

Minutes

**Downtown Development Authority
Regular Meeting
Wednesday, February 20, 2008
Main Street Office
118 E. Front Street**

Chairperson Floraday called the meeting to order at 7:50 a.m.

1. Roll Call

Present: Chairperson Rick Floraday, Vice-Chairperson Frank Wszelaki, Mary Gail Beneteau, Janet Berns, Pete Carlton, Michelle Cloutier, Barry Kinsey, Gabe Martin, Dave Stahl, Ken Wickenheiser (arrived at 8:33, not present for roll call)

Excused: Mayor Worrell, Doug Chaffin, Cheri Weekly

Guests: Barb Harrington, Jeanne Micka, Scott Hirth

Staff: Patrick Lewis

2. Consent Agenda

Question was raised as to whether or not the minutes were accurate, given that the purpose of the work session prior to the meeting had actually changed in scope from what the minutes had suggested would be the primary topic. Discussion was also held as to the fact that the current arrangement is that the DDA pays costs for the joint DDA / DMBN newsletter publishing.

It was moved by Ms. Beneteau and seconded by Mr. Carlton to approve the consent agenda as presented, including revised agenda.

Motion carried unanimously

3. 2007-2008 Work Program

A. FY 2008-09 Main Street / DDA Proposed Budget

The proposed budget for the 2008-09 Fiscal Year beginning July 1, 2008 was presented. There was some discussion about whether all monies in the current fiscal year would be expended, and Treasurer Carlton indicated that this was not likely to be the case. Some discussion was also held regarding the Capital Project allocations.

It was moved by Mr. Kinsey and seconded by Mr. Martin to approve the proposed budget and forward it to the City Finance Department.

Motion carried unanimously.

B. Design Committee – Request for Flowers, Planters, Baskets

The request to spend \$13,233 for purchases for planter baskets and flowers, and wreath brackets was discussed. The DDA will be ordering all items, there was some discussion about the need for more expensive longer-lasting baskets, and concern that this expense was fully budgeted.

It was moved by Mr. Wszelaki and seconded by Ms. Cloutier to approve the expenditure of \$13,233 for the above items.

Motion carried unanimously.

C. Promotions Committee – Funding Request Form Approval

A proposed funding request form for special events was discussed. Concerns were raised that 45 days may not be enough time for proper promotion of the event with respect to the DDA participation, and whether the application would be routed through the Main Street Manager or the Promotions Committee.

It was moved by Mr. Wszelaki and seconded by Ms. Beneteau to approve the original policy with two changes; 1. The application deadline should be extended to 60 days and 2. The form should be routed through the Promotions Committee prior to approval by the DDA Board.

Motion carried unanimously.

D. Strategic Innovations Contract

A proposed contract with Strategic Innovations for professional services in marketing to attract new businesses was discussed at length by the Board. There was substantial discussion as to how this consultant would interact with and report to either the DDA Board and / or the Main Street Manager, whether this service is needed at this time, and how this relates to the normal duties of the Main Street Manager. Mr. Wickenheiser entered the meeting at 8:33 A.M.

It was moved by Mr. Kinsey and seconded by Ms. Beneteau to table this issue to the next meeting.

Motion carried unanimously.

It was moved by Ms. Berns and seconded by Mr. Carlton to schedule a Special Meeting on this topic for Wednesday, March 12, 2008 at 7:45 A.M.

Motion carried unanimously.

E. Downtown Electrical Project Update – Patrick Lewis

Mr. Lewis discussed the bid results for the upgrades in capacity and reliability to five (5) service panels in the downtown area. The low bid was \$41,253, which when coupled with the allocated contingencies leaves \$100,000 available in the DDA capital projects account for this fiscal year. There was discussion on the relationship of this project to the burial of electric services in the alley east of Monroe Street, and discussion on whether surplus funds will be enough to complete this project or an alternate project will be referred to the Capital Improvements Committee.

F. Litigation Update – Chairman Floraday

Chairman Floraday provided the Board with a brief update on the status of the Guyor lawsuit, and urged all board members not to comment publicly on the matter. He also answered questions regarding the potential financial liability of the DDA itself.

G. Main Street Update/All Committee Reports

- Organization – Minutes were enclosed in the meeting packet.
- Design – Minutes were enclosed in the meeting packet.
- Promotions – Minutes were enclosed in the meeting packet.

4. Other Business

A. DMBN – Gabe Martin

Mr. Martin mentioned the upcoming Ice Harvest Festival and mentioned that they are looking to hold an Easter Egg hunt in Saint Mary’s Park.

Citizen Jeanne Micka asked to address the board and mentioned that the Monroe City / County Arts Council was hoping to hold an art competition downtown in conjunction with other events, either using the RRCA or Main Street Office. Chairman Floraday suggested that she coordinate with the Promotions Committee.

5. Communications

6. Adjournment

A motion to adjourn was made by Mr. Martin and seconded by Ms. Cloutier at 9:26 A.M.

Motion carried unanimously