

**City of South Lyon
Downtown Development Authority Special Meeting
November 12, 2009**

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

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

Absent: None.

Also present: Jack Renwick of Parkside Cleaners, Randy Clark, Ed Brown of Brown's Root Beer Shop, Diane Roest of Diane's Dollhouse, Cheryl Wickham of Divine Yoga and Massage, Caryn Fallert of the South Lyon Herald and Kim Thompson, South Lyon resident.

Approval of Minutes:

Motion by Childs, supported by Stowe.

To approve the Minutes for October 14, 2009.

Vote: **Motion Carried Unanimously**

Approval of Agenda:

Motion by Childs, supported by Herzog.

To approve agenda for November 12, 2009.

Vote: **Motion Carried Unanimously**

Public Comment: Ed Brown stated that he was concerned about the direction the DDA was going in. He stated that he thought the DDA was doing too many events and not focusing enough on improvements downtown. He stated that the only improvement that the group had done in the past year was the Veteran's Memorial Lot and he thought that took too long. Stowe stated that she thought the DDA was evolving and trying to fill the void left by the Chamber, in terms of events but that they were also doing improvement projects. Eldon stated that she thought putting on events was an important function for the DDA to do in addition to its other responsibilities. She noted that events like Ladies Night Out did not cost the DDA any money and that all advertisements and promotions for events like these were paid for by the participating merchants. Murphy stated that Brown needed to recognize the restrictions on the projects that the DDA could do because of its very limited budget. He noted that the DDA did not start capturing tax money until relatively recently and that even the small improvements done to the Veteran's Lot required a budget amendment.

Chairperson Fagin thanked Brown for his feedback. He noted that the DDA was working to strike a balance. Marketing and promotions came first because they were the easiest and least expensive, but the DDA was also working on the other components of downtown revitalization. Fagin noted that the board would be working on implementing the Main Street approach in 2010. He stated that the board would take everyone's concerns and constructive criticism and incorporate it into the dialogue.

Fagin stated that he thought a lot of positive things had happened in the past year and that he saw this continuing into the future.

Repanshek noted that this was a crucial time for the downtown. He stated that it was vital that there be downtown activities to attract and retain businesses and customers to downtown. Eldon stated that there was a lot of excitement about what was happening downtown due to the events that have taken place in the last few months.

Old Business:

- 1. Finance Report:** Murphy went over the financial reports and answered several questions about what the particular columns represented. Fagin asked when the tax capture comes in. Murphy noted that this happens in December. Randy Clark noted that they might want to do a more detailed financial report moving forward so it was clear what the expenditures were. There was some discussion about the expenses for the Downtown Saturday Night. Childs noted that the board went into this event knowing that they would have to spend more than in the past because they were putting on the entire event alone, without help from the Chamber as they had in the past. He stated that this was a learning year, and that they would have a better idea of the total cost of the event moving forward. A board member asked how long they had remaining to pay on the Wells Street Lot. Murphy stated that off the top of his head he believed it was somewhere between 8 or 9 years left.
- 2. Marketing and Promotions Committee Report:**
 - a. Logo and Slogans:** The board reviewed the variations of the logo put together by Sara Theisen. Fagin noted that Theisen had gone ahead and done some computerized sketches of downtown buildings including Diane's Dollhouse, the Herald building and Phillips Travel. There was general discussion on which logo the group like the best and consensus that everyone preferred the D.5 option.

Approval to adopt the D.5 logo option as designed by Sara Theisen.

Motion by Repanshek, supported by Herzog.

To approve the adoption of the D.5 option as designed by Sara Theisen as the official logo of the City of South Lyon DDA.

Vote:

Motion Carried Unanimously

There was some discussion over the slogan that would accompany the logo. There was debate over whether they should chose "a community to grow with" or "building a community with character". Kim Thompson noted that the first option would be a great slogan for the city at large, but that the second option spoke most specifically to the mission and goals of the DDA. There was general agreement that they should adopt "building a community with character" as the slogan to go with the logo.

- b. Holiday Jingle Update:** Delaney gave a quick overview of the details of the event. Eldon gave an overview of the co-op advertising campaign and stated that she had at least 8 merchants committed to participate. Jack Renwick stated that Operation Injured

Soldiers would be planning the lighted parade that was set to begin at 5:30 p.m. He stated that it would start at Dorothy and end at Whipple. Delaney noted that the Parks and Recreation Commission was planning a Jingle Walk in conjunction with the Holiday Jingle and that the First Presbyterian Church would have the live nativity again this year. Caryn Fallert noted that there was still time to advertise in the upcoming holiday booklet.

New Business:

- 1. Wells Street Parking Lot Improvements/Issues with Brick Pavers:** Fagin stated that he had met with HRC and David Murphy at the site to determine what was causing the pools of water. Fagin noted that Superintendent Renwick was going to snake the drains and see if that helped. Fagin also stated that the loading spot in front of Han's Tae Kwan Do had been taken care of and he gave kudos to the City for resolving the issues with the drainage at the Lake Street Mercantile building.
- 2. Electricity at the Veteran's Lot:** Fagin noted that he and some others were trying to get the Veteran's lot wired for electricity in time for the lighting of the City tree. He stated that he had received a verbal bid from DRW for somewhere between \$2,400 and \$2,600.
- 3. Work Plans and Goals for 2010:** Tabled.
- 4. Main Street Committees:** Tabled.
- 5. Maintenance of the Trees in the DDA:** Fagin noted that, as had been discussed at previous meetings, there were 3-4 dead or dying trees downtown. There was some discussion as to how this situation should be handled. Delaney noted that there was some issues with the way the trees were planted and that it was likely that more would die in the future. She also noted that several merchants had complained about the messiness of the pear trees and would like to see another variety of tree planted.
- 6. Farmers Market:** Delaney noted that she was trying to get in touch with the woman who had spoken at the Oakland County Main Street workshops over the summer, but had not heard back from here. She noted that she was going to try some other people to see if they could come and speak to the board.

Adjournment:

Motion by Repanshek, supported by Murphy.

To adjourn meeting at 9:58 a.m.

Vote:

Motion Carried Unanimously

Gary Fagin, Chairperson

Kristen Delaney, Recording Secretary