

MONROE MAIN STREET



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.

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

DATE: Monday, June 9, 2008

TIME: 4:00 pm

PLACE: Wisconsin Community Bank

PRESIDING: David Riese

RECORDER: Barb Nelson

Members: David Riese, Ryan Wilson, Sherrill Kelly, John Baumann, Ron Spielman, Mike Doyle, Diane Phillips

Excused: Mike Sanders

Guests: Karen Stollenwerk, Cheri Hughes, Kurt Kline, Teri Dunlap, Rex Ewald

Staff: Barb Nelson

TOPIC	SPEAKER	ACTION/ CONCLUSION
Call to Order Introduction of Guests	David Riese	Meeting called to order at 4:00 Guests from the Promotion Committee included Karen Stollenwerk, Cheri Hughes and Kurt Kline
Approval of Minutes	Board	John Baumann motioned to approve minutes as presented. Mike Doyle seconded. Motion carried by voice vote.
Approve payment of bills / financial statements	Barb	Barb pointed out the expenses for replacing and planting the flower barrels on the Square, the need for advance checks to be prepared for Concerts on the Square performers, payment for Badger State Trail brochures and the purchase of Cookbooks and Shopping Bags to be sold at Market on the Square as inflating this month's expenditures. The brochures will be reimbursed by V & P funding and Market sales should cover merchandise investment over the season. John Baumann motioned to approve payment of listed bills totaling \$10,407.94 as well as TDS \$104.64 and Ahrens Acres as received. Diane Phillips seconded and motion carried by unanimous voice vote. David Riese requested that a P & L, even if preliminary, be sent with future agendas. John Baumann motioned to accept financial statements. Ron Spielman seconded. Motion carried by unanimous voice vote.
MCCI Report	Patty James	Not present. Barb reported Ed Reynolds won the balloon ride offered as part of Main Street's sponsorship and distributed wristbands and pins included in the sponsorship packet provided by MCCI.
BID Report	Sherrill Kelly	BID will meet Tuesday evening to further explore expanding their district to match the Main Street boundaries. An estimate is that 37 properties might be added. Manufacturing properties will need to be revisited as to include or not.
OLD BUSINESS		
Design Committee Bike Route Plan	Ryan Wilson	A plan to stripe a bike lane for a proposed route from 14 th Avenue to 6 th Street to 16 th Avenue for Square access has been recommended by the Design Committee. This would reduce vehicle traffic to one lane on 16 th Avenue, but not affect street parking. Mike Doyle motioned to recommend this plan for City consideration. Ron Spielman seconded and motion carried by unanimous voice vote.
NEW BUSINESS		
Design Committee Request	David Riese	The Design Committee has requested funding from TIF funds up to \$3,000 for installing a cement pad and installation of bike racks at the library, as well as directional signage. Funding for the racks is secured from the Main Street budget and additional funds donated by Monroe Women's Club. Ryan Wilson motioned to approve funding request. Sherrill Kelly seconded. Motion carried by unanimous voice vote. Mike Doyle suggested the SW corner inner lane of the Square for a possible rack sight, IF movable for snow removal.

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Promotion Committee Requests	Barb Nelson	Tom Miller, Chair for Summer Fair on the Square, has requested that the usual family events be maintained throughout the day, but that the event be extended into the evening for adult activity. A beer garden and band are proposed for the same area after 5:00pm. Additional funding would be needed outside the budget for the event. Mike Doyle motioned to authorize securing funding and approval of concept and applying for necessary permits pending approval from the Promotions Committee to proceed. John Baumann seconded and motion carried by voice vote with one dissenting vote.
	Karen Stollenwerk	Two additional Concerts on the Square are requested to be added to the August event calendar. A budget for all concerts was presented indicating the amount that would need to be generated from sponsorships to execute. Mike Doyle motioned to seek the funds needed to support the additional concerts proposed for August. John Baumann seconded. Motion carried by unanimous voice vote.
	David Riese	The request for creation for policy regarding Sponsorships was postponed for discussion in Action Planning, as it is an item for board planning, along with general program support.
New York Wine & Culinary Visit	David Riese	A reschedule is not advised until more information is available on what preliminary work Mark had done and what information on the business model may be obtained prior to touring the facility. Barb will contact Alexa to obtain information for the board.
City Board Member Replacement	David Riese	Mayor Marsh has proposed Alderman Dan Henke to serve on the Main Street Board as the City representative. Mike Doyle motioned for board approval of this recommendation. Sherrill Kelly seconded. Motion carried by unanimous voice vote.
Resolution for Main Street Board Approval for TID Projects	Rex Ewald	A resolution (attached for review) was proposed to be presented to the Monroe City Council for approval at the June 17 th meeting. Mike Doyle motioned for its endorsement by the Main Street Board. Ryan Wilson seconded. Motion carried by voice vote.
Action Planning	Board	Action items to be addressed over the next 18 months were explored, and a broad outline determined. Further discussion and refinement will be on the July agenda. (Action items discussed attached for review)
Future Agenda Items Business by Members		Program funding and sponsorships, NY Wine & Culinary Center. David Riese invited members to attend a Tour/Dinner Celebration of the Potosi Wisconsin Brewery Center on June 19 th . The fundraising success of this small community and results could prove useful in our own development.
Next Meeting		Monday, July 14, 2008 5:15 pm City Hall
ADJOURN		John Baumann motioned to adjourn. Mike Doyle seconded. Carried by unanimous voice vote. Meeting adjourned at 6:30 pm

BOARD ACTION ITEMS

- Culinary Center Development
- Committee Chair Quarterly Reporting
- Detailed survey and design of outer walkway area
- Parking needs & metering
- Website development
- Board cross representation
- Communication of Downtown & Beyond plan
- Program and Project funding
- Board member development
- Volunteer development
- Volunteer recognition