

**City of South Lyon  
Downtown Development Authority Meeting  
June 9, 2011**

The meeting was called to order at 8:37 a.m.

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

**Absent:** Gary Fagin (excused), Dave Grimes (excused).

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

**Remove minutes from the June 9, 2011 agenda:**

Motion by Stowe, supported by Eldon.

To remove approval of the May meeting minutes from the agenda.

**Vote:** **Motion Carried Unanimously**

Childs arrived at 8:50 a.m He noted that he would provide the May minutes to Delaney.

**Approval of Agenda:**

Motion by Stowe, supported by Eldon.

To approve the Agenda for June 9, 2011.

**Vote:** **Motion Carried Unanimously**

**Public Comment:** None.

**Old Business:**

1. **Budget/Financial Report:** None.

2. **Committee Updates:**

a. **Design:** There was a discussion of the light pole flower baskets. The board also discussed the committee being formed to address public art.

b. **Marketing & Promotions:**

i. **Ladies Night Out:** Stowe stated that she had been in touch with the Recreation Authority and they were interested in participating in events like Ladies Night Out. Stowe noted that they could use the help and that a lot of work goes into these types of events. There was a discussion about the next event. After some

discussion it was determined that they should do a holiday preview event on November 17<sup>th</sup>. Repanshek noted that he would like to see the retail event also include the bars and restaurants downtown. There was discussion about potential prizes and maybe pooling cash for one good prize or having a valuable gift certificate that could be used at any of the participating businesses.

ii. **Downtown Saturday Night Out:** Childs stated that he was still trying to get a committee meeting together. He asked Delaney to find out if the Oakland County Stage was available on any other dates, as it was not available on July 16. There was a lengthy discussion on the organization of the event. Several board members expressed frustration that the Chamber of Commerce is not organizing downtown events.

c. **Farmers Market:** There was a lengthy discussion about spending for the farmers market. Repanshek asked what the connection was between the DDA and the market. Delaney noted that last year, the DDA had been a farmers market sponsor. This year they are not. Murphy stated that the DDA is experiencing declining revenues. He thinks that some of the sponsorship revenue from the market should go to fund the DDA. Stowe and Gerdom stated that they would like to see the sponsorship money be earmarked for the market. Delaney stated that if the DDA was over budget, then it would seem that there was some onus on the DDA board to do some fundraising. There was a discussion about future purchases. The board requested that the Farmers Market Committee make a list of items that they would like to purchase this year and present it to the DDA board.

3. **Website:** Delaney noted that the website was progressing on schedule. She is anticipating a July launch.

### **New Business:**

1. **Main Street Oakland County – Mentorship Program:** There was a discussion on the new requirements of the Mentorship Program. Delaney stated that an application is now required and it is due in mid-August. She asked the board if they wanted to continue with the program. Repanshek noted that the program required a key person who could oversee all of the committees. It also required a core group of committed people. Gerdom thought it would be a shame for the DDA to lose the resources that the County is providing. She felt that the principles had worked in other community and that they would work in South Lyon. Murphy suggested doing one more year and making a decision to continue in 2012.

2. **Business Assistance Team:** Delaney gave a recap of the recent BAT visits that she went on with representatives from Lyon Township, the Chamber and Oakland County.

**Board Comments:** Board members thanked Repanshek for filling in the chair and for running a productive meeting.

### **Adjournment:**

Motion by Eldon, supported by Gerdom.

To adjourn meeting at 9:34 a.m.

**Vote:**

**Motion Carried Unanimously**

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Joe Repanshek, Vice-Chairperson

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Kristen Delaney, Recording Secretary

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