

**City of South Lyon
Downtown Development Authority Meeting
April 14, 2011**

The meeting was called to order at 8:34 a.m.

Present: Rhonda Bifano, Gary Childs, Gary Fagin, Holly Gerdom, Joe Repanshek, Susan Stowe and City Manager David Murphy.

Absent: Jan Eldon (excused), Dave Grimes (excused).

Also present: Kristen Delaney, Director of Community and Economic Development for the City of South Lyon, VFW Post 502 Quartermaster Jim Lechich, Marilyn Smith of the South Lyon Resale Shoppe and Peter Maxfield of RE/MAX Fine Homes.

Approval of Minutes:

Motion by Child, supported by Repanshek.

To approve the Minutes for March 10, 2011.

Vote: **Motion Carried Unanimously**

Approval of Agenda:

Motion by Childs, supported by Stowe.

To approve the Agenda for April 12, 2011.

Vote: **Motion Carried Unanimously**

Public Comment: Lechich introduced himself and noted that the VFW was planning some major improvements and would like to get more involved with the downtown.

Old Business:

- 1. Budget/Financial Report:** Bifano reviewed Farmers Market sponsorships, expenses for the hanging flower basket liners and the Michigan Farmers Market Association membership.

Murphy spoke about the 2011-2012 fiscal year budget. Tax captures were down again to approximately \$53,000. There was a discussion about some money that might become available to fix the Wells Street lot.

There was a discussion about expenses for flowers. There was a discussion about how much they would cost and which line item they should be included on.

- 2. Committee Updates:**

- a. **Design:** There was discussion about the final meeting with the Michigan State University Small Town Design Initiative team on May 16th.

There was discussion about the dead and dying arborvitae around the Veteran's Memorial. Fagin noted that he

- b. **Marketing & Promotions:** Stowe gave an update on the Cinco de Mayo Ladies Night Out. Over 13 businesses were participating and a number of marketing materials had gone out to promote the event.

There was a discussion about Downtown Saturday Night. No information on the status of the event was available at this time. There was a discussion about collaboration between the Chamber and the DDA. Some board members were concerned about a lack of information coming from the Chamber. Repanshek wondered if a joint meeting between the two organizations would be helpful.

- c. **Farmers Market:** Delaney noted that things were going well with the Farmers Market. They had received more sponsorships than last year and were ready for the May 4th launch.

3. **Website:** Delaney, Repanshek and Gerdorn have been staying in communication with New Moon. Work on the website is underway with launch expected within two months.

New Business: None.

Board Comments: None.

Adjournment:

Motion by Repanshek, supported by Gerdorn.

To adjourn meeting at 9:34 a.m.

Vote:

Motion Carried Unanimously

Gary Fagin, Chairperson

Kristen Delaney, Recording Secretary