

**City of South Lyon
Downtown Development Authority
Regular Meeting Minutes
April 9, 2015**

The meeting was called to order by Chairperson Gerdom at 8:40 a.m.

Roll Call: Holly Gerdom, Chair
Tracy Hill, Treasurer
Bill Jarratt
Marilyn Smith
Cheryl Wickham

Absent: Lynne Ladner, City Manager
Gene Carroll, Vice Chair

Also Present: Kristen Delaney, City of South Lyon

MOTION TO APPROVE AGENDA AS PRESENTED

To approve Agenda for April 9, 2015 as presented.

Motion by Smith, supported by Wickham.

To approve the Agenda as presented for April 9, 2015.

VOTE

MOTION CARRIED UNANIMOUSLY

Gerdom noted that Scott Black should be listed as "Also Present" in the minutes.

APPROVAL OF MINUTES AS AMENDED

Motion by Smith, supported by Hill.

To approve the Minutes as amended for March 12, 2015.

VOTE

MOTION CARRIED UNANIMOUSLY

COMMENTS FROM THE PUBLIC ON NON-AGENDA ITEMS

None.

NEW BUSINESS

- 1) **Request for Temporary Use of DDA Light Pole Banners from SLHS Theater:** Chair Gerdom presented a request from the SLHS Theater Boosters to have the DPW put up light pole banners for their upcoming play.

APPROVAL OF REQUEST FROM THE SLHS THEATER BOOSTERS TO TEMPORARILY INSTALL LIGHT POLE BANNERS

Motion by Wickham, supported by Smith.

To approve the request from the SLHS Theater Boosters to temporarily install light pole banners.

VOTE

MOTION CARRIED UNANIMOUSLY

- 2) **Discussion of Light Pole Banner Use Policy:** Delaney reviewed a sample light pole banner from another community. The board discussed some parameters for use of the light poles. Gerdom stated that selection of the light poles where banners would be displayed should be at the discretion of the DPW. There was a discussion about time limits for the banners to be up, as well as a limit of the times that banners would be changed in order to keep the work load for the DPW reasonable. Delaney will draft a version of the policy specific to South Lyon and present it to the board at the next meeting.

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 event. Fliers will be distributed next week.

b. **Farmers Market:**

- i. **Quote for Tote Bags/Signage:** The board reviewed the enclosed quotes for tote bags, and the one quote for signage. Board members requested that the Market Manager obtain another quote for signage so they could be sure that pricing was competitive. There was concern about a \$160 “design charge” from Graphic Visions listed on the quote. This company is listed as an in kind sponsor. Board members would like for the Market Manager to give them information on any agreement between the market and this company and what their in kind sponsorship entails. As the market begins in less than a month, the Board decided to give the Market Manager approval to purchase, contingent upon obtaining another quote from a different company.

APPROVAL OF EXPENDITURE OF NOT MORE THAN \$514.00 TO PURCHASE SIGNAGE FOR THE FARMERS MARKET, CONTINGENT UPON THE MARKET MANAGER SECURING A SECOND QUOTE FOR SIGNAGE.

Motion by Jarratt, supported by Smith.

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

TABLED ITEMS

None.

BOARD MEMBER COMMENTS

None.

ADJOURNMENT

Motion by Hill, supported by Smith.

To adjourn the April 9, 2015 board meeting at 9:32 a.m.

VOTE

MOTION CARRIED UNANIMOUSLY

Holly Gerdomb, Chairperson

Kristen Delaney, Recording Secretary