



**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