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

DATE: Monday, May 12, 2008

TIME: 5:15 pm

PLACE: City Hall

PRESIDING: David Riese

RECORDING Barb Nelson



The Monroe Main Street Program will improve the quality of life for all Monroe residents by ensuring economic stability, maintaining historic integrity, and making Monroe's downtown the focal point of the community

Members: David Riese - Chairman, Ryan Wilson - Vice-Chair, Mike Sanders, Mark Vahlsing, Sherrill Kelly, John Baumann, Ron Spielman, Diane Phillips, Mike Doyle

Excused:

Guests: Ron Marsh, Rex Ewald

| TOPIC | SPEAKER | ACTION/CONCLUSION |
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| Call to Order / Introductions | David Riese | Meeting called to order at 5:15 |
| Approval of Minutes | Board | Correction to minutes were made under Director's support to clarify Carol Knox was suggested as a resource by Jim Finley and that the future agenda items had been listed twice. John Baumann motioned to approve minutes as corrected. Ron Spielman second. Motion carried by voice vote. |
| Approve payment of bills & financial statements | Barb | Minor service charges were incurred this month due to timing of bill and payment cycles. Ron Marsh and Mark Vahlsing will look into payment policies to prevent future late charges. Sherrill Kelly asked for clarification of the Visitor & Promotion reimbursement for the Hidden Valleys co-op ad. Mark Vahlsing motioned to approve financial statements and payment of bills totaling \$2,744.52 . Mike Sanders seconded. Motion carried by voice vote. |
| MCCI Report | Patty James | In Patty's absence Barb informed Board members an invitation for a VIP Balloon ride has been extended as a thank you for Main Street support. Volunteers will be contacted to determine interest. |
| BID Report | Sherrill Kelly | Sherrill reported that the BID Board is still investigating expanding the boundaries to match Main Street. Snow removable services for the downtown area will also be discussed at the May 13 th meeting. |
| OLD BUSINESS TIF Funding | Rex Ewald | Rex indicated that public works projects serving the general public interest would most likely be eligible for TIF Funding. The first step when a project is proposed to move forward is for him to verify eligibility and statute compliance. Ryan asked about signage proposed for placement outside of the actual district. Again, Rex indicated first step should be to submit placement plan to him, but that signs relating to downtown that are placed outside of downtown are likely to be eligible for TIF funding. |
| Downtown and Beyond | Board | Mike Doyle informed the board that the Gr. County Property Committee expressed concerns with Phase II of the plan. The Courthouse will experience increased traffic due to a coming change in County Tax collection. Therefore the proposed reduction of parking around the Courthouse is a concern. In addition, the proposed expanded lawn and sidewalk changes will impact already strained maintenance. A north side public event area will prohibit necessary truck delivery. His recommendation was to look closely at Phase II now and better coordinate planning with the county. In addition, the street department business owners and the Cheese Days committee should be included in the planning. Mike Sanders agreed that we need to work together planning implementation. John Baumann indicated the Phase II plan would take longer to work through than Phase I and should be looked at well in advance. David Riese stated input is necessary from all the stakeholders in the project. Fehr Graham will be asked to meet directly with Mike Doyle as specific plans are being laid to keep communication and input open with the Property Committee. |

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| Tech Visit | Ryan Wilson | Benefit of the visit was realization of the lack of specifics and detail in work plans across the board. Plan items were identified well from Master Plan grid, but specific responsibilities and timelines are missing from the work plans. This must start with the board. Mike Sanders suggested that the board revise their work plan at a special meeting this summer, creating an 18-month plan. Sherrill would like to review copies of old work plans in preparation. Mike suggested the June board meeting be lengthen for this purpose. John motioned to set the June meeting to run from 4:00 – 6:15. Mike seconded and motion carried by voice vote. |
| Director Help | Barb Nelson | No update |
| NEW BUSINESS | | |
| Events Sign | Sherrill Kelly | Sherrill showed a preliminary plan for changing the Events Sign being worked on by a Promotions sub-committee. When finalized, the plan will go back to full Promotions Committee for approval and then to the Board. |
| Interface of BID and Main Street Boards | David Riese | Barb and Sherrill are gathering information on how other Main Street boards and BID boards interact. |
| Committee Chair Reporting | | Phyllis Long, Organization Committee, will appear at July meeting. |
| Property Development | Barb Nelson | Barb informed the board members of property located at 11 th Street and Hwy 69 south might be available for purchase and development. |
| Trash Cans Downtown | David Riese | David raised the concern that some trashcan locations downtown detract and perhaps Main Street could assist in changing the scenery. He also stated that since BID is also looking at this opportunity we should wait for their conclusions. |
| Façade Grant Application | Ryan Wilson | Ryan indicated that he had submitted a request. Barb passed it on the HPC for review. David clarified that while the HPC guidelines are not yet in place officially, this request appears to meet criteria of the draft plan and will be reviewed by HPC in that manner. After the Commission approves the guidelines they will be presented to the Council for adoption. |
| Director Report | Barb Nelson | Report of April and future activities was included in director packets. |
| Future Agenda Items / Business by members | | New York Wine and Culinary Center Visit Creation of local task force Alternate bike path routing from Badger State Trail 18 month work plan |
| Next meeting | | Monday, June 9, 2008 4:00 – 6:15 at Wisconsin Community Bank Organization Committee Tuesday, May 27th 12:30-3:30 Wisconsin Community Bank |
| ADJOURN | | John Baumann motioned to adjourn, Sherrill Kelly seconded. Meeting adjourned at 6:30 by voice vote. |