

**City of South Lyon
Downtown Development Authority Meeting
February 11, 2010**

The meeting was called to order at 8:43 a.m.

Present: Gary Childs, Joe Repanshek, Gary Fagin, Jan Eldon, Susan Stowe and City Manager David Murphy.

Absent: Dave Grimes and Rhonda Bifano.

Also present: Kristen Delaney, Director of Community and Economic Development for the City of South Lyon, Randy Clark.

Approval of Minutes:

Motion by Murphy, supported by Repanshek.

To approve the Minutes for January 14, 2010.

Vote: **Motion Carried Unanimously**

Childs requested that "downtown concert series" be added to the agenda as item #4 under "New Business".

Approval of Agenda as Amended:

Motion by Murphy, supported by Childs.

To approve agenda for February 11, 2010.

Vote: **Motion Carried Unanimously**

Public Comment: Randy Clark asked that DDA agendas be emailed to business owners prior to meeting. Delaney stated that she would follow up on this.

Fagin welcomed the newest DDA Board Member, Holly Gerdorn, to the board. Other board members welcomed her as well.

Old Business:

1. **Finance Report:** No comments.
2. **Work Plans and Goals for 2010:** Fagin gave a list of projects that he would like the design committee to work on. Gerdorn requested some information about Main Street and the committees so she could figure out where she would be a good fit. Delaney stated that she would get these materials to Gerdorn and that there was information on the disc included in their packet. Repanshek noted that it would be helpful for Delaney to put together a directional document or put the materials in their packets up in a central location so the board could go back and refer to them.

Delaney stated that she would like the individual committees to set up regular days to meet after the Main Street Oakland County workshops being held at the end of February.

- 3. Farmers Market:** Delaney stated that since the last meeting she had done some research and put together a business plan for a farmers market. She stated that she had received feedback from John Bell of the Lyon Township DDA who gave her positive comments and clarified the Chamber of Commerce's role in any potential Lyon Township Farmers Market. She noted that she would stay in touch with Bell and try to avoid having the South Lyon Farmers Market on the same day as Lyon Township. Delaney noted that she had also followed up and done research on Salem's Farmers Market. She noted that they had held one farmers market in the parking lot of the township's offices. They had plans to expand this market to two dates in 2010.

Delaney asked the board if there was support for the idea and if they wanted her to move forward. Stowe stated that she was supportive of the idea. Repanshek asked about having the farmers put their tents up on the sidewalks like he had seen in some New England towns. There was a general discussion about the feasibility of this. There was also some discussion about the day of the week that the market should be held on. Delaney had proposed holding it on a Sunday, there was some general discussion about the pros and cons. There was a general consensus that the market should be held on Saturday morning from 10:00 a.m. until 2:00 p.m. Delaney stated that she would like to get a steering committee together and get some help recruiting vendors.

Repanshek had some questions about the application that was included with the business plan. He stated that he thought some of the restrictions were unnecessary. Delaney stated that she would take this into consideration and modify the application. Eldon stated that the promotion committee could help advertise the market.

New Business:

- 1. Signage:** The board reviewed the signage study compiled by Kim Thompson. Delaney asked for feedback. Gerdon stated that she liked the way Plymouth and Northville had directory maps. She thought a good location for something like this would be near the park.

Repanshek stated that having a consistent format, colors and font would be crucial as they work on improving signage. Stowe noted that she would like to use professional to help them design the signs. Fagin stated that he had some designs to present. He handed out some images put together by a local sign shop. There was a general consensus among the board that they liked the color and the shape of the signs that Fagin presented. Repanshek noted that he would like to see the round finials replaced with pineapples, a traditional welcome symbol.

There was general discussion about parking signs. Some board members felt that having "courtesy of the Downtown Development Authority" on the signs was unnecessary. Delaney pointed out that they could do something similar to Plymouth and just have their website on the sign. There was also discussion about putting a time limit on the signs. Fagin noted that some vehicles had been parked overnight in the municipal lot on Pontiac Trail and Liberty.

2. **Review of the Landscape Contract:** Delaney stated that this item was on the agenda because Jeff Bell of J & G Landscape had noted that some of the items on their current bid list for spring and fall cleanup should be removed and other items needed to be added. Delaney noted that if changes were to be made, the board should do it now because the contract would need to be put out to bid in March. Repanshek and Fagin volunteered to work with Bell to revise the list.
3. **Advertising in the Chamber of Commerce Directory:** Delaney stated that she had been approached by Bethany Sly about advertising in the Chamber Directory. She noted that ad sizes and rates were included in their packets. Fagin stated that he did not think it would be the best use of their limited advertising money. The other board members agreed.
4. **Downtown Concerts Series:** Childs stated that he had spoken with Corry Bala of the South Lyon Hotel about doing a 2 or 3 summer concerts in downtown. He stated that he was not asking the DDA to get involved, he just wanted to get a sense if there would be support for this. Eldon stated that she like the idea, but would not support the DDA putting money towards the events. She noted that the DDA needed to recoup the costs from the events that it put on and couldn't foot the bill for all downtown events. Childs stated that he was not asking for any financial support. There was a general discussion about having Ladies Nights in conjunction with the summer concerts and a discussion about some potential dates.

Board Comments: Fagin asked Delaney about thank you letters to the companies that had helped get lights and electricity to the Veteran's Memorial Lot. Delaney stated that at the last meeting, she thought it was decided that Fagin would do that. She said she would email him a letter to use if that would help.

Eldon noted that she would like to have a discussion of the Main Street workshops on the next agenda. Delaney stated that she would follow up on this.

Vote: **Motion Carried Unanimously**

Adjournment:

Motion by Repanshek, supported by Childs.

To adjourn meeting at 9:52 a.m.

Vote: **Motion Carried Unanimously**

Gary Fagin, Chairperson

Kristen Delaney, Recording Secretary

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