

- 1) **Pumpkinfest Donated Improvements to Wells Street Parking Lot:** Scott Black, President of Pumpkinfest was present and explained that he appreciated both the City and the DDA allowing Pumpkinfest to use the parking lot for the festival. Both he and the Pumpkinfest Committee would like to help spruce the lot up this spring. Black stated that Pumpkinfest would provide the materials and the manpower to carry out the project.

Black gave an overview of the proposed improvements to the lots. They include:

- Providing cut throughs in the landscaped islands so people aren't walking through the plants and the mulch. They will use patio stones with aggregate underneath.
- Remove the current plantings in the landscaped islands and install a variety of ribbon grass instead. Black recommended keeping the grasses at an approximate 18" height. They will cover the ground and require very little maintenance other than occasional weeding and trimming.

Black stated that they would pull back the landscape fabric and top treat the soil to reduce the growth of weeds.

There was a discussion of replacing the trees that had died or been removed. Black recommended holding off on replacing the trees until the current project is done. He stated that he'd like to make sure that the proposed cut throughs are working before planting trees.

APPROVAL OF PROPOSAL FOR WELLS STREET PARKING LOT FROM THE PUMPKINFEST COMMITTEE

Motion by Carroll, supported by Smith.

To approve the proposal for the Wells Street Parking Lot from the Pumpkinfest Committee.

VOTE

MOTION CARRIED UNANIMOUSLY

- 2) **Resignation of Susan Stowe from the DDA Board:** Delaney stated that Susan Stowe had notified her via e-mail that due to other commitments, she would no longer be able to sit on the DDA board.

OLD BUSINESS

1) **Committee Updates:**

a. **Marketing & Promotions** None.

- i. **Other 2015 Events – i.e. Blues, Brews & Brats, Ladies Night Out 2015:** Wickham and Smith gave updates on the progress of the upcoming Ladies Night Out to date. Wickham has sent out an e-mail to businesses and Smith has delivered fliers to businesses. Mary Poole will handle the gift basket. On advertisements the time should be listed as being from 6-9 p.m. Participating

businesses will display balloons out front to show that they are a part of the event.

b. Farmers Market:

- i. Compensation for In-Kind Donations:** There was a discussion on giving the Market Manager a percentage of in-kind donations. This is addressed in the proposed Manager's contract. The manager will not get a percentage of in-kind donations.
- ii. Quote for Marketeer Ad:** Novrocki presented an invoice for an ad in the Marketeer. The Board advised her to run one ad and see if she gets any response. The cost for one month is \$130.

APPROVAL OF EXPENDITURE OF NOT MORE THAN \$130.00 TO PURCHASE AN ADVERTISEMENT FOR THE SOUTH LYON FARMERS MARKET IN THE MARKETEEER

Motion by Hill, supported by Wickham.

To approve the expenditure of not more than \$130.00 for an advertisement in the Marketeer.

VOTE

MOTION CARRIED UNANIMOUSLY

- iii. Quote for Tote Bags:** Novrocki presented a quote from a company she found online for tote bags. The board reviewed the quote and requested that Novrocki obtain a quote from Quicksilver Printing, as they are a local company. If they provide a competitive quote, the board asked that she use a local company.

APPROVAL OF EXPENDITURE OF NOT MORE THAN \$550.00 TO PURCHASE TOTE BAGS FOR THE SOUTH LYON FARMERS MARKET

Motion by Carroll, supported by Smith.

To approve the expenditure of not more than \$550.00 to purchase tote bags for the South Lyon Farmers Market.

VOTE

MOTION CARRIED UNANIMOUSLY

Jarratt exited the meeting at 9:35 a.m.

- iv. Request to Implement SNAP Program:** There was a lengthy discussion about participating in the program. The board reviewed the benefits as well as the requirements of participating. Gerdorn stated that she had spoken with the City's bookkeeper and both she, and the bookkeeper have concerns about how money collecting and record keeping will happen for this project. Novrocki stated that it

wouldn't take a lot of time to do this and that if the board wanted to, they could pay her for the hours that it would take to do this. Gerdom asked her how many hours it would take to manage the program. Novrocki stated that she was not sure. There was a consensus that the SNAP program would benefit the market, but that it did not seem that there was manpower or systems in place to properly manage the program at the current time.

- v. **Farmers Market Manager Contract:** The board reviewed the draft of the Market Manager contract before them. There were no edits suggested.

Novrocki stated that the contract stipulates that she is only able to bill for less than 20 hours per 2 week pay period. She stated that she would be over that just for this pay period due to a conference and a meeting that she attended.

APPROVAL OF FARMERS MARKET MANAGER'S REQUEST TO SUBMIT A BILL FOR AN AMOUNT NOT TO EXCEED 25 HOURS FOR THE CURRENT PAY PERIOD

Motion by Wickham, supported by Smith.

To approve the Farmers Market Manager's request to bill for an amount not to exceed 25 hours for the current pay period.

VOTE

MOTION CARRIED UNANIMOUSLY

- c. **SAFETEA-LU Earmark Update:** No updates.

TABLED ITEMS

None.

BOARD MEMBER COMMENTS

None.

ADJOURNMENT

Motion by Smith, supported by Carroll.

To adjourn the March 12, 2015 board meeting at 9:58 a.m.

VOTE

MOTION CARRIED UNANIMOUSLY

Holly Gerdom, Chairperson

Kristen Delaney, Recording Secretary