

**City of South Lyon
Downtown Development Authority
Regular Meeting Minutes
November 14, 2013**

The meeting was called to order by Chairperson Fagin at 8:32 a.m.

Roll Call: Gene Carroll
 Rod Cook, City Manager
 Gary Fagin, Chair
 Holly Gerdom, Vice-Chair
 Bill Jarratt
 Marilyn Smith
 (1) Vacancy

Absent: Susan Stowe, Secretary
 Cheryl Wickham

Also Present: Kristen Delaney, City of South Lyon
 Kim Thompson, Chamber of Commerce
 Mary Novrocki, South Lyon Farmers Market

MOTION TO APPROVE AGENDA AS PRESENTED

Motion by Gerdom, supported by Jarratt.

To approve the Agenda as presented for December 12, 2013.

VOTE

MOTION CARRIED UNANIMOUSLY

APPROVAL OF MINUTES AS PRESENTED

Motion by Smith, supported by Gerdom.

To approve the Minutes as presented for November 14, 2013.

VOTE

MOTION CARRIED UNANIMOUSLY

COMMENTS FROM THE PUBLIC ON NON-AGENDA ITEMS

None.

NEW BUSINESS

None.

OLD BUSINESS

1) Results of Downtown Walk Through

Fagin discussed the punch list of downtown maintenance projects. Cook noted that there is a Federal Aid project that will take place in the spring. Focus of the work will be on Pontiac Trail. It will consist of just paving. Discussion was held in regards to replacing the existing brick paver crosswalks with stamped concrete. Jarratt had questions about the white stripes currently in place at the crosswalks. Are they required? Can we forgo them in the future since they tend to show wear and look shabby?

Delaney discussed purchasing banners. She presented quotes that Marianne Jamison from the DPW and Randy Clark had obtained. She noted that new banners had not been purchased in several years. Gerdorn stated that they would like to get custom banners with the DDA name/logo on them. Delaney noted that she would get quotes for that and bring them to the January meeting. She noted that Clark had offered to seek sponsorships to offset the cost of the banners. Several board members stated that they would also be willing to help find sponsors.

Fagin stated that he would like to dedicate the January meeting to only talking about maintenance and improvement projects. He asked that all board members bring their ideas to the January meeting.

Cook noted that he had a previously scheduled meeting and left the DDA board meeting at 8:55 am.

2) 2012 Events

None.

3) Committee Updates

a) Design: None.

b) Marketing and Promotions: None.

c) Farmers Market: Novrocki distributed several pieces of information to the DDA board. This material outlined the funds remaining from the 2013 farmers market season, vendor fees charged at other community markets, and a number of other points of interest.

A lengthy discussion about Novrocki's pre-season hours and the needs of the 2014 farmers market. Novrocki presented an outline of the estimated hours that she would need to work prior to the launch of the 2014 season. Her estimate called for about 160 hours or 10 hours per week. There was also a discussion about her contract for the upcoming season. Delaney stated that she would send the contract to the City Attorney for review.

APPROVAL OF NOVROCKI'S PRE-SEASON HOURS & CONTRACT

Motion by Smith, supported by Carroll.

To approve Novrocki's request to work on the 2014 farmers market at a rate of \$10/hour, not to exceed 160 hours before May, 2014. This approval is contingent upon the review and approval of Novrocki's contract by the City Attorney.

VOTE

MOTION CARRIED UNANIMOUSLY

The board also discussed the need for a new logo and some marketing materials and signage for the market. There was also discussion about purchasing a semi-permanent sign that would be put up at the farmers market lot during the season. Novrocki stated that she would get a cost estimate for the semi-permanent sign and bring that back to the board in the new year.

APPROVAL OF EXPENDITURE OF FUNDS FOR A FARMERS MARKET LOGO

Motion by Jarratt, supported by Smith.

To approve payment for the design of a new farmers market logo in an amount not to exceed \$100.

VOTE

MOTION CARRIED UNANIMOUSLY

APPROVAL OF EXPENDITURE OF FUNDS FOR FARMERS MARKET PROMOTIONAL MATERIALS AND ADVERTISING

Motion by Smith, supported by Jarratt.

To approve the expenditure of farmers market funds to pay for promotional materials and advertising for the 2014 farmers market, in an amount not to exceed \$500.

VOTE

MOTION CARRIED UNANIMOUSLY

Novrocki discussed the upcoming Michigan Farmers Market Association's market manager training. Thompson noted that the previous Market Manager had attended this training and gained some valuable knowledge. Novrocki noted that the training would take place in January in Grand Rapids, so she would likely need to book a hotel room.

APPROVAL OF EXPENDITURE OF FUNDS FOR NOVROCKI TO ATTEND MICHIGAN FARMERS MARKET ASSOCIATION TRAINING AS WELL AS TRAVEL EXPENSES

Motion by Gedom, supported by Smith.

To approve the expenditure of farmers market funds to pay for MIFMA training and travel expenses in an amount not to exceed \$600.

VOTE

MOTION CARRIED UNANIMOUSLY

TABLED ITEMS

None.

BOARD MEMBER COMMENTS

None.

ADJOURNMENT

Motion by Gerdom supported by Wickham.

To adjourn the December 12, 2013 DDA board meeting at 9:45 a.m.

VOTE

MOTION CARRIED UNANIMOUSLY

Gary Fagin, Chairperson

Kristen Delaney, Recording Secretary