

**CITY OF MONROE
DOWNTOWN ADVISORY BOARD
CITY HALL COUNCIL CHAMBERS
300 W. CROWELL STREET, MONROE, NC 28112
Tuesday, February 25, 2020 - 5:30
PM
AGENDA**

1. Call to Order
2. Roll Call
3. Approval/Acceptance of Minutes (Action Required)
4. Façade Incentive Grant - 100 S. Main Street
5. Façade Incentive Grant- 201 N. Main Street
6. Downtown Pronto Grant- 109 S. Main Street
7. Other
8. 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 Council Chambers
5:30 p.m.

Tuesday, October 22, 2019
Meeting Minutes

DAB Members: Sheila Crunkleton, Chair; Heather Bostic, Nathan Hopper, Roopal Das, Matthew Belk, Susan Radford, Caroline Brown, Jason Walle

Staff Present: Brian J. Borne, Assistant City Manager, Downtown Director

Visitors Present: Carley Englander, Matt Klaren, Cynthia McLaughlin, Beth Tourtellot, Gray Efird Biber, Libby Helms, Michele King

Member(s) Absent: Kay Klaren, James Allen Lee

The Downtown Monroe Advisory Board met on October 22, 2019 at 5:30 pm.

Item 1: Call to order

Sheila Crunkleton called the Tuesday, October 22, 2019, Downtown Advisory Board meeting to order at 5:31 pm

Item 2: Roll Call

Roll was conducted with a sign- sheet of the members that were present, as noted above.

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

Sheila Crunkleton submitted the Minutes of the Downtown Monroe Advisory Board Regular Meeting on August 27, 2019 and requested a motion to approve minutes.

Motion: Jason Walle made a motion to accept the August 27, 2019 Downtown Advisory Board meeting minutes as submitted.

Second: Susan Radford

Action: The motion to accept the August 27, 2019 Downtown Advisory Board meeting minutes as submitted passed unanimously.

Item 4: Sip N' Shop Event Sponsorship Application (Action Required)

Sheila Crunkleton introduced this item.

Faded Rose, Cynthia McLaughlin, submitted a sponsorship application on behalf of the Sip N' Shop event. Sip N' Shop is a monthly event put on by Downtown Monroe business owner to bring people downtown to shop and dine. The event is scheduled for the first Thursday of every month from 5-8 pm.

Sponsorship funding of up to \$500.00 for one event each quarter and one application per event each fiscal year.

Participating downtown businesses pay a \$10.00 fee (\$120.00 per year). Income varies each month depending on the number of participants \$220.00 noted in application). The event has taken place since May of 2018.

Sponsorship funding will be reimbursed upon submittal of receipts during the course of the event.

Sip N' Shop is requesting \$500.00 for the monthly event (FY NOV 2019-OCT 2020)

Motion: Matthew Belk made a motion to sponsor the monthly (12 events) Sip N' Shop event up to \$500.00.

Second: Roopal Das

Action: The motion to sponsor the monthly Sip N' Shop event up to \$500.00 passed unanimously.

Item 5: Public Art Mural Grant (Action Required)

Sheila Crunkleton introduced this item.

City of Monroe, Downtown Advisory Board (DAB) and the Union County Community Arts Council have partnered to offer a grant for murals in the CBD. The effort is to encourage public art murals as part of an ongoing effort to craft a thriving public art environment enhancing Downtown and supporting our economic development strategies and vision for Downtown. The process ensures quality and consistence, provides for a juried selection process and confirms guidelines and criteria set forth are met.

The grant assists with the cost associated with exterior murals that reside within the CBD and murals will be register as an official mural and placed on city wayfinding maps and marketing materials for promotional purposes. Funding is provided up to \$2000.00 (50/50 DAB-UCCAC). Due to budget management three (3) mural projects a year will be considered for funding.

Murals do not fall under the sign ordinance, however, if the mural contains the name/logo of the business it is then considered a sign and must comply with the City of Monroe's sign ordinance.

Historic designation of a property must also be considered. Adding a mural to a historic property could jeopardize status and future funding for rehab projects.

Motion: Susan Radford made a motion to approve the Public Art Mural Grant as outlined.

Second: Roopal Das

Action: The motion to approve the Public Art Mural Grant as submitted passed unanimously.

Item 5: Update on Public Projects

Sheila Crunkleton introduced this item.

The Center Theatre and Science Center are still on track to be completed by the end of 2019 with projected openings for Q1 2020. As with any construction project delays can be expected. Basement humidity and seating challenges may present some delay for the Theatre. The Downtown Advisory Board was shown updated images of the Center Theatre and given a brief update on the current status of each project.

Caroline Brown and Brian also gave an update on the “Get Centered” campaign and asked that if anyone wants to host a party they can reach out to Caroline for more information.

The Senior Center and Police Headquarters are moving forward. Bidding the projects has been pushed out to January due to brownfield/environmental challenges.

Item 6: Other

Sheila Crunkleton introduced this item.

No items were raised by the board or brought forth from any of the guests.

Item 7: Adjourn (Action Required)

Sheila Crunkleton introduced this item

Motion: Matthew Belk

Second: Caroline Brown

Meeting adjourned at 6:11 p.m.



Design Review Report

TO: Downtown Advisory Board

VIA: Brian Borne, Assistant City Manager

DATE: Tuesday, February 11, 2020

FROM: Matthew Black, Downtown Coordinator

BY: Matthew Black, Downtown Coordinator

SUBJECT: 100 S. Main Street, F. I. G. application review.

SUMMARY STATEMENT

100 S. Main Street, Façade Incentive Grant Application, Design Review.

REVIEW

Staff reviewed the façade application for 100 S. Main Street, on Monday, February 11, 2020. Brian Borne, Assistant City Manager; Doug Britt, Senior Planner; Keri Mendler, Planner/Historic District Liaison Planner; Matthew Black, Downtown Coordinator met to review the application submitted.

The following items were discussed as outlined in the drawings provided:

- I. Remove all loose debris
- II. Make repairs to the stucco in its entirety
- III. Three coats of paint, with long side prepped for City of Monroe mural
- IV. Adding accents of contrasting color (stripes, divine white SW 6105 & sky fall SW 9049; trim, pure white SW 7005; door/window trim, poinsettia SW 6594; Awning, jay blue SW 6797)

The Design Team reviewed the sketches and photos provided by the applicant and have determined the work stated in the estimate is acceptable.

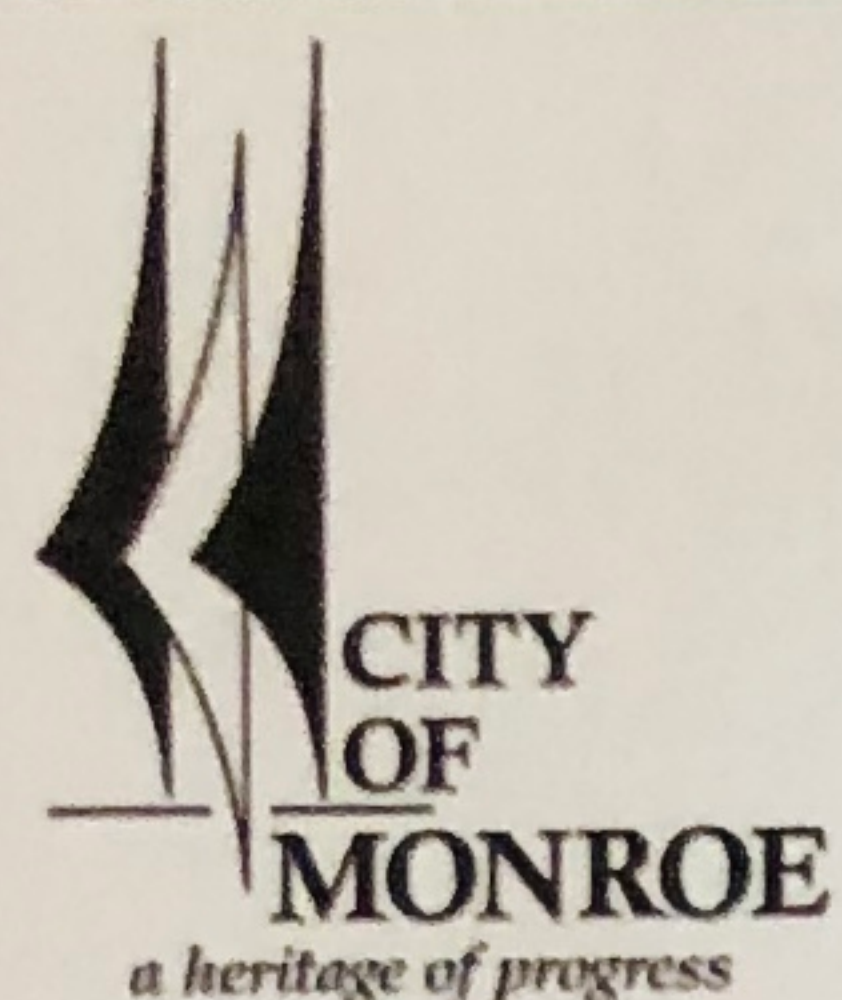
No code compliance issues were found during the review. The project requires a building permit and permit center review. Permits are the responsibility of the applicant.

This project is eligible for matching grant funds up to the qualifying \$4,350.00 (given its façades on both Main Street and Windsor Street, reimbursable upon compliance with grant requirements, guidelines, conditions and City permitting requirements).

RECOMMENDATION

Design Review recommends funding the matching grant request for 100 S. Main Street up to the maximum \$4,350 (\$2,175.00 per façade) eligible upon meeting all grant requirements and proof of expenses. Total project cost is estimated at \$8,700.00.

Downtown Advisory Board will review at the Tuesday, February 25, 2020 meeting.



Downtown Monroe

Facade Incentive Grant

Application



Owner's Name: Kerr dba Fernickhurst, LLC Date: 2 / 10 / 2020

Owner's Mailing Address: Fernickhurst, LLC Phone: 704-242-4110

P.O. Box 783

Monroe, NC

28111-0783

Building Name: _____

Building Address: 100/104 South Main St 28112

Building's Physical Address: corner of S. Main & W. Windsor

100/104 S Main St. Project Start: / /

Monroe, NC 28112 Project End: / /

Project Description: detailed quote attached

invoice # 2130

GO PRO

Project Cost: \$ 8,700.00

Please attach the following:

- 1) Color photographs of existing conditions of proposed improvement area/historic photos (if available)
- 2) Samples of paint and wall coverings and floor coverings
- 3) Description of appliances, light fixtures, etc. to be installed
- 4) Written specifications outlining scope of work
- 5) Drawings of proposed renovations
- 6) Contractors estimate and NC License Number

INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED

Tenant's Name: Victory Shop Phone: 704-283-6333

Business Name: Hilton Vineyards 980-982-8257

By providing this **Grant Application** to the City of Monroe, I hereby certify for the company that all the information provided is true and correct. I also agree to cooperate with the City of Monroe by providing such information and such access to our records as may be necessary to verify the enclosed information. I also understand that any facts found to be incorrect or false, will be grounds for termination of the incentive grant agreement.

Authorized Corporate Signature: [Signature] Date: 2 / 10 / 2020

Please Print Name and Title: James M. Kerr manager/member

City of Monroe—Downtown Monroe
113 West Morgan Street • Monroe, North Carolina 28112



VICTORY
SHOE
REPAIR
— SINCE 1945 —

Hilton
Vineyards
UNION COUNTY VINEYARD
WINE SHOP & WINE BAR

Saturday Night
Karaoke

SHOE
REPAIR



Estimate

Estimate No: 2130
Date: January 20, 2020

Matthews
North
Carolina

704 458 2237
Donmega250@yahoo.com

For: J Kerr and Co
804 West Franklin
Monroe
NC 28112-4616

Description	Quantity	Rate	Amount
104 Main St., Monroe, NC Hilton vineyards Shoe repair shop This estimate is for exterior beautification only. All work to be done only on street frontal sides, backside and far left of building not included. Building prep • remove all loose and crumbling debris • Power wash building • Make repairs to stucco in entirety Primer and paint base coat • building will receive three coats of paint on body for longevity Main street frontal accent and layout schemes • Long side of building to be prepped and basecoat painted, City to do Mural on this side • Face of the building Will have blue striping • We will be adding accents of contrasting colors • all work to be correlated with design chosen by J Kerr and company • Storefront entries to be fully refurbished -i.e. Doors, window casings trims • super custom application to area of the building where scalloped tile veneer will be highlighted, this will be the area of J Kerr mailbox so definitely a focal point This estimate includes labor and material, we will be using oil paints in certain areas of design Material 2000\$ Labor 6700\$	1	\$8,700.00	\$8,700.00

* Indicates non-taxable item

I would truly love to do this job for you let me know if any adjustments need to be made!

Subtotal	\$8,700.00
(0.00%)	\$0.00
Total	\$8,700.00

SW 6105
Divine White

DR 11

SW 9049
Sky Fall

168-C3

SW 7005
Pure White

DR 01

Poinsetta
SW 6594

106-C7

Awning

Jay Blue
SW 6797

Door/Window
Trim

Poinsetta
SW 6594

Stripe
Sky Fall
SW 9049

Trim

Pure White
SW 7005

Stripe
Divine White
SW 6105



Design Review Report

TO: Downtown Advisory Board

VIA: Brian Borne, Assistant City Manager

DATE: Tuesday, February 12, 2020

FROM: Matthew Black, Downtown Coordinator

BY: Matthew Black, Downtown Coordinator

SUBJECT: 201 N. Main Street, F. I. G. application review.

SUMMARY STATEMENT

201 N. Main Street, Façade Incentive Grant Application, Design Review.

REVIEW

Staff reviewed the façade application for 201 N. Main Street, on Monday, February 11, 2020. Brian Borne, Assistant City Manager; Doug Britt, Senior Planner; Keri Mendler, Planner/Historic District Liaison Planner; Matthew Black, Downtown Coordinator met to review the application submitted.

The following items were discussed as outlined in the drawings provided:

- I. Clean and repaint existing porcelain enamel tile façade- field tile and accent bands
- II. Paint existing street level buff-colored brick façade to match new field tile color above.
- III. Clean, replace glazing putty, and repainting existing historic steel casement windows on the second story of the façade

The Design Team reviewed the sketches and photos provided by the applicant and have determined the work stated in the proposal is acceptable.

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 \$4,000.00, reimbursable upon compliance with grant requirements, guidelines, conditions and City permitting requirements.

RECOMMENDATION

Design Review recommends funding the matching grant request for 201 N. Main Street up to the maximum \$4,000 eligible upon meeting all grant requirements and proof of expenses. Total project cost is estimated at \$14,000.00.

Downtown Advisory Board will review at the Tuesday, February 25, 2020 meeting.



Downtown Monroe

Facade Incentive Grant

Application



Owner's Name: Urban Investments of Monroe, LLC **Date:** 02 / 10 / 2020
Owner's Mailing Address: **Phone:** 704-242-4393
408 W. Roosevelt Blvd.
Monroe, NC
28110

Building Name: Belk Building
Building Address: 201 N Main Street
Building's Physical Address:
201 N Main Street **Project Start:** 02 / 29 / 2020
Monroe, NC **Project End:** 04 / 28 / 2020
28112

Project Description:

Clean and repaint existing historic porcelain enamel tile facade - field tile and accent bands. Paint existing street level buff-colored brick facade to match new field tile color above. Clean, replace glazing putty, and repaint existing historic steel casement windows on the second story of the facade

Project Cost: \$ 14,000.00

Please attach the following:

- 1) Color photographs of existing conditions of proposed improvement area/historic photos (if available)
- 2) Samples of paint and wall coverings and floor coverings
- 3) Description of appliances, light fixtures, etc. to be installed
- 4) Written specifications outlining scope of work
- 5) Drawings of proposed renovations
- 6) Contractors estimate and NC License Number

INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED

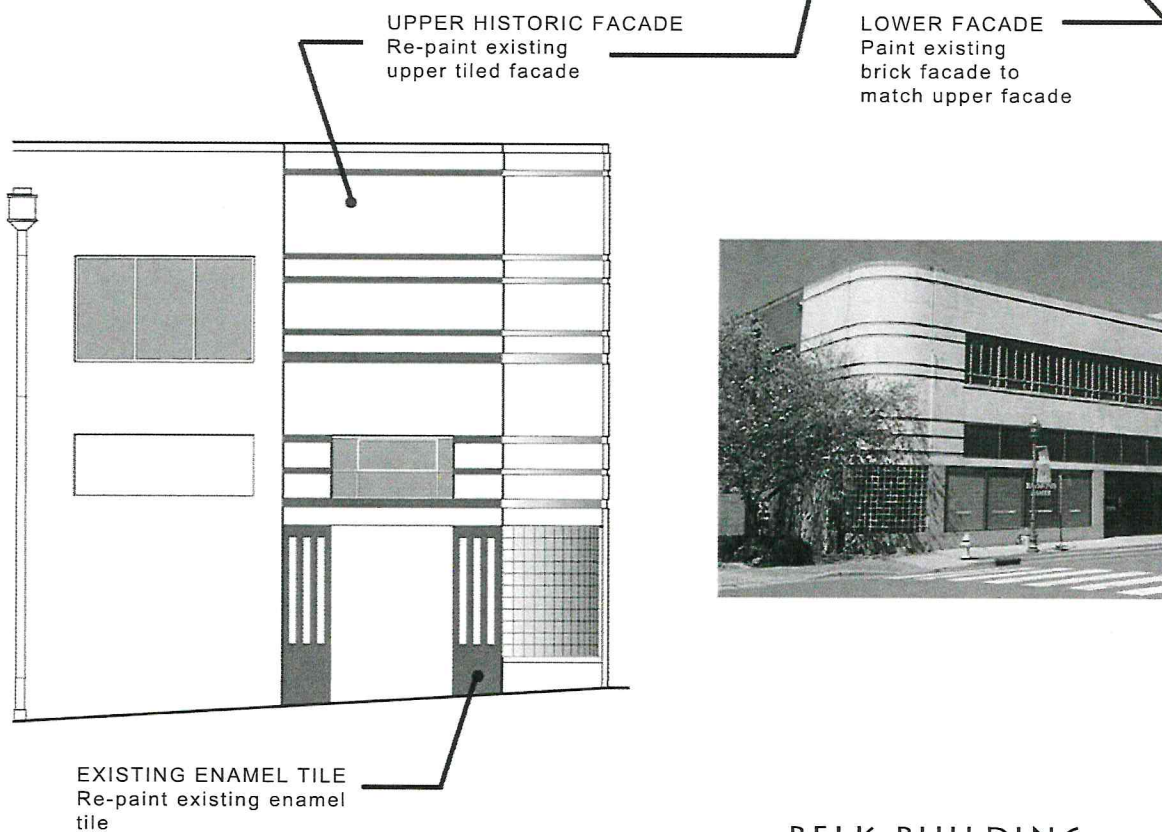
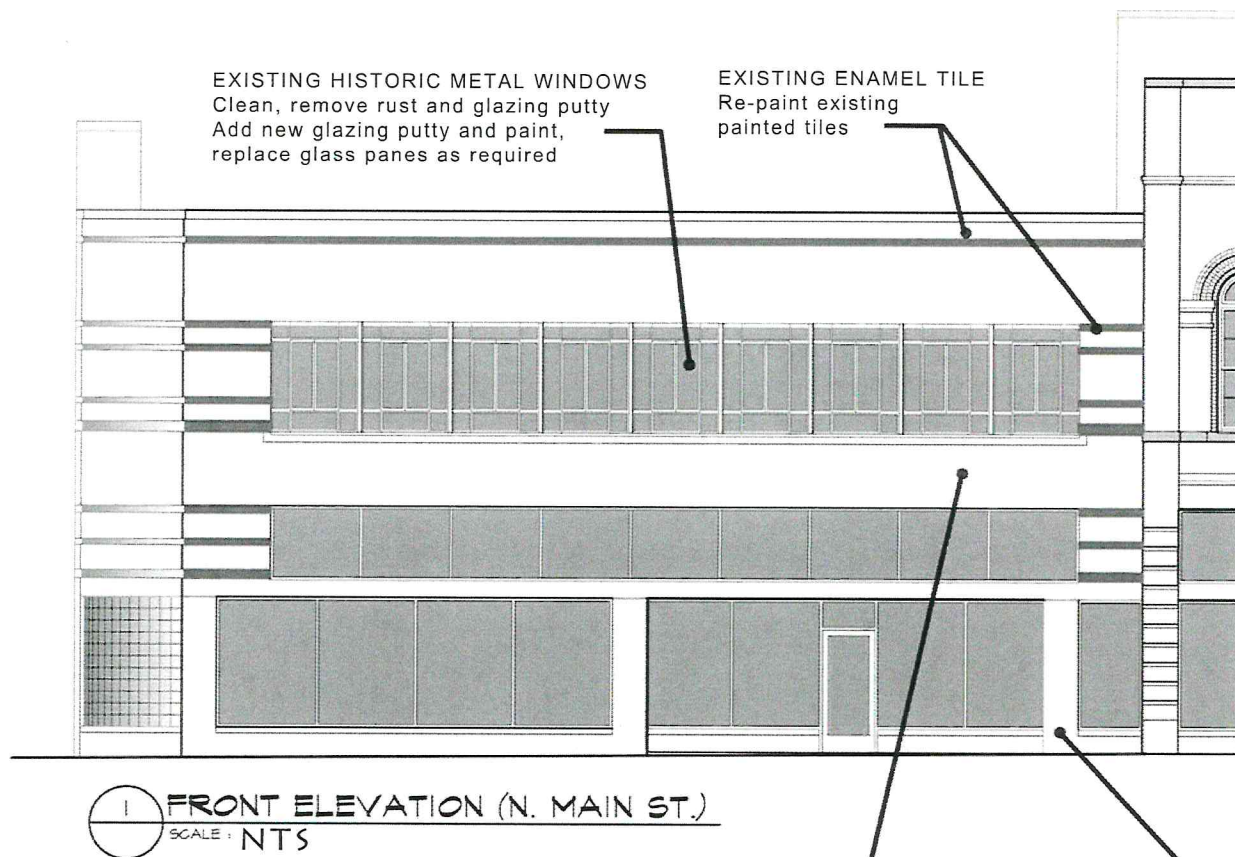
Tenant's Name: Mixed-use, multiple tenant **Phone:** 704-242-4393
Business Name: Mixed-use, multiple tenant

By providing this **Grant Application** to the City of Monroe, I hereby certify for the company that all the information provided is true and correct. I also agree to cooperate with the City of Monroe by providing such information and such access to our records as may be necessary to verify the enclosed information. I also understand that any facts found to be incorrect or false, will be grounds for termination of the incentive grant agreement.

Authorized Corporate Signature: John Wiggins **Date:** 02 / 10 / 2020

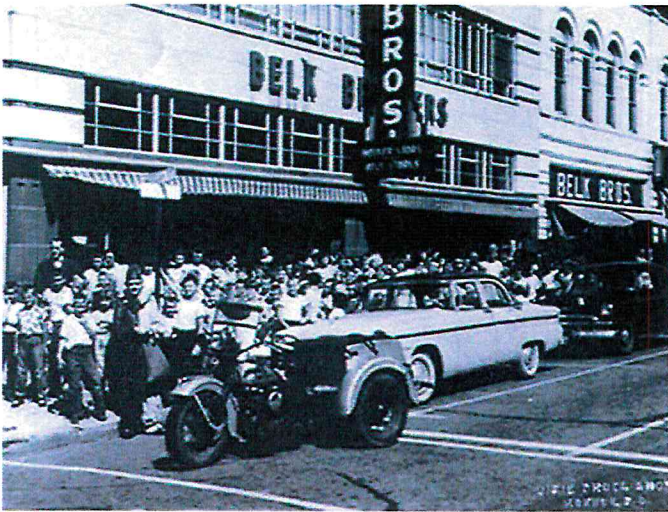
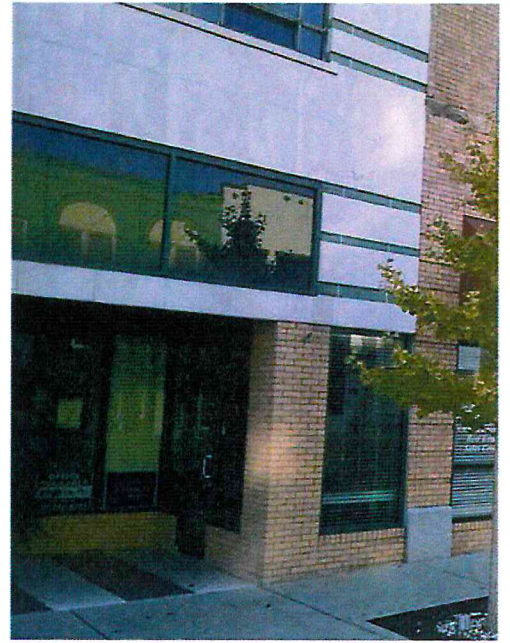
Please Print Name and Title: John Wiggins, Owner

City of Monroe—Downtown Monroe
113 West Morgan Street • Monroe, North Carolina 28112



**BELK BUILDING
FACADE IMPROVEMENTS**
DRAWN BY: WIGGINS CONSTRUCTION

FEBRUARY 10, 2020
ELEVATION DRAWINGS, NTS
DRAWING NUMBER- A-1



BELK BUILDING FACADE IMPROVEMENTS

FEBRUARY 10, 2020
PHOTOS



CONSTRUCTION COMPANY OF MONROE, INC.

February 10, 2020

Brian Borne
City of Monroe

RE: 201 N. Main Street – Building Façade Improvements

Budget Estimate

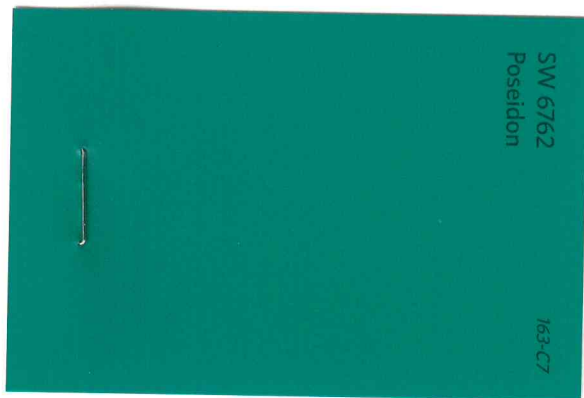
To provide labor, equipment and materials to repair façade tiles, prime and paint with Sherwin Williams exterior paint to match historic original enameled tiles as close as possible. We will repair and paint the field (S-W Ivory Lace) and accent tiles (S-W Poseidon). At the street level, we will paint the existing buff colored brick (from 1994 renovation) to match the upper-level field tiles (S-W Ivory Lace). At the original second-story steel casement windows, we will remove the existing glazing putty, treat the metal with antirust primer, replace any broken glass, install new glazing putty, prime and paint steel to match historic original.

Please budget \$14,000.00 to complete this scope.

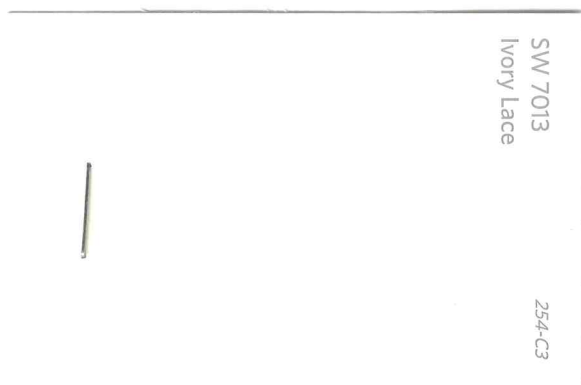
Should you have additional questions please feel free to contact us.

Thank you,

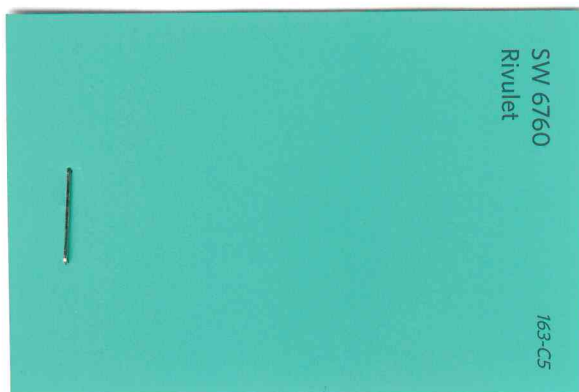
John Wiggins
President



PORCELAIN ENAMEL FEATURE TILES



FACADE



METAL WINDOWS

BELK BUILDING FACADE IMPROVEMENTS

FEBRUARY 10, 2020
COLOR SAMPLES



STAFF REPORT

TO: Downtown Advisory Board

DATE: February 12, 2020

FROM: Matthew Black, Downtown Coordinator

SUBJECT: PRONTO Incentive Grant for 109 S. Main Street

SUMMARY STATEMENT

The Downtown Advisory Board is requested to consider recommendation of the PRONTO downtown economic development incentive to General Services Committee for 109 S. Main Street, Thai Tamarind.

REVIEW

Thai Tamarind owner Pranee Loffer has entered into a lease agreement, for 109 S. Main Street, to open a new restaurant/retail business. The new business restaurant area totals 1,752 sq. ft. and is located within Downtown Monroe's Central Business District.

Based on stipulations of the PRONTO grant the Downtown Advisory Board must consider the following:

1. Grant funds for the PRONTO is to not exceed \$8,760.00, payable over a calendar quarter based on rent paid that quarter.
2. City will not advance grant funds until proof of rent payment has been completed each quarter. Once the applicant has submitted required documents as proposed; funds will be made available.

RECOMMENDATION

Upon Staff recommendation, the grant applicant should be approved for recommendation to General Services Committee up to \$5 per sq. ft of the assessed sq. footage of 1752 or not to exceed \$8,760.00. Funding is subject to compliance with the Program and subject to a general fund appropriation.



Downtown Monroe

Downtown Pronto Grant

Application



Business Name: Tamarind
Property Owner: * Carlson Heisner Holdings Deed Book: 06022 Page: 0424
Address of Proposed Downtown Business: 109 SOUTH MAIN STREET
Applicant's Mailing Address: _____
City: MONROE State: NC Zip: 28112
Applicant's Phone: 704 207 6347 Email: PraneeLoffer@gmail.com
Select Business Retail Square Feet: 2200 Amount Requested \$ 1150

Approximate cost to open the business:	\$ <u>20 000</u>	Number of new Jobs: <u>10</u> Expected daily traffic: <u>100+</u> Other: _____ _____
Personal Investment	\$ <u>20 000</u> (Equity)	
Bank or other financial commitment	\$ <u>0</u>	
Building Rehabilitation	\$ _____	

Monthly Rent/Lease \$ 2222.22 Additional Space provided if Expansion _____ Sq. Ft.

Proposed Opening Date of the Business April 12 2019

Description of the Business

Tamarind is a Thai & Lao restaurant located in downtown Monroe. we opened in April 2019 with seating for up to 35 guests as well as take out options. We strive to excel in both our food offerings & customer service.

Please attach the following items in order for City of Monroe to make an appropriate decision on an application: Letter of intent to lease or purchase or a signed lease/purchase contract contingent on receipt of incentives, Business Plan, Financials Statement and/or pro-forma, Marketing Plan, Cost estimates for upfit/equipping the space, Business/personal history.

Signatures: Business Owner: Pranee Loffer Date: 2/10/2020
Property Owner: _____ Date: _____



Introduction

The purpose of this campaign is to position Tamarind as a unique restaurant that offers family-inspired dishes to customers and shares their passions and beliefs for an overall satisfying experience compared to other local restaurants



Product Offering

Tamarind stands out with a menu offering unique food and a great dining experience. The restaurant has shown strength with a diverse menu and belief that food is not only sustenance and art, but a love language through the history of recipes. Tamarind has a great team of workers that forms together as a family to serve customers. The weakness includes having one location, Tamarind moved from Matthews to Monroe. Switching locations has made it more difficult to build customer awareness. However, Tamarind's new location means more opportunities: A high profile location in downtown Monroe and access to new customers. This growing interest has let Tamarind create a variety of Lao and Thai options to let customers try menu items on each visit. Tamarind has the opportunity to expand to more than one location in the future and avoid competitive threats from other restaurants.

Pricing Strategy

Tamarind has a diverse amount of Lao and Thai food letting them have a set pricing strategy. Restaurants need to continue to ignore competitors and study the market by doing research on other restaurants' menus. Tamarind needs to maintain a balance in menu prices, by offering high-cost dinner options (\$14 dollar meals) with the low-cost ones starting at \$6 dollars.



Distribution Strategy

Tamarind provides some inexpensive options to customers in the restaurant. In addition, Tamarind also offers customers the option of pickup and delivery. We would like Tamarind to offer a catering strategy that way families and friends can bring the Tamarind experience to their events. Tamarind also has marketing channels including a website, Facebook, and Instagram.

Target Audience

Lawyers

Age: 30-55

Income: Higher Class

Race: All

Lifestyle: Working class, located in Monroe, NC and Matthews, NC

Activities: work full-time, business lunch with colleagues and friends

Frequency: 1-2 times/week (primarily lunch)

Spending: \$10 for lunch special



Police and Firefighters

Age: 30-55

Income: Middle Class

Race: All

Lifestyle: Working class, located in Monroe, NC and Matthews, NC

Activities: work full-time, lunch break with colleagues

Frequency: 1-2 times/week (primarily lunch)

Spending: \$10 for lunch special



Locals

Age: 25-40

Income: Middle Class

Race: All

Lifestyle: Working Class, located in Monroe, NC and Matthew, NC

Activities: Work full or part-time, lunch and dinner with co-workers and friends

Frequency: 2-3 times/week (lunch or dinner)

Spending: \$10 (lunch) -\$14 (dinner)



College Students

Age: 18-22

Income: Low Class

Race: All

Lifestyle: Adventurous, from Wingate University

Activities: full-time students, clubs, and other extracurricular activities

Frequency: 1-3 times/week (primarily dinner)

Spending: \$10-\$12 (dinner)



Vegetarians

Age: 18-28 (can include other ages)

Income: Middle Class

Race: All

Lifestyle: Adventurous, loves to try different foods

Activities: work full or part-time, vegetarian food connoisseurs

Frequency: 2-3 times/week

Spending: no set budget (looking to explore menu options)



Monroe, NC

Monroe's current population is about 35,311 people according to the most recent United States census estimates ("Monroe, North Carolina Population, 2019). The races in the city are Caucasian with 64.64%, African Americans with 24.86%, and other races with 7.08%. The average income for a Monroe resident is around \$45,803/year and the average number of families is about 56.9% ("Monroe, North Carolina Population, 2019).

The downtown Monroe workers are a main target with a convenient location. With an average meal price between \$6-\$15, prices on the menu are fair to the working class.

Differentiation:

Tamarind differs from other local restaurants that specialize in southern cooking. Tamarind offers a variety of Lao/Thai food options. This type of food is uncommon in the area and attracts vegetarians and vegans making them loyal customers.

Positioning:

When a consumer thinks of Tamarind, their perception will be a restaurant that has less expensive prices than other restaurants and offers various meals that appeal to all, especially vegetarian and vegan lovers and people that eat high protein.

Competitors

Restaurant	Rating	Price	Quality of Service
Tamarind	4.7 out of 5	\$\$	"Dishes are great. Atmosphere is family friendly with a great staff and reasonable prices."
Stone Table	4.7 out of 5	\$\$	"Staff is attentive and nice. Several dishes to choose from."
Franklin Court Grille	4.7 out of 5	\$\$	"Service and food is fantastic! Love the outdoor setting!"
Oasis Sandwich Shop	4.6 out of 5	\$	"Very busy during lunch, but very reasonable pricing and friendly staff."
Jin Jin Chinese Restaurant	4.2 out of 5	\$	"Enjoyed the food; However new staff has made the quality of food and service drop. "

Quality of service from Google Reviews

