

**City of South Lyon
Downtown Development Authority Meeting
February 10, 2011**

The meeting was called to order at 8:35 a.m.

Present: Rhonda Bifano, Jan Eldon, Gary Fagin, Holly Gerdom, Dave Grimes, Joe Repanshek, Susan Stowe and City Manager David Murphy.

Absent: Gary Childs

Also present: Kristen Delaney, Director of Community and Economic Development for the City of South Lyon, John McCarter, John McCarter Construction, RoseAna Twitchell, Diane Roest of Diane's Dollhouse, Rick LaChance of Emma's Graphics, Marilyn Smith of South Lyon Resale Shop.

Approval of Minutes:

Motion by Eldon, supported by Gerdom.

To approve the Minutes for January 13, 2011.

Vote: **Motion Carried Unanimously**

Approval of Agenda:

Motion by Repanshek, supported by Eldon.

To approve the Agenda for February 10, 2011.

Vote: **Motion Carried Unanimously**

Public Comment: Fagin welcomed the guests in attendance. He noted that he would like to limit the time spent on non-agenda items during the public comment so the board had time to speak about items on the agenda. If a subject needs to be discussed he noted that the DDA would be happy to put the topic on a future agenda or set up a separate meeting to discuss it.

Old Business:

1. **Budget/Financial Report:** Bifano reviewed the financial statement. She noted that there had been very little activity since the last meeting.

Murphy arrived at 8:38 a.m.

2. **Committee Updates:**
 - a. **Design:**

- i. **MSU Small Town Design Initiative:** Fagin gave a quick overview of the January meeting with Warren Rauhe. He noted that the Committee met with Yodan Rofe

the day before to talk about U of M's project in South Lyon. He said that Rofe had presented some very interesting information to the Committee and that they would like to have Rofe present this information to the Planning Commission. Randy Clark is working to set this up. The DDA asked Fagin to make sure that MSU received a copy of the U of M project.

- b. Marketing & Promotions:** Eldon gave an overview of her meeting with the Chamber of Commerce. They would like to have a Downtown Saturday Night that is a joint effort between the DDA and Chamber. Corry Bala of the South Lyon Hotel will run the beer tent and will also have a tent at the Hotel.

Stowe noted that they were also working on the Cinco de Mayo Ladies Night Out event.

- c. Farmers Market:** Delaney stated that the Farmers Market Committee would like to hire RoseAna Twitchell as the Market Master for the 2011 season. There was a discussion about how she was paid through the vendor fees. Fagin asked if the Market had made money. Delaney stated that they had broken even and perhaps had a few hundred dollars to spare. She noted that she had sent out financials for the Farmers Market in previous packets.

Approval to hire RoseAna Twitchell as the 2011 Market Master for the South Lyon Farmers Market:

Motion by Fagin, supported by Gerdom.

To approve the hiring of RoseAna Twitchell.

Vote:

Motion Carried Unanimously

McCarter brought up the idea of increasing vendor fees so that the Committee could afford to do more advertising. A discussion ensued about the future of the Farmers Market and ideas for how it could grow. Eldon stressed the importance of getting some signage at the crosswalk at Pontiac Trail and Liberty. Murphy stated that they would have to go through Oakland County Road Commission for that.

- d. Cool Yule:** Delaney gave an overview of the event and how it ended up at McHattie Park in 2010. She asked if any of the DDA board members wanted to volunteer for the event. No one expressed an interest in running the event. The board asked Roest, as a representative of the Chamber of Commerce, if she thought that they would like to continue the parade. Roest said that she thought that they probably would, but that she was not in favor of having an event downtown.

Delaney asked the board if they wanted to continue to fund the carriage rides and reindeer downtown. There was a discussion of whether or not it was a good use of funds.

Approval to dissolve the DDA's involvement in Cool Yule and to discontinue paying for carriage rides and reindeer:

Motion by Fagin, supported by Eldon.

To dissolve the DDA's involvement in Cool Yule and paying for carriage rides and reindeer.

Vote:

Motion Carried Unanimously

- 3. Website:** The board discussed various options for creating a website. Repanshek and Gerdorn noted that this discussion had been going on for quite some time and they would like to take action today. Gerdorn noted that in the email Delaney had sent out with links to other websites, she had particularly like Almont's and Fenton's. Bifano agreed stating that she didn't see that much difference between the websites costing \$700 and the more expensive ones. There was some discussion of using New Moon Visions in Milford to work with Accunet and improve the appearance of the website.

There was a discussion about how long it would take to create and update the website. Delaney stated that if she was going to put the information into the website it would initially take between 10 and 20 hours, with approximately 1 hour of work each week to maintain it. There was further discussion on whether or not to have Delaney maintain the website.

Approval to have Delaney work with Accunet and New Moon Visions to develop a South Lyon DDA website in an amount not to exceed \$3,000:

Motion by Repanshek, supported by Bifano.

To have Delaney work to develop a DDA website in an amount not to exceed \$3,000.

Vote:

Motion Carried Unanimously

- 4. Use of Light Poles for Film Festival Banners:** There was a discussion about the request from Rich Perry of the 3 Minutes in Lyon Film Festival. Delaney noted that she thought his request was conservative and that it would be better to have the banners up for a longer time before the event. Fagin stated that he agreed. Delaney stated that she would work with the DDA to get the banners installed.

Approval to allow the Three Minutes in Lyon Film Festival use of the downtown light poles for their festival banners, for up to one month prior to the festival:

Motion by Fagin, supported by Eldon.

To allow the festival use of the downtown light poles for their banners.

Vote:

Motion Carried Unanimously

New Business:

None.

Board Comments:

None.

Adjournment:

Motion by Grimes, supported by Stowe.

To adjourn meeting at 9:49 a.m.

Vote:

Motion Carried Unanimously

Gary Fagin, Chairperson

Kristen Delaney, Recording Secretary

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