

**CITY OF MONROE
DOWNTOWN ADVISORY BOARD
CITY HALL COUNCIL CHAMBERS
300 W. CROWELL STREET, MONROE, NC 28112
Tuesday, April 26, 2022 - 5:30 PM
AGENDA**

1. Call to Order
2. Roll Call
3. Approval/Acceptance of Minutes (Action Required)
4. Discussion of Downtown Projects
5. Adjourn Meeting (Action Required)

ATTENTION ADVISORY BOARD MEMBERS:

Please contact Matt Black at 704.292.1705 X6041 to confirm your attendance. Thank you.

The next scheduled meeting is . Regularly scheduled meetings are on the fourth Tuesday of February, April, June, August and October.

**AS A COURTESY, PLEASE TURN OFF ALL MOBILE DEVICES WHILE MEETING IS
IN PROGRESS.**

City of Monroe
Downtown Monroe Advisory Board
300 W Crowell Street, Monroe, NC 28112
City Hall Conference Room
5:30 p.m.

Tuesday, February 22, 2022
Meeting Minutes

DAB Members: Chair: Joyce Rentschler, Co-Chair: Jason Walle, Carley Englander, Marie Starnes, Michele King, Heather Reagor, Caroline Brown, Kay Klaren

Staff Present: Matthew Black, Downtown Director

Visitors Present: Kevin Donaldson, Dionne Zick Reep

Member(s) Absent:

The Downtown Monroe Advisory Board met on **February 22, 2022** at 5:30 pm.

Item 1: Call to order

Joyce Rentschler called the Tuesday, **February 22, 2022** Downtown Advisory Board meeting to order at 5:30 pm

Item 2: Roll Call

Roll was conducted with a sign- sheet of the members that were present.

Item 3: Approval/Acceptance of Minutes (Action Required)

Joyce Rentschler submitted the Minutes of the Downtown Monroe Advisory Board Regular Meeting on October 26, 2021 and requested a motion to approve minutes.

Motion: Jason Walle made a motion to accept the October 26, 2021 Downtown Advisory Board meeting minutes as submitted.

Second: Marie Starnes

Action: The motion to accept the **October 26, 2021** Downtown Advisory Board meeting minutes as submitted passed unanimously.

Item 4: Façade Incentive Grant for 354 E. Franklin Street (Action Required)

Joyce Rentschler introduced this item.

Staff has reviewed the façade incentive grant for 354 E. Franklin Street and is recommending approval of the grant pending the following stipulations are met:

- I. Adding new storefront windows with new trim to match the new siding.

No code compliance issues were found during the review. The project requires a permit and permit center review. Permits are the responsibility of the applicant.

This project is eligible for matching grant funds up to the qualifying \$8,000.00, reimbursable upon compliance with grant requirements, guidelines, conditions and City permitting requirements.

Motion: Michele King made the motion to approve the façade incentive grant for 354 E. Franklin Street.

Second: Carley Englander

Action: The motion to approve the Façade Incentive Grant passed unanimously.

Item 5: Economic Development Incentives for 200 N. Main Street (Action Required)

Joyce Rentschler introduced this item.

Bowhaus Boutique owner, Kevin Donaldson, has signed a three-year lease, to operate a retail business. The new business project totals approximately 1,730 square feet of retail space and is in the Downtown Master Plan area.

It is the recommendation of staff that the Downtown Advisory Board makes a recommendation of approval to General Services and City Council as outlined with the following stipulations:

- I. Grant funds for the PRONTO is to not exceed \$5,190.00, payable over a year period in one-fourth increments upon proof of paid invoices towards rent.
- II. Grant funds for the Meet Me Downtown Grant is to not exceed \$5,000 and is paid out upon proof of paid invoices for any marketing material proposed in the grant application.
- III. Total grant funding is to not exceed \$10,190.00

Motion: Jason Walle made the motion to recommend the economic development incentives to General Services and City Council.

Second: Carley Englander

Action: The motion to recommend the economic development incentives passed unanimously.

Item 6: Update on the Social District

Joyce Rentschler introduced this item.

The Downtown Director gave an update on the status of the social district application. The application was originally submitted on February 2, 2022, and the Director has made an effort to call every day to see what the holdup is in the process.

Once the application is approved, there will be a rollout to allow businesses time to prepare for possible use of the district. This includes strict guidelines and specific cups that have the social district logo on them.

Carley Englander requested clarification on certain aspects of the Social District and asked if businesses did not participate if there was a way to denote those who were willing participants.

Michele King asked if the logo had been revised as previously discussed in the last meeting. Jason Walle responded that he worked with the Downtown Director to make the necessary changes.

Item 7: Other

Joyce Rentschler introduced this item.

The Downtown Director asked if there were any other questions or updates, which could be addressed. Carley Englander suggested none of the wayfinding signs in downtown pointed towards the “Shops and Restaurants” along E. Franklin Street. The Downtown Director explained the processes to implement the wayfinding signs and that there were at least 2 signs which pointed people to E. Franklin Street.

Carley Englander suggested this was a bigger problem and that the city only focused on Main Street. The Downtown Director listed ways the City was focusing on revitalizing all parts of the Central Business District and not just “Main Street.” Projects such as the Science Center, Social District, Police Station, Senior Center, and repaving of Franklin parking lot were ways the city is investing in the downtown area.

Item 8: Adjourn (Action Required)

Joyce Rentschler introduced this item.

Motion: Kay Klaren

Second: Caroline Brown

The meeting adjourned at 6:20 pm.



STAFF REPORT

TO: Downtown Advisory Board

VIA: Matthew Black, Downtown Director

DATE: April 26, 2022

FROM: Matthew Black, Downtown Director

SUBJECT: Discussion on Downtown Projects

SUMMARY STATEMENT

There are a number of projects in the works for the downtown area.

REVIEW

Matthew Black, Downtown Director, is presenting updates and discussing ideas for various projects.

RECOMMENDATION

No action is needed at this time.

Attachment(s):