



**Downtown Development Authority
Annual Planning Retreat**

8:00 am, Monday, August 12, 2024
Monroe Museum, 227 S. Broad Street, Monroe

AGENDA

- I. Review of 2023-2024
- II. Workplan Review
 1. Mission Statement
 2. Vision Statement
 3. Strategies
- III. Rebuild Workplan
 1. Transformation Strategies
 - i. Redevelopment Projects
 - ii. Downtown Design
 - iii. Entertainment Draws
 2. Top Priorities for 2024-2025
 - i. Acquisition of Properties
 - ii. Marketing Materials
- IV. Other Items
 1. Board Members
 - i. Committees
 - ii. Training
 2. Sponsorship Program
 3. 2025 Events
- V. Adjourn