

City of South Lyon
Downtown Development Authority Special Meeting
May 14, 2009

The meeting began at 9:02 a.m.

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

Absent: Joe Repanshek, Barb Herzog, Gretchen Phillips and Don Beck.

Also present: Rhonda Bifano from Bifano Eye Care, Cheryl Wickham from Divine Yoga and Massage, Brent McKellar from Edward Jones Investments, Glenn Kivell, City Councilman, and Kristen Delaney, Director of Community and Economic Development for the City of South Lyon.

Approval of Minutes:

Motion by Childs, supported by Repanshek.

To approve the Minutes for April 9, 2009.

Vote: **Motion Carried Unanimously**

Approval of Minutes:

Motion by Childs, supported by Repanshek.

To approve the Minutes for May 7, 2009.

Vote: **Motion Carried Unanimously**

Approval of Agenda:

Motion by Murphy, supported by Childs.

To approve agenda as amended for May 14, 2009.

Vote: **Motion Carried Unanimously**

Public Comment: Kivell introduced Rhonda Bifano and Bifano expressed her interest in being on the DDA board. Murphy stated that Bifano would likely take Phillips seat, since Phillips had decided that she would like to step down. Murphy asked about Don Beck and Fagin responded that he would follow up with Beck and see if he had officially

retired from Quality Insurance, and make sure that he sent Murphy a letter if he intended to step down from the board.

Old Business:

1) **Finance Report:** Murphy passed out a revised Fiscal Year 2009 – 2010 budget for the DDA. He noted that the actual tax capture was \$65,000, not \$59,000 as had originally been estimated.

2) **Maintenance:**

a. **Spring Cleanup of Downtown**

Delaney presented the bid that went out the previous year for downtown cleanup. The board reviewed the list and took off items such as plantings and maintenance that would not need to be done again this year. Delaney noted the items that were to be included in the bid.

b. **Landscaping Maintenance Bids**

Approval for Delaney to solicit bids for a spring and fall cleanup of the DDA from local contractors based on the list the DDA compiled at the May 14, 2009 meeting:

Motion by Stowe, supported by Childs.

To approve Delaney to solicit bids for the spring and fall cleanup of the DDA:

Vote:

Motion Carried Unanimously

3) **Marketing and Promotions Committee Report**

a. **Update from the Committee**

Stowe gave the board an update on the Yes! advertisement that participating businesses would be placing in upcoming editions of the Detroit Free Press. Stowe stated that the goal of the advertising campaign was to reach out and attract customers from outside of the South Lyon area. She reported that a total of 18 businesses were participating in the campaign which will run for the 4 Sundays leading up to Ladies Night Out on June 25th. Stowe stated that the group would also be getting some unified signage to indicate which businesses were participating in the event. Stowe and Eldon stated that they would like to make the process of capturing customer information a little more precise during this event and that they were considering using a different stamp on a customer's

card for each shop, so it would be easy to determine which stores a customer had visited.

- 4) **Pumpkinfest:** Stowe gave a brief update on the progress of the event. She noted that the stage had been reserved and she was making progress on booking the band, noting that she had two bands in mind that she would like to book. She stated that at last years event there had been four bands and that they had started fairly early in the afternoon. Stowe stated that she would like to cut the number of bands down to two and have them start later.

Fagin asked if there had been any issues with trash or the number of police and restrooms. Eldon noted that the placement of the porta potties had been an issue last year, because many people could not find them. She stated that they needed to be put in a more prominent location this year. It was agreed that it would be helpful to have more porta potties and more garbage containers this year.

Eldon stated that she was currently coordinating a "Paint the Windows" campaign for Pumpkinfest, similar to the one that Molly McDonald from metroalive.com had described to the board at a previous meeting. Eldon stated that she thought it would be a good way to get parents and children downtown on Saturday afternoon. Delaney stated that the City had recently purchased a video camera and that this might be helpful to capture and publicize this event.

New Business:

- 1) **DDA Branding and Logo:** Delaney presented several logos that had been designed by a couple of local graphic designers, separately. The board responded positively to a logo designed by Sue Dillon from Graphic Visions. They liked the fact that it was not only a logo for the downtown, but an image for the entire City of South Lyon, including the downtown, parks and rail trail. Several board members stated that they liked the logo designed by Dillon but would like to see a few minor changes that would make it more specific to South Lyon – including incorporating either the Witch's Hat Depot or the ornate clock downtown. Delaney stated that she would take these changes back to Dillon and present something at the next DDA meeting.
- 2) **Constant Contact and Web Hosting:** Delaney stated that she had used her personal credit card to purchase the domain name for the DDA, and asked to be reimbursed. She stated that the domain name cost \$8.99 per month and she had been paying for it since December.

Delaney stated that the board might want to consider purchasing a program like Constant Contact in the future because it would allow the DDA to send out formatted e-mail newsletters and to easily manage its subscription lists.

Approval to reimburse Delaney for expenses paid to GoDaddy.com for domain name and website hosting for DDA website:

Motion by Childs, supported by Stowe.

To approve reimbursement to Delaney for expenses paid for domain name and website hosting:

Vote:

Motion Carried Unanimously

3) Catching Up:

- a. **BAT Visits:** Delaney stated that she had recently gone on Business Assistance Team visits with representatives from the Chamber of Commerce, National City Bank and SCORE. She stated that the team had visited two current businesses and one business that is planning to locate here. She stated that she thought these visits were very helpful to business owners because they gave them a fresh perspective on some of the biggest issues facing their businesses. She stated that the team hopes to expand these visits from once to two times a year.
- b. **Goals for 2009:** Tabled.
- c. **Meetings with DDA Directors in Milford and Northville:** Delaney stated that since the April meeting, she had met with both, Ann Barnette the Milford DDA Director and Lori Ward the Northville DDA Director. Delaney stated that both women were extremely helpful and had given her several ideas that could apply here in South Lyon. She stated that Milford was an especially good example for South Lyon to follow. Fagin suggested that the DDA could take a field trip to Milford in the future to look at their downtown and speak with Barnette. Delaney stated that she would follow up on that.
- d. **Inventory of Available Commercial Properties:** Delaney stated that this agenda item tied into her Goals for 2009, and that this was something that she wanted to have completed and online within the next month or two. She stated that this would be a good way to showcase available properties in the City and make it easier for potential business owners who are looking for spaces to rent or buy.
- e. **Getting Connected with Property Owners and Landlords:** Delaney stated that she would like to get the DDAs help in order to establish contact with the property owners and landlords downtown. She stated that she had been contacted by a current business looking to expand, but ran into some trouble getting in touch with some of the property owners downtown. She stated that she was especially interested in getting in

touch with the owner of Woodwind Construction next to Diane's Dollhouse because the mail that she sent them was being returned and the phone number listed on the door had been disconnected.

- f. **Fundraising and Grant Writing Class:** Delaney gave a brief overview of a grant writing/fundraising class that she had attended at Lawrence Technological University at the beginning of May.
- g. **Business Owner Brainstorming Session:** Delaney stated that she would be interested in having a meeting with business owners in the future to do a focus group and determine the good and bad of doing business in the City. Murphy stated that he would like to be included in the planning of this meeting and attend.

Board Member Comments: None.

Adjournment:

Motion by Childs, supported by Eldon.

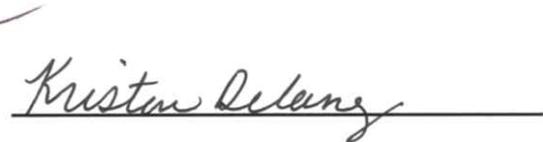
To adjourn meeting at 10:02 a.m.

Vote:

Motion Carried Unanimously



Gary Fagin, Chairperson



Kristen Delaney, Recording Secretary