and property owners to resolve issues, provide support and direction, etc. I continue to work with those that need further assistance.

There will be two different sample wayfinding sign designs that will be posted for feedback. One design is ready for printing (I am waiting on a final picture for approval), the other one is still being finalized. I have obtained a base quote from a sign company, but cannot get complete estimates until I know the exact location of each sign, what ground material the sign will be installed into, project phasing, etc. Locations for the sample signs will be on Jones Avenue (directing people to turn right onto Monroe Street) and on West First Street (just west of Monroe Street).

I am continuing with research for several projects including Monroe Street tree replacement, Altrusa Park landscaping, brick pavers, signage, Riverwalk Plan, parking, etc.

Patrick Lewis sent information to Bill Braunlich to take to the Historical Society to determine if they will provide the additional funding needed for brick pavers. The scheduled sidewalk work will not be started in this calendar year. Portions of the project still need to be approved by City Council. To my knowledge, the debate between brick pavers and stamped concrete did not delay this project.

The Design Committee and Economic Restructuring Committee did not hold their regular monthly meeting due to lack of quorum.

I am a member of the review committee for the MSHDA Rental Rehab Program. The following projects were approved for funding:

118 E. Front St.-2 units	17-19 Washington St.-4 units
43 S. Monroe St.-3 units	50 S. Monroe St.-1 unit

Once plans are approved by the State Historic Preservation Office, the projects can move forward.

The Holiday Kick-Off Weekend has received rave reviews. Though there were some hitches along the way, it is estimated that 7,000 people attended the tree lighting. The Promotion Committee has already discussed possible improvements for next year.

The Main Street office will be closed 12/24/09-1/3/10 as I will be on vacation.

Thank you.