



**Downtown Development Authority  
Annual Planning Retreat**

8:00 am, Monday, August 4, 2025  
Monroe Museum, 227 S. Broad Street, Monroe

**AGENDA**

- I. Review of 2024-2025
- 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 2025-2026
    - i. Acquisition of Properties
    - ii. Marketing Materials
- IV. Other Items
  - 1. Board Members
    - i. Committees
    - ii. Training
  - 2. Sponsorship Program
  - 3. 2026 Events
- V. Adjourn