CITY OF MONROE
DOWNTOWN ADVISORY BOARD
CITY HALL COUNCIL CHAMBERS
300 W. CROWELL STREET, MONROE, NC 28112
Tuesday, February 28, 2023 - 5:30
PM
AGENDA

1. Call to Order
2. Roll Call
3. Downtown Advisory Board Meeting Minutes of October 25, 2022 (Action Required)
4. Revisions to Residential Incentive Grant (Action Required)
5. Facade Incentive Grant for 208 N. Main Street (Action Required)
6. Economic Development Incentives for High Octane (Action Required)
7. Dog Park (Action Required)
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 Conference Room
5:30 p.m.

Tuesday, October 25, 2022
Meeting Minutes

DAB Members: Chair: Joyce Rentschler, Kay Klaren, Heather Reagor, Marie Starnes, Carley Englander, Caroline Brown

Staff Present: Matthew Black, Downtown Director

Visitors Present:

Member(s) Absent: Jason Walle, Michele King

The Downtown Monroe Advisory Board met on October 25, 2022 at 5:30 pm.

Item 1: Call to order
Joyce Rentschler called the Tuesday, **October 25, 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 **June 28 ,2022** and requested a motion to approve minutes.

Motion: Heather Reagor made a motion to accept the **June 28, 2022** Downtown Advisory Board meeting minutes as submitted.

Second: Carley Englander

Action: The motion to accept the **June 28, 2022** Downtown Advisory Board meeting minutes as submitted passed unanimously.

Item 4: Façade Incentive Grant for 320 N. Beasley Street
Joyce Rentschler introduced this item.

The Downtown Advisory Board were to consider awarding a Façade Incentive Grant for 320 N. Beasley Street. The following items were discussed as outlined in the drawings provided:

I. Replace break metal
II. Paint exterior white

III. Install ADA glass and aluminum storefront in existing garage door space

Pending approval of the grant application the project is eligible for up to the qualifying amount of $4,000, reimbursable upon completion of the project and compliance with the grant requirements.

Second: Marie Starnes

Action: The motion to approve the Façade Incentive Grant for 320 N. Beasley Street as submitted, passed unanimously.

Item 5: Economic Development Incentives Grant for BelaNature
Joyce Rentschler introduced this item.

BelaNature has signed a 5 year lease for 211 S. Main Street and looking to open a new business in Downtown Monroe. The new business project totals 1,229 sq. ft. and is located within Downtown Monroe's Central Business District.

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

1. Grant funds for the PRONTO is to not exceed $3,687.00 payable over a calendar quarter based on rent paid that quarter.
2. Grant funds for the Meet Me Downtown to not exceed matching contributions of $3,000.
3. Grant matching funds totaling $6,687.00
4. 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.

Staff recommendation, the grant applicant should be approved for recommendation to City Council up to $3 per sq ft. (matching 50/50) of the assessed sq footage of 1,229 or the max grant match of $3,687.00 and marketing subsidy matching up to $3,000. Funding is subject to compliance with the Program and subject to a general fund appropriation.

Motion: Kay Klaren made a motion to approve the Economic Development Incentives for BelaNature as submitted.

Second: Heather Reagor

Action: The motion to approve the Downtown Economic Development Incentive Grants for 115 S. Main Street, as submitted, passed unanimously.

Item 8: Adjourn (Action Required)
Joyce Rentschler introduced this item.

Motion: Carley Englander
Second: Kay Klaren

The meeting adjourned at 6:15 p.m.

City of Monroe
Where Heartland Meets High Tech

STAFF REPORT

TO: Downtown Advisory Board

VIA: Matthew Black, Downtown Director

DATE: February 28, 2023

FROM: Matthew Black, Downtown Director

SUBJECT: Revisions to Residential Incentive Grant

SUMMARY STATEMENT

The downtown office is proposing changes to the Residential Incentive Grant program.

REVIEW

The program is designed to provide financial assistance to property owners and developers who wish to create upper floor residential units in the Central Business District. These changes are aimed to reflect the newly, accessed tax value of the property once the project is completed. If an applicant is awarded the grant, payout will need to be requested yearly over a 7-year period.

RECOMMENDATION

City Staff recommends the Downtown Advisory Board make a recommendation of approval to General Services and City Council.

Attachment(s):
Revised Residential Incentive Grant

Downtown Monroe

Residential Incentive Grant

Application

Owner's Name: _____ **Date:** _____/_____/_____
Owner's Mailing Address: **Phone:** _____

_____
_____
_____

Building Name: _____
Building Address:_____
Building's Physical Address:

_____
_____ **Project Start:** ____/_____/_____
_____ **Project End:** ____/_____/_____

Project Description:

_____
_____
_____
_____
_____ **Project Cost: $**_____

Please attach the following:

1) Color photographs of existing conditions of proposed improvement area
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

Tenant's Name: _____ **Phone:** _____
Business Name: _____

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: _____ **Date:** _____/_____/_____

Please Print Name and Title: _____

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

RIG – Residential Investment Grant

The **Residential Investment Grant** (RIG), assists with the development of residential uses in the upper levels of the buildings that reside within the Central Business District (CBD). It will encourage the inhabitation of this unused space within the downtown area and serve as a catalyst to preserve the structures that give Downtown Monroe its uniqueness.

This grant can significantly reduce the costs associated with the rehabilitation of an income producing structure by providing **up to $20 per $100 (up to 20%) of the newly, assessed tax value once the project is completed**. Basing the grant on an assessment per $100 of actual value assures that the incentive operates within the context of the building's local real estate market.

The rehabilitation of the structure must be substantial. The total rehabilitation expense must exceed a value two (2) times the amount of the grant and be completed within a 12-month period from the award date of the grant. Qualified rehabilitation expenses include costs incurred in work upon or within a structure. Expenses that **do not** qualify include the cost of acquisition or personal property. Grant monies can be paid at the completion of the project or distributed in quarters, based upon the percentage of project completion and verification of expenditures via receipts. If the project is not 100% completed, a lien can be placed on the property for the portion of outstanding monies.

This grant can significantly reduce the costs associated with the rehabilitation of an income producing structure by providing up to 20% of the assessed tax value.

Any property owner of a building within the Central Business District of the City of Monroe may apply for a RIG subject to the following:

1. The grant portion of the project must be for the interior renovation of an existing building **only**.
2. The proposed project must meet all applicable zoning requirements.
3. All required permits (i.e. zoning, building, etc) must have been obtained.
4. The proposed project follows the guidelines for renovation of historic structures or structures within historic districts as outlined herein.

Examples of Eligible Projects, include:

- Rental or Apartment Housing;
- Condominium Development for Sale;
- Hotel Development.

Guidelines:

1. *The Secretary of the Interior's Standards for Rehabilitation* and the *Supplementary Requirements for Development in the Central Business District* [City of Monroe Code of Ordinances Title XV, Chapter 156.054] will be used as guidelines for awarding project reimbursements.
2. Rehabilitation of a structure in the Central Business District should be considered a contemporary solution, which respects the architectural and historical integrity of the entire building while retaining those elements that enhance the building.
3. All rehabilitation design proposals must meet with the code requirements of the City of Monroe.
4. All projects should be completed within one (1) year of the date that the grant is awarded. Any extension beyond one (1) year must be requested by the owner and approved by Downtown Monroe and Monroe City Council, or the funds may be rescinded.
5. RIG's may **only** be used to finance interior improvements.
6. Upon completion, the improvements will be inspected and approved by City of Monroe staff for determination of compliance as submitted in the application.

Procedure to receive a RIG

RIG applications may be submitted to the Downtown Monroe office at any time.

1. The property owner submits a completed application, photographs, drawings, plans & specifications and contractors cost proposals to the Downtown Monroe, City of Monroe office. The package must be complete in order to qualify for funding.

2. Once Downtown Monroe, City of Monroe reviews the project, the applicant will be notified of the status of the application. Monroe City Council must approve all RIG's

following a public hearing. Construction may **not** begin until the project has been approved.

3. This is a grant program. Grant monies is paid over a 7 year period upon completion of the project as certified by Downtown Monroe, City of Monroe that the work completed substantially conforms to the pre-approved plans and the project is eligible for the grant payments or Grant monies can be distributed in quarters, based upon the percentage of project completion and verification of expenditures via receipts. If the project is not 100%completed, a lien can be placed on the property for the portion of outstanding monies. It takes approximately two (2) weeks after approval of the project to receive the grant monies.

Questions about the RIG Program:

What is RIG?
RIG, the Residential Investment Grant, is an incentive to taxpaying entities who contribute to the residential rehabilitation of buildings in the Central Business District of downtown Monroe. RIG provides up to $20 per $100 (up to 20%) of the newly, assessed value, which assures that the incentive operates within the context of the building's local real estate market.

Who may apply for the grant?
Taxpaying entities that own an eligible structure(s) located within the Central Business District of Downtown Monroe.

What buildings are eligible?
All existing buildings within the Central Business District of Downtown Monroe that have the ability to convert into multiple residential units are eligible.

What rehabilitation expenditures qualify?
Interior improvements that meet the Secretary of the Interior's "Standards for Rehabilitation" and the City of Monroe's Design Standards.

Includes: rehabilitation costs, construction interest and taxes, architectural and engineering fees, legal and professional fees, developer's fees and general administrative costs.

Does not include: acquisition costs, enlargement costs, acquisition interest and taxes, Realtor's fees, paving and landscaping costs, sales and marketing costs, or new building construction costs.

When can a taxpayer claim the grant?
Only after the completion of the project are grant payments made and the audit of the expenditures performed.

What other restrictions apply?
Downtown Monore, City of Monroe and the Monroe City Council must approve the project. Approval of applications must occur prior to the commencement of any work. Grant applications shall be reviewed by City staff, Finance Committee and City Council for approval.

Example:

2000 assessed total value $114,222

Grant value is $10.00 per $100 (10%) of the property's assessed total value
RIG Value = $11,422

Minimum Private Investment: ($11,422 x 2) + 1 = $22,845

Total Investment: $34,267

City of Monroe
Where Heartland Meets High Tech

STAFF REPORT

TO: Downtown Advisory Board

DATE: February 28, 2023

FROM: Matthew Black, Downtown Director

PREPARED BY: Matthew Black, Downtown Director

SUBJECT: Façade Incentive Grant for 208 N. Main Street

SUMMARY STATEMENT

The Downtown Advisory Board is to consider a Façade Incentive Grant for 208 N. Main Street.

REVIEW

Owner Mark Ashcraft, has submitted a Facade Incentive Grant for 208 N. Main Street.

The following items outlined included:

1. Repaint the façade of 208 N. Main Street with a dove gray (518-5) and thin ice (518-3).
2. Repair and replace boards along the exterior door and window trim.

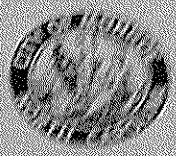
Total project eligible for funding is estimated at approximately $6,775.00, with matching grant funds reimbursable up to $3,387.50. Failure to comply with guidelines, conditions and City permitting requirements will forfeit funding.

RECOMMENDATION

Staff recommends approval of the Façade Incentive Grant for 208 N. Main Street as presented in their application.

Monroe

Downtown Monroe
Facade Incentive Grant Application



Owner's Name: [illegible]
Date: 3/6/2018
Owner's Mailing Address: 718 Crowell St Monroe NC 28112
Phone: [illegible]

Building Name:
Building Address: 305 N. Main St
Building's Physical Address:

Project Start: 3/1/2018
Project End: / /

Project Description:

Project Cost: $ 7,024.00

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: Phone:
Business Name:

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: 3/6/2018

Please Print Name and Title:

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

Company Address:
Jeff
champion renovations LLC

Tel: 9802973007
Email: championrenovation704@gmail.com

champion renovations LLC

Estimate for:
Mark Ashcraft
208 Main St Monroe NC 28112
mfausa@aol.com

Estimate name: New Estimate 2022-11-16 10:34

Estimate date: 16 Nov 2022

Estimate reference: CHA-1668613014

Description Of Work

Remove all existing rotten or damaged wood. Install new wood in these areas and pvc trim around all windows. Bonds lower damage discussed with Mark Ashcraft. Silicone behind pvc window trim and caulk top of pvc window trim. ~~Sand and repair damaged ceiling drywall.~~
Repair all damages on front of build ready for paint. ~~Paint all trim and brick on exterior. Paint all interior trim and entire ceiling.~~

Name	Quantity	Net Amount	Net Total
Custom Door Trim And Window Trim (Molding)	1.00	$250.00 each	$250.00
Pvc Board To Be Ripped Down For Window Sill And Window Trim	1.00	$550.00 each	$550.00
Demo,Dump Fees,removal And Fuel	1.00	$350.00 each	$350.00
~~Ceiling Repair~~	~~1.00~~	~~$150.00 each~~	~~$150.00~~
~~Paint Of Full Exterior, Ceiling And All Interior Trim~~	~~1.00~~	~~$3,300.00 each~~	~~$3,300.00~~
Labor Charge For Installation And Damage Repair	1.00	$1,800.00 each	$1,800.00

Terms and Conditions

The details of your terms and conditions can be written here.

Total Net Amount	$6,400.00
Total Sales tax Amount	$25.00
Total	$6,425.00

powered by Quilder

From: mfausa@aol.com,
To: mdausa@aol.com,
Subject: Fwd: Painting 208 Main Street
Date: Wed, Feb 1, 2023 12:10 pm

-----Original Message-----
From: tony belk <belk600@yahoo.com>
To: mfausa@aol.com
Sent: Sun, Jan 15, 2023 5:10 pm
Subject: Painting 208 Main Street

I propose to furnish all paint and labor to repaint front of your store at 208 Main Street (the gray and white) for the sum of $3800.00. This is to scrape all loose paint and prime any new wood and then finish coat.
Sent from my iPhone

City of Monroe
Where Heartland Meets High Tech

STAFF REPORT

TO: Downtown Advisory Board

DATE: February 28, 2023

FROM: Matthew Black, Downtown Director

SUBJECT: Downtown Economic Development Incentive Grants for High Octane

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SUMMARY STATEMENT

The Downtown Advisory Board is requested to consider recommendation of the Downtown economic development incentives to City Council for High Octane, 114 Lancaster Ave.

REVIEW

High Octane has signed a 5-year lease for 114 Lancaster Ave. and looking to open a new business in Downtown Monroe. The new business project totals 1,300 sq. ft. and is located within Downtown Monroe's Central Business District.

Based on stipulations of the Economic development incentive grants the Downtown Advisory Board must consider the following:

1. Grant funds for the PRONTO is to not exceed $6,500.00 (50/50 matching) payable over a calendar quarter based on rent paid that quarter.
2. Grant funds for the Meet Me Downtown, marketing grant, is not to exceed $5,000.00 (50/50 matching), upon proof of executed invoices each quarter.
3. City will not advance grant funds until proof of rent or marketing 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 City Council up to $5 per sq. ft. (matching 50/50) of the assessed sq. footage of 1,300 or the max grant match of $6,500.00 and no more than $5,000.00 (matching 50/50) in marketing subsidy;

totaling $11,500.00. Funding is subject to compliance with the Program and subject to a general fund appropriation.

Downtown Monroe
Meet Me Downtown
Application

Business Name: High Octane Coffee Creamery Eatery

Owner's Name: Oscar Martinez

Mailing Address: 114 lancaster ave

Physical Address: 114 lancaster ave

114 lancaster ave

Date: 2/10/23

114 lancaster ave

Phone: 9807457920

Select from the following (retail / restaurant / other beyond retail-restaurant) restaruran

If Other list here: _____

AMOUNT REQUESTED: $ 5000

Approximate cost to open business:	$ 90.000
Personal Investment (equity):	$
Bank or other financial commitment:	$ 0
Building Rehabilitation:	$ 60000

Number of new jobs:	3-5
Expected daily traffic:	80-150
Days and hours operation:	m-s 7-7pm
If less than 30hrs/ week, please explain why	

Monthly Rent/Lease $ 1600

Additional Space provided if Expansion _____ Sq. Ft.

Business Owners Background: More than 15 years working in banks leading work teams in projects, certified barista and pastry and cooking courses

(May be included on additional sheet if necessary)

OTHER: In a paragraph or less explain why you feel this grant is important to the continuing efforts of revitalizing downtown Monroe and what role you play in that process.

High Octane Coffee creamery & Eatery provides a space where all family members can share a pleasant experience around a cup of the most specialty coffee, ice cream and unique food and pastry options. Our indoor and outdoor seating area will allow people to chat, relax and enjoy downtown monroe. We look people walk around downtown eating an ice cream or having a coffee, or relax after a day of work or be a point to have a reunion with friends and family

Who is your target market? All family memebers, adults, young and kids of monroe and surroundings

This is a 50/50 matching grant. All applicants must attach a copy of your business plan and/or marketing plan and budget for the year. A Business Plan Template is available to assist with the creation of a business plan.

The City of Monroe will determine if the business plan and/or marketing plan is sufficient. If the plan submitted is not sufficient, the City may offer $500 (separate from the marketing/advertising assistance sought) as matching funds towards the completion of a suitable marketing plan. A list of marketing providers located in Downtown Monroe can be provided; any marketing firm can be utilized.

Business Owner: Oscar E Martinez Date: 02/09/2023

Property Owner: _____ Date: 02/09/2023

Downtown Monroe
Downtown Pronto Grant
Application

Monroe

Business Name: High Octane Coffee Creamery Eatery
Property Owner: Old Town Holdings LLC Deed Book: _____ Page: ____

Address of Proposed Downtown Business: 114 Lancaster Ave
Applicant's Mailing Address: 114 Lancaster Ave
City: Monroe State: NC Zip 28112
Applicant's Phone: 9807457920 Email: bankerscoffeecreamery@gmail.com

Select Business Restaurant Square Feet: 1300 Amount Requested $ 6500

Approximate cost to open the business: $90.000	Number of new Jobs: 3-6
Personal Investment $90.000 (Equity)	Expected daily traffic: 90-150
Bank or other financial commitment $0	Other:
Building Rehabilitation $60.000	

Monthly Rent/Lease $ 1600 Additional Space provided if

Expansion _____ Sq. Ft.

Proposed Opening Date of the Business 03/01/2023

Description of the Business
Coffee Shop, Ice cream, food, pastries.
Soon wine and beer, charcuterie.

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: _____ Date 02/07/2023

Property Owner: _____ Date 2/7/2023

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

Monroe

Downtown Monroe
Downtown Pronto Grant
Application

CITY OF MONROE NORTH CAROLINA

Business Name: High Octane Coffee Creamery Eatery
Property Owner: Old Town Holdings LLC **Deed Book:** _____ **Page:** ____

Address of Proposed Downtown Business: 114 Lancaster Ave
Applicant's Mailing Address: 114 Lancaster Ave
City: Monroe State: NC Zip 28112
Applicant's Phone: 9807457920 **Email:** bankerscoffeecreamery@gmail.com

Select Business Restaurant **Square Feet:** 1300 **Amount Requested** $ 6500

Approximate cost to open the business:	$90.000
Personal Investment	$90.000 (Equity)
Bank or other financial commitment	$0
Building Rehabilitation	$60.000

Number of new Jobs: 3-6
Expected daily traffic: 90-150
Other:

Monthly Rent/Lease $ 1600 Additional Space provided if
Expansion _____ Sq. Ft.
Proposed Opening Date of the Business 03/01/2023

Description of the Business
Coffee Shop, Ice cream, food, pastries.
Soon wine and beer, charcuterie.

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: _____ Date 02/07/2023
Property Owner: _____ Date 2/1/2023

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

City of Monroe
Where Heartland Meets High Tech

STAFF REPORT

TO: Downtown Advisory Board

VIA: Matthew Black, Downtown Director

DATE: February 28, 2023

FROM: Matthew Black, Downtown Director

SUBJECT: Downtown Dog Park

SUMMARY STATEMENT

The downtown office is working with Stewart Inc. to design a dog park near the Monroe Science Center.

REVIEW

Stewart Inc. has provided the City of Monroe 90% CAD drawings and schematics for a proposed downtown dog park near the Monroe Science Center.

RECOMMENDATION

City Staff recommends the Downtown Advisory Board make a recommendation of approval of the dog park schematics, provided by Stewart, to City Council.

Attachment(s):