

**City of South Lyon
Downtown Development Authority Meeting
September 8, 2011**

The meeting was called to order at 8:33 a.m.

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

Absent: (1) Board Vacancy

Also present: Kristen Delaney, Director of Community and Economic Development for the City of South Lyon, Marilyn Smith (South Lyon Resale Shop), Whitney Stone (2Stone Events).

Approval of Minutes:

Motion by Stowe, supported by Childs.

To approve the Minutes for August 11, 2011.

Vote: **Motion Carried Unanimously**

Childs noted that the meeting date on the agenda was incorrect. It should be changed to September 8, 2011.

Approval of Agenda as Amended:

Motion by Childs, supported by Grimes.

To approve the Agenda for September 8, 2011.

Vote: **Motion Carried Unanimously**

Public Comment: None.

Old Business:

1. **Budget/Financial Report:** Bifano reviewed recent transactions. Some money from interest had come in and some money under the "wages" category had gone out to pay the person who waters the flowers downtown.
2. **Committee Updates:**
 - a. **Design:** Fagin stated there were no updates. The Committee has not met lately.
 - b. **Marketing & Promotions:** Stowe stated that she had gotten a lot of questions from customers about when there will be another Ladies Night Out. She stated that she wished she could organize another one, but just didn't have the time. There was a general discussion regarding events.

- i. **Events for 2011 – Tentative Schedule:** Whitney Stone introduced herself and gave some background on her event planning business 2Stone Events. There was discussion about a summer event. Gerdom noted that July would be a good time to do it. Two dates are being looked at: July 14 or July 21, 2012. Stone noted that she had experience working with Brighton, Northville and Novi.

There was a discussion about what her fee would cover. She noted that an electrician and generators would be extra and permitting, advertisements and snow fencing would not be covered. Delaney noted that the next step would be to secure a date and work out a contract with 2Stones. Stone agreed. Delaney stated that the cost for the event would be \$15,000. Her hope was that the Chamber could contribute \$5,000, the DDA contribute \$5,000 and that \$5,000 in sponsorship money could be raised. The plan would be to let 2Stones plan the event, there would not be a committee.

There was a general discussion about how much money they could expect to get back from the event. Repanshek stated that it would be helpful to know what beer tents have made in the past. He asked Childs if we could get information to the DDA on what the Chamber's beer tents have made in the past. Childs said that he would have this for the next meeting.

There was a discussion about vendors. Fagin asked if food vendors would be expected to pay. Stone said that paying a fee was pretty typical and that it was done in Brighton. Delaney said that local restaurants had not been receptive to this in the past.

There was a discussion about the joint meeting with the Chamber in November. Murphy asked Delaney to send a letter to the Executive Director of the Chamber, inviting them to the November meeting. He asked Delaney to request that they have a list of their 2012 events ready for the joint meeting.

- c. **Farmers Market:** Bifano noted that there were a few weeks left of the Farmers Market.

3. **Board Vacancy:** The board discussed the applications that had been submitted by Bill Jarratt and Mary Poole. There was a discussion on the strengths of each candidate. Several board members stated that Poole's involvement in downtown was important. They noted that Jarratt had a long history with the DDA and that was also important.

After more discussion, all board members recommended that Poole should fill the vacant seat on the DDA board.

Approval to recommend Mary Poole to the City Manager and City Council to fill the DDA vacancy:

Motion by Bifano, supported by Gerdom.

To recommend Mary Poole to the DDA vacancy.

Vote:

Motion Carried Unanimously

New Business:

- 1. Flower Basket Quote from Landscape Design & Associates LLC:** Delaney noted that she had obtained a quote from the company that plants and maintains Brighton's flower baskets. The quote was for \$1,625 to plant 32 light pole flower baskets. Delaney noted that the City paid about this much for flowers last year and that the quote includes: flowers, fertilizer and planting. The City would continue to maintain and water the flowers. Landscape Design and Associates waters Brighton's flowers seven days a week during the summer. The most that the City could do would be five times per week.

Murphy stated that he would contact Schoolcraft's satellite office in Walled Lake to see if we could get flowers cheaper from the vocational students. He will obtain a quote and bring it to the next DDA meeting.

Board Comments: Fagin went through the "Tabled Items" portion of the agenda. There was a discussion about the maintenance of the dumpsters in the Wells Street parking lot. Repanshek noted that they continued to be an eyesore. Fagin asked for clarification why this item was on the agenda. Delaney noted that it was because it was suggested that more garbage cans were needed in the lot. Fagin asked if the DPW had extra cans that could be installed. Murphy replied that he would check. There was a discussion over who had responsibility to clean and maintain the dumpster enclosures in the lot. Fagin thought that the City could maintain them, and occasionally clean them up. Repanshek noted that the gates were always open, could the DPW fix the doors? Murphy said that he would talk to the nearby business owners.

Smith stated that she would like to talk about snow removal. She has ongoing concerns about snow removal from the curb to the sidewalk. In the winter it is very hard for people to get out of their cars and get to the businesses. There is also a problem with absentee landlords and foreclosed properties, because no one was shoveling their sidewalks. She asked why the DPW can't go through with the machine that they use to clean the public lots and do the sidewalks when the snow is bad. Murphy stated that if they did it for the downtown they would have to do it for everyone. He said that the Council has been clear about this. Fagin asked about hiring a private company to do this. There was a consensus that quotes should be pursued to find out the cost of having the sidewalks throughout the DDA cleared to see if it is feasible to have the DDA pay for this service.

Adjournment:

Motion by Gerdom, supported by Stowe.

To adjourn meeting at 9:40 a.m.

Vote:

Motion Carried Unanimously

Gary Fagin, Chairperson

Kristen Delaney, Recording Secretary