

**CITY OF MONROE
DOWNTOWN ADVISORY BOARD MEETING
DOWNTOWN OFFICE – 120 N. MAIN STREET
MONROE, NORTH CAROLINA 28112
Wednesday, July 15, 2026 - 9:00 AM
AGENDA**

1. Call to Order
2. Roll Call
3. Approval/Acceptance of Minutes (Action Required)
4. Downtown Director's Report
5. BRIG Application - Chris Duggan, 101 S Main Street
6. Public Art Collaboration with Union County Community Arts Council
7. Annual Statistics & Site Visit
8. Adjourn Meeting (Action Required)

City of Monroe
Downtown Advisory Board Meeting
120 N Main Street Monroe, NC
May 20, 2026 at 9 a.m.
Minutes

DAB Members Present: Chair Joyce Rentschler, Greg Moore, Courtney Stevens-Garrison, Clint Lawrence, and Lisa Boix were all present.

DAB Member(s) Absent: Sheila Crunkleton and Bill Heisner were absent

Staff Present: Assistant City Manager Jeff Wells, Assistant Planning Director Doug Britt, Senior Planner Keri Mendler, Downtown Director Ashley Nowell

Guests Present: Arpan Bhakta and Ashley Rodriguez

Call to Order

Joyce Rentschler called the meeting to order at 9:02 a.m.

Roll Call

Ashley recorded attendance.

Approval and Acceptance of Minutes

Lisa made a motion to accept the March and April minutes. Courtney seconded. Motion passes.

National Register Historic District Expansion

Keri Mendler shared information on the upcoming project to expand the National Register of Historic Places through an architectural survey. The Planning Department applied for a CLG grant in order to expand the district area. The city has hired Robinson and Associates out of Washington DC to work on the architectural survey. The group will walk downtown with staff on May 27 and host an information session at 5 p.m. at City Hall.

Additionally, Planning staff is working with the State Historic Preservation Office to host a tax credit workshop on June 4 at 4 p.m. at the Old Armory.

The DAB discussed with Planning staff downtown community branding and the differences between a local and a national register district.

Downtown Director's Report

Each month, staff provides an update on major projects in downtown.

DAB will vote on Bill Heisner's BRIG Project and Superior Home Medical's Grow Monroe Grant. Jamz BRIG Project will be on the June DAB agenda, and Gingham Girls is working on an application.

Ashley included event attendance numbers in the directors report.

The city's technical team met with Shook Kelley on May 4 and narrowed the 7 Opportunity Redevelopment Sites to 5: NW Main St, SW Main St, Hayne St & Windsor, Five Points, and N Downtown Connections. Staff presented master plan updates to General Services and City Council over the last couple weeks. ACM Wells noted that Admin has submitted a corridor study to be included in the state's budget that would look at truck traffic, walkability and

bikeability on NCDOT roadways in Downtown Monroe.

Small Business Workshops were held with SPCC on May 11 and May 18. We had around 15 people at each workshop and we'd like to host more together in the future. This would be a great Economic Vitality Committee project.

Community mural was ordered and should be on site by mid-June.

After the first Cruise-In several trash problems were noticed. 1) sidewalk cans filled up quickly and 2) dumpster filled up quickly. To help address the issue, trash corrals will be expanded to add an additional dumpster. We expect this to be completed over the next several months. In the meantime, we have ordered roll-off dumpsters to utilize during event weekends. Lastly, we have ordered more trash cans to put on the sidewalks and will relocate some of the old metal sidewalk cans.

Staff provided updates on new businesses and review upcoming event and meetings dates.

BRIG – Bill Heisner

Bill Heisner applied for a Building Rehabilitation and Improvement Grant to assist with minor façade updates including repainting and adding new gooseneck lights. Total cost of the project is \$4,500, so Bill is eligible for \$2,250. Bill was not present and therefore would not vote on the project.

Courtney motioned to recommend approval of the BRIG Grant to City Council. Greg seconded. Motion passes.

Grow Monroe Grant – Superior Home Medical

Courtney recused herself from the Grow Monroe Grant conversation and vote.

Courtney Stevens-Garrison applied for a Grow Monroe Grant for Superior Home Medical as she expands into a neighboring storefront. The new space is 1,080 sqft, and as an expanding retail business, she's eligible for \$4/sqft, for a total of \$4,320. She has applied for the rental subsidy.

Lisa motioned to recommend the approval of the Grow Monroe Grant to City Council. Clint seconded. Motion passes.

Downtown Event Sponsorship Program (cont.)

At the April meeting, the board discussed updates to the Downtown Event Sponsorship Program. Changes included that DAB would sponsor events by supporting port-a-johns, police officers, trash pick-up, and marketing costs. Events must include or involve downtown businesses and be located in the central business district. Applications have to be submitted 60+ days ahead of the event.

Greg motioned to approve the changes. Courtney seconded. Motion passes.

FY27 Workplans

In March, the DAB updated their vision, and in April, the DAB discussed goals and projects. Staff prepared a workplan that includes goals and projects for each of the Main Street Committees that meet our economic development strategies. DAB discussed the workplan and upcoming Main Street Meet-Ups.

Adjourn Meeting

Clint made a motion to adjourn the meeting. Courtney seconded. Motion passes. Meeting was adjourned at 10:11 a.m.

The Downtown Advisory Board's next meeting is on Wednesday, June 17 at 9 a.m.

City of Monroe
Downtown Advisory Board Meeting
120 N Main Street Monroe, NC
June 17, 2026 at 9 a.m.
Minutes

DAB Members Present: Vice Chair Sheila Crunkleton, Greg Moore, Courtney Stevens-Garrison, Clint Lawrence, and Bill Heisner were all present.

DAB Member(s) Absent: Lisa Boix and Joyce Rentschler were absent

Staff Present: Downtown Director Ashley Nowell

Guests Present: Julie Fox

Call to Order

Sheila Crunkleton called the meeting to order at 9:12 a.m.

Roll Call

Ashley recorded attendance.

Downtown Director's Report

Each month, staff provides an update on major projects in downtown.

City Council approved Bill and Courtney's incentive grants at the May 26 Council meeting. At today's meeting, DAB will discuss grants for Jamz and Gingham Girls. As of now, we have \$9,750 in BRIG applications and \$9,570 in Grow applications for FY27.

Staff review event attendance numbers, highlighting that our average Friday is at 5,760 and average Saturday is at 5,190, with year-to-date visits at 500,000.

Staff provided an update on the Downtown Master Plan. We plan to focus on parking, traffic, and walkability improvements with targeting public input over the next several months.

The Community Mural has been delivered. We have scheduled a paint day for Downtown Businesses on Tuesday, June 23. To celebrate America250, we are also encouraging businesses to decorate their windows for July 4.

Main Street Meet-Ups will be hosted 6 times during the summer. Our first one is Wed, June 17 at 5 p.m. at Home Brew.

Staff provided updates on new businesses and review upcoming event and meetings dates.

BRIG – Jamz Pizza

Mark and Julie Fox of Jamz Pizza have applied for a Building Rehabilitation and Improvement Grant. They are expanding Jamz to 101 W Franklin St. They will be making interior improvements including painting, repairing floor, and replacing equipment. The total project costs are \$17,296.30, so they are eligible for the maximum award of \$7,500.

Bill motioned to recommend approval of the grant to City Council. Courtney seconded. Motion passes.

Grow Monroe Grant – Gingham Girl Cake Rolls and Creations

Sue King of Gingham Girl has applied for a Grow Monroe Grant as she expands her business to

104 S Main Street. The new space is 875 sqft and she has applied for rental assistance. As an expanding restaurant, she's eligible for \$6/sqft or \$5,250 in rental assistance. Greg motioned to recommend approval of the Grow Monroe Grant to City Council. Clint seconded. Motion passes.

Adjourn Meeting

Bill made a motion to adjourn the meeting. Greg seconded. Motion passes. Meeting was adjourned at 9:46 a.m.

The Downtown Advisory Board's next meeting is on Wednesday, July 15 at 9 a.m.



STAFF REPORT

TO: Downtown Advisory Board

DATE: July 15, 2026

FROM: Jeff Wells, Assistant City Manager

PREPARED BY: Ashley Nowell, Downtown Director

SUBJECT: Downtown Director Update

SUMMARY STATEMENT

Each month, the Downtown Director provides an update on major projects, business openings or closings, and important updates in downtown.

REVIEW

Incentives Update

Business/Building	Stage	Amount
Bill Heisner – BRIG	Complete & Paid	\$2,250
Superior Home Medical – Grow	Approved	\$4,320
Jamz Pizza and Wings – BRIG	DAB – 6/17 City Council/Public Hearing – 7/28	\$7,500
Gingham Girl – Grow	DAB – 6/17 City Council Public Hearing – 7/28	\$5,250
Chris Duggan – BRIG	Coming soon	
Libby Helms – BRIG	Coming soon	

FY27 BRIG

- Paid: \$2,250
- In Progress: \$7,500

FY27 Grow

- In Progress: \$9,570

Event Attendance

Event	Attendance	Difference from Last Year	Difference from Average	Report
Car Cruise-In – April 10	3,311	40% increase	114% increase	
Art Walk – April 10-11	12,900	5% increase	Friday: 49% higher than average Saturday: 49% higher than average	https://plcr.ai/bdwunrrr
Spring Fest – April 11	6,620	4% decrease	49% increase from average Saturday	https://plcr.ai/2vysvta
Music on Main – April 24	5,000	2% increase	18% increase from average Friday	
Antique & Vintage Market – May 2	5,900	57% increase	33% increase from average Saturday	https://plcr.ai/ybf248j2
Car Cruise-In – May 8	2,840	7% increase	77% increase	
Music on Main – May 15	6,950	19% decrease	21% increase	
Car Cruise-In – June 12	2,420	22% increase	51% increase	
Fourth of July Celebrations – July 4	9,500	12% increase	80% increase	https://plcr.ai/yckmhvfk

YTD: Average Friday: 5,660

YTD Average Saturday: 5,260

YTD Visits: 752,300

Downtown Master Plan

SK and Staff are planning detailed public input over the summer and fall. We're planning 3 steering committee walkabouts within our Opportunity Redevelopment Sites. We're planning to engage with several citizen advisory committees, including Committee on Disabilities, Parks & Rec, Economic Development, Historic District, and Tourism. We're planning an additional survey that will show visual preferences and a pop-up event to launch that survey. And lastly, we're planning to pop-up and several city events in the fall.

America 250 Mural

We've painted more than 100 tiles for the America 250 Mural. We have 300+ checked out at the moment with less than 150 still to go. We are currently planning a paint day at the Community Shelter, Council on Aging, and East Frank.

Secretary of State Elaine Marshall Visit

Our Secretary of State will be visiting on Thursday, July 30, hosted by SPCC. She'll host a business roundtable where she'll hold discussions with local business owners. Afterwards, we'll have lunch and take a walk around Downtown Monroe.

Business & Building Updates

Jamz is open!

Gingham Girls is moving to the Jamz location at Main & Windsor.

New law firm moving to Jefferson Street Deli space.

Visit www.growindtmonroe.com to see what buildings are currently available.

Upcoming Events & Meeting Dates

Thursday, July 16, 8 a.m. | Main Street Meet-Up @ Downtown Office

Tuesday, July 21, 1 p.m. | Main Street Assessment

Friday, July 24, 6:30 p.m. | Music on Main

Tuesday, July 28, 7:30 p.m. | Painting Party @ Community Shelter

Thursday, July 30, 9-11 a.m. | Elaine Marshall Visit @ SPCC

Thursday, July 30, 5 p.m. | Main Street Meet-Up @ Home Brew

Tuesday-Thursday, August 4-6 | Main Street Director's Training

Friday, August 14, 6-8 p.m. | Car Cruise-In

Wednesday, August 19, 9 a.m. | Downtown Advisory Board Meeting @ Downtown Office

Wednesday, August 19, 5 p.m. | Main Street Meet-Up @ Home Brew

Friday, August 21, 8 a.m. | Main Street Meet-Up @ Downtown Office

Friday, August 28, 4 p.m. | Girls on the Run Ribbon Cutting

Friday, August 28, 6:30 p.m. | Music on Main

RECOMMENDATION

This item is for discussion.



STAFF REPORT

TO: Downtown Advisory Board

DATE: July 15, 2026

FROM: Jeff Wells, Assistant City Manager

PREPARED BY: Ashley Nowell, Downtown Director

SUBJECT: Building Rehabilitation & Improvement Grant Application – Chris Duggan,
101 S Main Street

SUMMARY STATEMENT

The Downtown Advisory Board is asked to consider a recommendation for a BRIG Incentive to Chris Duggan, owner of 101 S Main Street.

REVIEW

Chris Duggan, property owner of 101 S Main Street, has applied for a Building Rehabilitation and Improvement Grant. He will be replacing the roof of the building. The BRIG Program supports building maintenance and upfit within the Downtown Business District with a 50/50 match, up to \$7,500.

The property owner received two quotes for the roof replacement – one from PRS Construction for \$85,414 and one for \$69,575. The BRIG Program covers half of the costs up to \$7,500. So the property owner is eligible for \$7,500 in reimbursement costs. Paid receipts must be provided prior to receiving funds.

RECOMMENDATION

Staff requests Downtown Advisory Board recommend the approval of the Building Rehabilitation and Improvement Grant to Chris Duggan, owner of 101 S Main Street to City Council with the Resolution to grant up to \$7,500 for interior improvements at 101 S Main Street.

Attachments:
Application
Quotes
Photos



FORM CENTER

[VIEW SITE](#)

MAIN

LEGACY FORMS

BACK

PRINT

Form Center ► Downtown ► Building Rehabilitation and Improvement Grant (BRIG) Program Application ►
Submission #2809

Downtown Building Rehabilitation and Improvement Grant Program

Tips for Filling Out This Form

- Create a website account to save your progress over time. Click **Sign In to Save Progress** to create an account.
- The website will save text input into the form, but it will not save documents between sessions. Take time to collect what documents you need to submit, then upload them when you are ready to turn in your grant submission.

Overview

[Read the grant document \(PDF\).](#)

The City of Monroe values the commercial buildings in the Downtown area and has created the Downtown Building Rehabilitation and Improvement Grant (BRIG) to offer an incentive that stimulates investment and encourages property and business owners to make improvements to their building(s) and/or business operations. This reimbursement grant assists with the significant improvement and rehabilitation of properties in the Downtown Business District. Improvement of these buildings preserves Downtown's unique attributes and promotes economic growth by attracting and retaining residents and businesses, creating jobs, and reducing the deterioration of properties in the Downtown District.

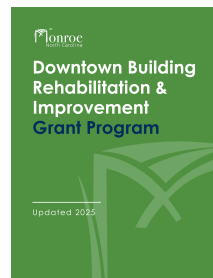
The BRIG program provides matching grants (50/50) that encourage improvements and/or upgrades to the interiors and exteriors of buildings in the Downtown Business District to make them more attractive for new, existing, and expanding businesses and residences.

Grant applications are accepted on an ongoing basis. Awards are based on the availability of funds and meeting the programs requirements. Work done prior to approval of an application is not eligible for reimbursement.

Note: This application must be submitted to the Downtown Director prior to beginning work. Work completed prior to approval will not be eligible.

Applicant Information

Applicant Name *



SAVE CHANGES

CANCEL

Form Details

Submitted By:
Christopher Duggan

Submitted On:
July 2, 2026 11:00 AM

IP Address:
104.139.10.79

Referrer:
<https://www.monroenc.org/FormCenter/Building-Rehabilitation-and-Improvement--95>

Answered 31 of 41 (75.6%)

Address *

101 S. Main St.

City *

Monroe

State *

NC

Zip Code *

28112

Email Address *

cduggan@dugganlegal.com

Phone Number *

7047765931

Property Information

Address *

101 S. Main St.

City *

Monroe

State *

NC

Zip Code *

28112

Parcel Number *

09232064A

Primary Phone Number *

7047765931

Parcel Location Certification*

Property Owner Name (if different from applicant)

Name

Address

Address

City

City

State

Zip Code

Zip Code

Email Address

cduggan@dugganlegal.com

Phone Number

Select All Eligible Projects that Apply

- ☐ Structural repairs, including masonry repair and restoration

☒ Roofing repair and/or replacement

☐ Plumbing, electrical, HVAC, and similar elements

☐ Construction for accessibility, fire code, etc.

☐ Painting

☐ Flooring

☐ Building façade, or building side which faces a public right-of-way, including removal of false fronts, cleaning of brick, and/or historic reconstruction

☐ Window or front door repair and/or replacement, or repair of original material that adheres to the Secretary of the Interior's standards for Historic Rehabilitation and EPA Guidelines

☐ Installation of new pedestrian amenities such as City-approved outdoor seating, awnings, and lighting
- ☐ Railing and ironwork repair

☐ Cornice repair and/or replacement

☐ Exterior step repair and/or replacement

☐ Equipment repair and/or replacement

☐ Energy efficiency upgrades

☐ Improving restroom facilities

☐ Improving or re-installing stairways

☐ Up-fit, replacement, or new installation of an elevator

Project Details

the permit. details of work are attached in the Greenway Roofing and Restoration estimate.

Please provide detail for each item in the project.

Which floor of the building will you be operating on?*

- ☐ First
- ☒ Second
- ☐ Third

How many new jobs have you created with this project? *

unknown-based upon contractor

How many residential units have you created with this project, if applicable?

Hours of Operation

8-6

Please describe the days of the week and hours of operation

Documentation

Application Checklist: Grant application submissions require the following information and documents.

- ☒ Completed application
- ☒ Summary outlining the full extent of the work
- ☒ A minimum of two quotes from a licensed, bonded, and insured contractor(s) covering full extent of the work
- ☒ Site plans, elevations plans, drawings
- ☒ Photos of existing conditions
- ☐ Certificate of Appropriateness if the property is within the Local Historic District
- ☐ Copies of all required permit application(s)
- ☒ Proof of ownership or leasing contract
- ☐ Property owner's written permission if tenant is applying

Quote #1 from Contractor *

Greenway Roofing.pdf

Quote #2 from Contractor *

PRS Roofing.pdf

Site Plans, Elevation Plans, and Drawings *

Property Card.pdf

Combine files into one .pdf or .zip file, if needed

Photos of Existing Conditions *

Photos of Existing Conditions.pdf

Combine files into one .pdf or .zip file, if needed

Certificate of Appropriateness

RE.pdf

If property is within the local Historic District

Permit Applications *

Photo 1.pdf

Combine files into one .pdf or .zip file, if needed

Proof of Ownership or Leasing Contract *

Deed.pdf

Property Owner Permission Statement

Choose File No file chosen

If tenant is applying

Additional Documentation, if Needed

Choose File No file chosen

Additional quote from contractor or any other additional documentation needed

Additional Documentation, if Needed

Choose File No file chosen

Additional quote from contractor or any other additional documentation needed

applicant within two weeks of receipt. Submission of this application is not a guarantee of a grant award or issuance of a permit.

An approval letter will be mailed, emailed, or given by hand to the applicant upon approval. If an application is not approved, the Downtown Office will convey the rejection through email along with the reason for the rejection.

Certification

I certify that all information provided in this application is accurate and that all work will be performed to meet the program guidelines, City zoning and building code requirements, historic district requirements if applicable and meet the guidelines of the Secretary of Interior's Standards for Rehabilitation and Supplementary Requirements for Development in the Central Business District (City of Monroe Code of Ordinances Title XV, Chapter 156.0540).

I understand that Downtown Grants must receive a recommendation by Monroe's Downtown Advisory Board to City Council. If a recommendation is awarded, staff will request a call for a public hearing at the next regular City Council meeting. A presentation and request will they be made to City Council at the next regularly scheduled City Council meeting. If approved, funds will be encumbered and held until the project is completed and a new assessed value is provided by the Union County Tax Assessor's office.

An application is not a guarantee that an award will be made.

Note: The approval process will take a minimum of three months.

By signing and submitting this document, you agree that all signatures where required may be Electronically Signed by either party, pursuant to NCGS 66-315(b).*

☒ I understand.

Signature *

Christopher Duggan/Member Manager

Date *

07/02/2026











3020 McLaughlin Ln, Charlotte, NC 28269
704-806-6774 patrick@greenewayroofing.com

Quote

DATE: December 16, 2025

Customer

Chris Duggan

Duggan Law Firm

101 S Main St

Monroe, NC 28112

704-776-5931

cduggan@dugganlegal.com

DESCRIPTION	AMOUNT
Roof replacement. Remove all existing roofing material down to the concrete deck. Install new 3" ISO board underlayment (insulation board), fully adhered to concrete decking. Install custom taper ISO system to direct all water flow to opening, fully adhered to IOS board. Install all new GAF .060 TPO membrane, fully adhered to ISO board and taper system. TPO membrane will also be installed up the side walls and terminated under wall capping. Install all needed TPO flashing on new roof to seal all penetrations and transitions. Clean up and disposal of all created construction debris. 3 yr warranty from Greeneway and 20 yr manufacturers warranty included. <i>*price based on assumed accessibility of crane to deliver materials to the roof and dumpster placement for debris.</i> <i>Please add 3.5% for scanned/swiped or 4% for keyed credit card transactions</i>	\$69,575.00
TOTAL	\$69,575.00

Thank you for your business!

ROOF REPLACEMENT ESTIMATE

PRS Construction
 1025 Ladera Drive
 Waxhaw, NC 28173
 sales@prsconstruct.com
 (704) 941-1265

For: The Duggan Law Firm, P.C.
 Job Address: 101 S Main St
 Monroe, NC 28112
 cduggan@dugganlegal.com
 (704) 776-9610

Job Id 2502-6200064-02 **Job Name** Roof Replacement

Estimate Amount **\$85,414.00**

Estimate # 1448 **Estimate Date** 03/16/2026

Contractor license # NC GC 77871, SC GC CLG.125779 GC

#	Name	Line Total
1	Roof Replacement	\$85,414.00
	Description: Scope of work:	
	* Remove the existing two layers of roofing down to the wood roof deck. * Remove the existing flashings from the parapet walls. * Remove existing metal coping from around the perimeter. * Remove & Replace existing gutter and downspout that removes the water from the roof. * Inspect wood roof deck for any damage. Damaged wood will be replaced at \$8/SF. * Install GAF EnergyGuard ISO insulation mechanically attached to meet code. * Install a tapered insulation system with crickets so as to not allow standing water as well as to move the water to the back corner of the roof to drain into the gutter. * Install new 60 mil white GAF EverGuard TPO membrane mechanically attached on the field. * Install new 60 mil white GAF EverGuard TPO membrane fully adhered on the parapet walls. * Install new flashings around all penetrations. (i.e. Pipes, etc.) * Install new metal drip edge metal at the gutter edge. * Install new 24-gauge metal coping on the parapet walls. * Clean up and haul away all roof debris. * GAF Diamond Pledge NDL Guarantee 20 yr Warranty will be registered for this roof when payment in full is received.	
Total		\$85,414.00

Note:

**PRS Construction will be responsible for all permits pertaining to the roof only.

**Please note that the price above does not include the work that an HVAC contractor will need to perform in order to complete the roofing work stated above.

PRS Construction
1025 Ladera Drive
Waxhaw, NC 28173
sales@prsconstruct.com
(704) 941-1265

The Duggan Law Firm, P.C./2502-6200064-02
101 S Main St
Monroe, NC 28112

Attached Images

cc_1739280458_67ab504a52705.jpg



cc_1739280439_67ab5037815f0.jpg



cc_1739280815_67ab51af53a30.jpg



cc_1739280506_67ab507ac0d1f.jpg





STAFF REPORT

TO: Downtown Advisory Board

DATE: July 15, 2026

FROM: Jeff Wells, Assistant City Manager

PREPARED BY: Ashley Nowell, Downtown Director

SUBJECT: Public Art Collaboration with Union County Community Arts Council

SUMMARY STATEMENT

Staff and the Executive Director of the Arts Council, Margaret James, have brainstormed an idea for a new public art sculpture program in Downtown Monroe, designed to turn the sidewalks of downtown into an open-air gallery. Named “Planes on Main”, we’d place artists painted fiberglass airplane sculptures throughout the business district. The project would celebrate Monroe’s aviation industry, drive foot traffic, and highlight local artist talent.

REVIEW

Planes on Main is a proposed public art sculpture program designed to turn the sidewalks of Downtown Monroe into an open-air gallery. By placing artist-painted fiberglass airplane sculptures throughout the business district, this initiative celebrates Monroe’s aviation industry, drives pedestrian foot traffic into local businesses, and highlights the talent of Union County artists.

Partners:

1. City of Monroe Downtown Department:
 - Logistics and Infrastructure: manages procurement of sculptures, handles permitting and easements, and coordinates install and placement.
 - Marketing and Branding: collaborates with City Communications team to design logos, promo materials, and maps.
2. Union County Community Arts Council:
 - Artist Relations: issues call for artists, serves as primary point of contact for artists, and manages distribution of stipend.
 - Artist Selection: oversees the design selection process in partnership with the Downtown Design Committee.

Benefits:

- Increased Foot Traffic: Similar fiberglass sculpture projects like this (i.e., bears in Hendersonville, hogs in Lexington, etc.) create a “treasure hunt” effect, encouraging visitors to explore all of downtown.
- Increased Sales for Retail/Dining: Visitors checking out the project will stay longer, shop more, and dine in downtown.
- Sponsorship Opportunities: Local businesses or civic groups can sponsor individual planes through the Arts Council. These funds will help pay for artist stipends. Sponsors could receive recognition on the plaques and in marketing.
- Sense of Place: This project continues to build on the community brand and Monroe’s aviation sector. Art fosters strong community pride, and centering the project in our historic downtown adds to Monroe’s identity.

Logistics:Planning Phase:

- Downtown Department will work with the Arts Council to secure blank, weather-resistant fiberglass planes. Funding is already budgeted and would come from Downtown Mural/Art Budget.
- The Arts Council will open sponsorships to local businesses to cover stipends.
- Downtown Design Committee and Arts Council will work together to create call for artists, selection structure, guidelines, locations, etc.
- Downtown Department will complete permitting and easements needed for each location.

Creation Phase:

- November 6: Arts Council will release the Call for Artists, aligning with their grand opening at their new building.
- January 1: Artist’s submission deadline, including their past works and a description of designs.
- January 15: Arts Council and Downtown Design Committee will select artists.
- January 19-30: Artists may pick up, or coordinate delivery, of the sculptures.
- March 19: Finished sculptures must be returned.

Launch:

- March 22 – April 7: Installation of art; marketing materials finalized.
- April 9-10: Official unveiling and launch during April Art Walk.
- Marketing materials will be completed and shared, including a map of the locations.

Future Ideas and Considerations:

- Scale and Reach: For the pilot year, we’re aiming for 10 sculptures. Future phases could add 5 new sculptures annually and could expand the footprint beyond downtown.
- Cycle of New Art: To ensure longevity and continued interest, the Downtown Department, Design Committee, and Arts Council will develop a maintenance and rotation schedule. This

could include a planned repainting cycle by new artists, ensuring there's new art to discover when visiting Downtown Monroe.

RECOMMENDATION

The DAB will discuss and recommend any updates or changes to the program. Staff requests the DAB recommend the project to the General Services Committee and City Council for review and approval.



STAFF REPORT

TO: Downtown Advisory Board

DATE: July 15, 2026

FROM: Jeff Wells, Assistant City Manager

PREPARED BY: Ashley Nowell, Downtown Director

SUBJECT: Annual Statistics and Site Visit

SUMMARY STATEMENT

Each year, main streets must submit yearly economic development statistics and have a site visit with NC State Main Street Staff. Statistic tracking is underway and our site visit is on Tuesday, July 21. Staff will discuss details and answer questions about annual statistics and the site visit.

REVIEW

Annual Statistics

Each year, we track statistics to submit to NC Main Street. This is also shared with Main Street America. On a statewide and national level, these statistics show the impact of downtown on their communities and supports continued funding and investment in main street. These statistics are required in order to achieve accreditation.

Staff has put together a [survey](#) to help gather data from our businesses. The data tracked includes:

- Façade and building rehabs
- Public improvement projects completed
- Full and part-time jobs created or lost
- Businesses opened or closed
- Business expansions
- Public and private investment
- Volunteer hours and value
- Total number of housing units
- Total number of commercial units
- Tax value of downtown district
- Total square footage
- Vacancy rate
- Average rent rate

Stats have been submitted for Monroe since 1999, so we'll have a lot of great historical data to report on. Staff will present the 2026 data at our August DAB meeting and plan to share at a City Council meeting in the fall.

Site Visit

Joy Almond will be visiting Monroe on Tuesday, July 21 for our annual site visit. At these meetings, state staff likes to talk with the main street staff, supervisors, city managers, elected officials, and downtown boards. We also get the opportunity to show off recently completed projects.

The site visit will begin at 1 p.m. with Joy and Ashley. At 1:30 p.m., Joy will meet with Mayor Burns, City Manager Watson, and Assistant City Manager Wells. At 2 p.m., DAB members are invited to the office for a short discussion with Joy. At 2:30 p.m., we'll begin our tour of downtown.

RECOMMENDATION

This item is for discussion.