

MONROE MAIN STREET



	AGENDA	X	MINUTES
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MEETING OF: **BOARD OF DIRECTORS**

DATE: Monday, April 14, 2008
 TIME: 5:15 pm
 PLACE: City Hall
 PRESIDING: David Riese
 RECORDER: Barb Nelson

Members : David Riese, Ryan Wilson, Sherrill Kelly, John Baumann, Mark Vahlsing, Mike Sanders, Mike Doyle, Diane Phillips

Excused: Ron Spielman

Guests: Ron Marsh, Teri Dunlap

Staff: Barb Nelson

TOPIC	SPEAKER	ACTION/ CONCLUSION
Call to Order	David Riese	Meeting called to order at 5:15 pm. New board members Mike Doyle and Diane Philips were introduced as newly appointed members.
Introduction of Guest and new Board members.		
Approval of Minutes	Board	Mike Sanders motioned to approve minutes. John Baumann seconded. Motion carried by voice vote.
Approve payment of bills / financial statements	Barb	John Baumann motioned to approve payment of bills totaling \$1,887.36 and approve financial statements as presented. Mike Sanders seconded. Motion carried by voice vote.
MCCI Report	Patty James	Patty emailed her report that the new Balloon Rally Pin has been determined and that it will have added value for discounts at select merchants. Business to Business Expo is April 25-26.
BID Report	Sherril Kelly	Sherril reported that current Bid projects include investigating increasing the District to match Main Street borders, possibly increasing the levy and providing snow removal and trash collection services.
OLD BUSINESS		
TIF Funding	Rex Ewald	Discussion tabled due to Rex's absence.
Trail Development and Bicycle Friendly Downtown	Ryan Wilson	Ryan informed the board that Davis CA is known for the most bicycle friendly community in the nation. This is due to comprehensive planning, specific ordinances and even special bike only traffic lights. We should look at the various elements to determine what if any are transferable to Monroe. He will follow-up with a search for bike-friendly communities closer to Monroe profile. Long-range development of bike paths on the west side was also suggested. Mark will check with Kelly Finkenbinder on what bike lane plans are included in the 8 th -9 th street project.
Downtown and Beyond	Mark Vahlsing	Continue discussion on strategies and survey was moved to end of agenda.
NEW BUSINESS		
Façade Grant Program Resolution	David Riese	Mark Vahlsing motioned to approve the Grant Program Resolution. Mike Sanders seconded. Motion passed by voice vote. The resolution is attached to these minutes.
Director Support	Barb Nelson	David has been in contact with the Reffue, Pas Jacobson and Koster, who are open to provide in-kind service to assist Barb in better understanding of Quick Books. Barb will make arrangements with Carol Knox. A request to seek an Intern from Blackhawk Tech was presented to the board for approval. Mike Sanders moved to pursue the Inter. John Baumann seconded. Motion carried by voice vote.

TOPIC	SPEAKER	ACTION/ CONCLUSION
Design Committee Recommendations	Ryan Wilson	<p>Recommendation from Design Committee of style and color scheme for way-finding signs was presented. Mike Sanders motioned to adopt the recommendations. John Baumann seconded. Motion carried by voice vote.</p> <p>A second recommendation from the Committee was to provide a bike lane on 16th Avenue from 7th Street to 10th Street and on 10th Street heading west to the trail. Mark will present this recommendation to Fred Kelly and Kelly Finkenbinder for their feedback.</p>
MCCI Balloon Rally Request	David Riese	<p>David read a request from Patty for \$1,500.00 in support of the Taste of Monroe. This is included in the 2008 budget. Discussion that it would be granted on conditions of accountability, review of Taste of Monroe budget and proper recognition for the sponsorship. Evaluation of continuing this support in the future will be made post event. Mark Vahlsing motioned to grant the sponsorship under said conditions. Sherril Kelly seconded. Motion passed on voice vote.</p>
Downtown Events Sign	Sherrill Kelly	<p>Sherril expressed that too many non-downtown events are included on the sign and the Cheese Days should have a strong presence. Mike Doyle agreed. Barb indicated the sign is in compliance with guidelines established by the Board. She will forward these guidelines for review.</p>
Viking Visit and Culinary Center next steps	Mark Vahlsing	<p>Mark reviewed the Viking Summary and information on a NY Culinary Center that is more closely aligned with our concept of private-public partnership. (Emailed April 4 & 7) A visit is requested May 14th-16th to view the NY facility. John Baumann motioned that Mark make the trip. Mike Sanders seconded. Motion carried on voice vote.</p> <p>Tech visit tentative schedule has been received. Request for Board Chairman and Director meeting, ER meeting and general population focus groups.</p>
April 29 th Tech Visit and May 22 nd Awards	Barb	<p>Wis Main Street 20th Anniversary and Annual Awards banquet at Monona Terrace May 22nd. Board members are encouraged to attend. Volunteer travel and recognition funds are included in budget for funding assistance.</p>
Downtown and Beyond	Mark Vahlsing	<p>Ryan Wilson excused himself from discussion on the survey responses as an applicant for Fehr Graham.</p> <p>Survey submissions were requested from firms with a prior working relationship with the City. A 3-Phase plan was requested, as this would allow for change if needed. After evaluating the submissions, John Baumann motioned to accept the Fehr Gram proposal. Mike Sanders seconded. Motion carried on voice vote. Next step will be to submit to Public Works, and then to Finance Committee after a contract is received.</p>
Director Report	Barb	<p>Written report submitted in board packets.</p>
Future Agenda Items/Business by Members	Board	<p>Mike Doyle brought the board up to date on the restoration and placement of the Courthouse Cannons.</p> <p>Suggested agenda items include Events Sign, and directing guidelines review to Promotion Committee. Interface of BID and Main Street Boards</p> <p>Mike Doyle brought the board up to date on the restoration and placement of the Courthouse Cannons.</p> <p>Suggested agenda items include Events Sign, and directing guidelines review to Promotion Committee. Interface of BID and Main Street Boards</p>
Next Meeting		<p>Monday, May 12, 2008 5:15 at City Hall</p>
ADJOURN		<p>John Baumann motioned to adjourn, Mark Vahlsing seconded. Meeting adjourned at 6:40 pm.</p>

RESOLUTIONS REGARDING NEED FOR FAÇADE GRANT PROGRAM

Whereas the City of Monroe's downtown commercial area, included in and focused on by the Monroe Main Street program, is an essential part of the economic health of the City, and

Whereas the City's downtown Historic District also encompasses the above-noted downtown commercial area, and

Whereas an emphasis of both Main Street and the Historic District is the preservation of the original historic character of the buildings (and thereby the District as a whole) in the downtown commercial area, both by maintenance and by re-construction of building façades, where appropriate, *now therefore, be it*

Resolved that the Main Street Board hereby finds that the collective positive impact of implementing restrictive historic guidelines for maintenance and re-construction of commercial building façades in the downtown area is of much greater long-term economic value than accomplishing such work on a piece-meal basis in absence of such guidelines.

Resolved that, if left solely to private initiative, the Main Street Board hereby finds that uniform implementation of restrictive historic guidelines in the maintenance and re-construction of commercial building facades will not be achieved in Monroe's downtown commercial area.

Resolved that the Main Street Board hereby finds that implementation of restrictive historic guidelines for the maintenance and re-construction of commercial building facades will be most effectively achieved by providing significant financial incentives in the form of grants to private property owners for the re-construction and maintenance of commercial building façades.

Resolved that the Main Street Board hereby finds that the Façade Grant program strikes an appropriate balance between the public and private interests by providing public funds to maintain and re-construct commercial building facades.

Dated this ____ day of _____, 2008.

APPROVED:

David Riese, Main Street Board Chairperson