

City of South Lyon
Downtown Development Authority Regular Meeting
March 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, Barb Herzog, Joe Repanshek and City Manager David Murphy.

Absent: None.

Also present: Molly McDonald from metroalive.com and Brent McKellar from Edward Jones Investments.

Approval of Minutes:

Motion by Beck, supported by Childs.

To approve the Minutes for February 12, 2009.

Vote: **Motion Carried Unanimously**

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

Motion by Childs, supported by Beck.

To approve agenda for March 12, 2009 as amended.

Vote: **Motion Carried Unanimously**

Public Comment: Brent McKellar from Edward Jones Investments introduced himself to the board and expressed his interest in getting involved with the DDA in the future.

Old Business:

1) **Finance Report:** The board reviewed a financial report, there were no comments.

2) **Maintenance:**

a. Purchase of Hanging Planters

Murphy stated that he would like the board to decide on the style and the placement of hanging planters for the downtown. He suggested that due to the presence of flags on each light pole, and banners on every other light pole, they may want to alternate the planters and put them only on the poles that do not have a banner. Phillips agreed that it would make sense to place them on every

other light pole. Childs asked how the actual plantings would get installed. Delaney stated that she and Murphy had discussed approaching the high schools to see if they had a horticultural vocational program that could do it. Childs suggested that this was something that the Beautification Committee could do.

Stowe and Murphy mentioned the distinctive hanging planters at the intersection of Grand River in downtown Brighton. Murphy stated that some of the poles at the intersection of Lafayette and Lake Streets belonged to Oakland County because those are Oakland County roads, but that he would like the board to consider ways that this area of downtown could be highlighted, without obstructing traffic or interfering with poles that did not belong to the City. There was a discussion on purchasing some other planters that could be secured to buildings, and to which buildings these planters might be attached.

Childs, Repanshek, Fagin and Delaney agreed to make a trip downtown to look at the light poles within the next two weeks and decide on the number of baskets that needed to be purchased and pick the model that would fit the poles correctly.

Delaney presented to the board with two basic style options for the hanging planters: baskets that hang from brackets or baskets that are secured around the pole, and are concealed when the planter is filled with foliage.

Approval for the DDA to purchase hanging planters that are secured around the light pole:

Motion by Phillips, supported by Childs.

To approve the DDA to purchase hanging planters that are secured around the light pole.

Vote:

Motion Carried Unanimously

Discussion was also held on how the hanging planters and other landscaping in the downtown would be maintained throughout the summer. Murphy stated that he was still considering hiring part-time help to focus clean up and maintenance in downtown during the spring and summer months. Fagin and Phillips inquired about a general spring clean up and when the DPW could concentrate on getting the leaves and other refuse out of downtown. Childs stated that he had some inquiries from companies, interested in obtaining maintenance contracts for the downtown. Murphy stated that this is what the board had done in the previous year, and that while it had been effective, it was also fairly expensive. Murphy suggested that the board might want to hire a professional to trim and maintain

the trees downtown, since they were a substantial investment, but that general cleanup could be left to other groups like the prison crew. Fagin asked McKellar if the Rotary could help with downtown maintenance. McKellar replied that they could offer some assistance, but it may not be consistent.

Murphy asked the board to provide him a list of what they would like to see happen in terms of clean up in the downtown.

Phillips stated that she would like the board to receive a timetable for clean up in the downtown. She thought that the sooner it could happen, the better. Stowe stated that she thought the end of April or early May would be a good time for the DPW to start a spring cleaning of downtown because the threat of frost would be over.

- 3) Marketing and Promotions Committee Update:** Stowe gave an overview of the Marketing and Promotions Committee meeting that took place in January. She stated that a Ladies Night Event was planned for Thursday, March 26 from 6:00 – 9:00 p.m. The plan was that each store would have its own specials, but they would carry out a cross promotional raffle, and that shoppers would be able to enter the contest at each business they visit. The basket would contain items donated from several businesses, and the evening would end with a sneak peak of the new Lake Street Tavern hosted by Mary Poole.

Stowe stated that merchants are considering doing a shared advertisement in the Free Press' "Yes" section, and that if several businesses were involved, the rates would be quite reasonable.

Stowe also gave an overview of potential events planned for the year including: Trick-or-Treat Night, a Holiday Spectacular and a Chili and Ice Sculpture event. Phillips stated that she would be interested in seeing a movie night take place in the downtown to get families to visit the area.

McDonald told the board about an event that that she had participated in Grosse Pointe called "Paint the Windows". For this event, merchants taped off a portion of their windows and invited children to come downtown with their parents and decorated downtown windows. The only cost to the DDA was the paint kits which cost around \$7 a piece and the services of a professional window washer to come and clean the windows a week after the event was over. The paintings were judged in the afternoon and the merchants also had a discount card that worked on that afternoon. McDonald stated that one downtown business videotaped the event and showed the video on a loop for several weeks after the event. She stated that this event was a great kickoff to spring and that approximately 350 children had attended the event held on the weekend before Memorial Day.

a. Pumpkinfest

Childs gave a brief overview of the Pumpkinfest planning process so far. He also invited everyone to the next planning meeting which would be held at City Hall. The most pressing issue was that the stage that is rented from Oakland County needed to be officially reserved now if they planned to use it. Jen Wilson from the South Lyon Area Recreation Authority had made a verbal commitment, but the Pumpkinfest Committee needed to make a deposit to officially reserve the stage. Childs said that traditionally the DDA had sponsored the stage and he would like them to consider if this is something that they will do again.

Discussion was held about where the stage should be located. Last year it had been near the Gallery Café and a couple board members stated that this year it might be nice to have it near the South Lyon Theater. Beck stated that he thought the bands started too early last year. Rather than starting at 4:00 p.m. he thought it would be wise for the Pumpkinfest Committee to schedule bands to begin around 7:00 or 7:30 p.m.

Childs stated that the next Pumpkinfest Committee meeting would be held on Wednesday, March 25 at 8:30 a.m. at City Hall.

New Business:

- 1) **Recap of the National Main Street Conference:** Delaney gave a brief overview of the National Main Street Conference that she attended during the last weekend in February. She stated that she had attended a variety of sessions that would be helpful to the DDA including a façade grant workshop and a session on how to start and run a farmers market. She also stated that she had the opportunity to meet a variety of people working for DDAs and Main Streets both in Michigan and across the country and that these contacts would be helpful as the DDA moves forward on its goals for 2009.
- 2) **Election:** The following DDA members were nominated as officers of the board:

Fagin nominated for Chair by Murphy.
Repanshek nominated for Vice-Chair by Fagin.
Childs nominated for Treasurer by Murphy.
Stowe nominated for Secretary by Childs.

Approval of the nominations for officers put before the Downtown Development Board and to elect them to their positions:

Motion by Murphy, supported by Childs.
To approve the nomination and election of: Fagin as Chair, Repanshek as Vice-Chair, Childs as Treasurer and Stowe as Secretary.

Vote:

Motion Carried Unanimously

- 3) **Goals for 2009:** The board tabled this discussion until the April meeting.
- 4) **DDA Website:** Delaney gave each board member a handout with screenshots of the websites of several local organizations. She asked them to review the handout and develop some ideas for the look and feel that they would like the DDA website to have.
- 5) **Molly McDonald, metroalive.com:** McDonald gave the board an overview of the history and mission of metroalive.com and demonstrated to them how their website works. She showed what metroalive.com had done for Grosse Pointe as well as other communities and she showed the website that they had designed for Case Di Amici in town.

Board Member Comments: None.

Adjournment:

Motion by Beck, supported by Childs.

To adjourn meeting at 10:20 a.m.

Vote:

Motion Carried Unanimously

Gretchen Phillips, Vice-Chairperson

Kristen Delaney, Recording Secretary