

City of South Lyon
Downtown Development Authority Regular Meeting
February 12, 2009

Vice-Chair Phillips called the meeting to order at 9:04 a.m.

Present: Gretchen Phillips, Don Beck, Jan Eldon, Gary Fagin, Susan Stowe, Gary Childs and City Manager David Murphy.

Absent: Barb Herzog.

Also present: Caryn Fallert, Sales Consultant for the South Lyon Herald.

Approval of Minutes:

Motion by Murphy, supported by Beck.

To approve the Minutes for January 9, 2009.

Vote: **Motion Carried Unanimously**

Approval of Agenda, as amended to include "Advertising in the South Lyon Herald" as the item 1 (a) Under Marketing and Promotions, in Old Business:

Motion by Fagin, supported by Childs.

To approve agenda for February 12, 2009 as amended.

Vote: **Motion Carried Unanimously**

Public Comment: None.

Old Business:

- 1) **Finance Report:** Phillips presented the board with the final bill from J & G Landscaping for cleanup work done during the fall in the DDA. The bill was for \$722.85.

Vote: **Motion Carried Unanimously**

Approval of payment to J & G Landscaping in the amount of \$722.85:

Motion by Fagin, supported by Beck.

To approve payment to J & G Landscaping in the amount of \$722.85.

Vote: **Motion Carried Unanimously**

2) Maintenance:

a. Purchase of a Golf Cart

Murphy stated that as the board had discussed installing hanging flower baskets in previous meetings, they would need a cart with a water tank to maintain the baskets. Murphy also stated that this was not a budgeted item and that they would need to use some money from capital improvements to pay for it.

Murphy asked Dave from the DPW to do some research and he had come up with the estimate that Murphy was presenting to the board today. The golf cart that he was proposing was a gas cart that would be modified to hold a 50 gallon water tank. Fagin expressed some confusion as to why the estimate listed a golf cart modified to carry a 100 gallon water tank. Murphy stated that the cart they would have would only carry 50 gallons, but that the larger capacity cart was necessary to carry tools and other items. Fagin stated that this was a good idea.

Childs asked if the Beautification Committee would be able to use the cart. Murphy responded that he did not see why they could not, as long as they could work out a schedule with the DDA for its use. Stowe offered the use of the spicket behind her building to refill the tank on the cart.

Vote:

Motion Carried Unanimously

Approval of funds from capital improvements, not to exceed \$3,500 for the purchase of a golf cart to water landscaping in the DDA:

Motion by Fagin, supported by Childs.

To approve the use of funds from capital improvements, not to exceed \$3,500 for the purchase of a golf cart to water landscaping in the DDA.

Vote:

Motion Carried Unanimously

- 3) Marketing and Promotions Committee Update:** Stowe gave the board an update on the committee's progress. She stated that they were not able to have a January meeting, but in previous meetings they had made progress on brainstorming events for the entire year. Stowe said the committee was especially looking forward to instituting a quarterly "Women's Night Downtown". The committee was also considering organizing a Summer Sizzle, Downtown Sales, a Holiday Spectacular and a chili cook off.

Stowe stated that the committee will meet before the next DDA meeting and that she or another member of the committee will report back to the DDA on their progress.

The board also discussed reviving the farmer's market that had been held in the Veteran's Memorial Parking lot in the past. Childs mentioned that the market had essentially died out when it was moved from a central location on Pontiac Trail to the alleyway adjacent to the Wells Street Parking lot. Beck stated that the farmers market would need to be in a visible location. Phillips agreed and stated that finding a suitable day for the market had also been an issue.

Childs urged the committee to give their ideas some time, because events need some repetition to become established. Phillips agreed, stating that it would be better to start something slowly, than to begin another event that would quickly fail. Phillips also suggested doing a large annual plant sale in the downtown area. Stowe stated that Northville had a similar event that was very popular.

New Business:

- 1) **(a) Advertising in the South Lyon Herald:** Fallert stated that she was working on a special advertising section with the theme of "What Makes South Lyon Special?". She was hoping to have it be a color page with ads from South Lyon businesses. It would be a four week commitment that would run in four different communities, and help attract people from outside the community, into downtown South Lyon. Ads would run in: Novi, Northville, South Lyon and Milford.

Another option would be to do an advertisement/article. Eldon stated that she had been featured in this kind of advertisement and had received a lot of out-of-town business from it. Eldon asked about a supplement in the "Yes" section of the Free Press, which she noted was oriented towards female shoppers. Fallert stated these were popular and the rates were very reasonable. Eldon noted that this supplement comes with the Sunday paper.

- 1) **(b) Long Term Goals:** Murphy stated that the process of determining long-term goals would be a lengthy one, but it was one that he hoped that the board will continue to consider. He asked the board where they wanted the downtown to go and what issues they wanted to focus on.

Fagin stated that the presence of vacant buildings in the downtown, as well as blight, were his biggest concerns. He stated that he wanted the City to do more to fix the issue. Murphy stated that the City had pursued the issue as far as they could, legally. He stated that one option in the future, may be for the DDA to purchase buildings that it feels are blighted or in need of rehabilitation.

Fagin stated that in terms of South Lyon's future, while many people said that they would like for the town to be like Northville, he saw South Lyon becoming like Dexter. He said he thought they were similar communities because, like South Lyon, Dexter is small and largely rural. He stated that he liked what Dexter had done with their downtown, in particular their recent streetscape project and the way the town looks in generally. Delaney urged Fagin and other board

members to start taking pictures of things that they found attractive in other downtowns, so the board could start putting together some ideas and a vision for the future. She also stated that she would look into Dexter, and contact the person in charge of their DDA and make a point to talk to them. Fagin stated that he would go to a Dexter DDA meeting with her in the future if that would be helpful.

Murphy stated that one of his long term goals for the downtown was to bury the electric lines. He noted that obtaining easements for this would be an issue.

Childs stated that he would like to improve the look of the alleyway next to the post office. He noted that it was necessary to conceal dumpsters in other parts of the City, but that in this area they were out in the open and did not look very good. Phillips noted that in addition to this, she would like to see the appearance of backdoor entrances in the downtown improve.

Phillips stated that another goal she would like to see is the development of high-density, mixed use buildings in or near the downtown. She and other board members pointed to the condos near the train tracks in downtown Brighton as an example of what they would like to see.

2) Election: The Board decided to table the election until the March meeting.

Board Member Comments:

Adjournment:

Motion by Beck, supported by Childs.

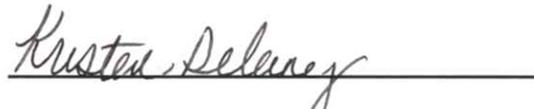
To adjourn meeting at 10:30 a.m.

Vote:

Motion Carried Unanimously



Gretchen Phillips, Vice-Chairperson



Kristen Delaney, Recording Secretary