

City of South Lyon
Downtown Development Authority Special Meeting
June 11, 2009

The meeting began at 9:04 a.m.

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

Absent: Barb Herzog.

Also present: Kristen Delaney, Director of Community and Economic Development for the City of South Lyon.

Approval of Minutes:

Motion by Stowe, supported by Repanshek.

To approve the Minutes for May 14, 2009.

Vote: **Motion Carried Unanimously**

Approval of Agenda:

Motion by Murphy, supported by Repanshek.

To approve agenda as amended for June 11, 2009.

Vote: **Motion Carried Unanimously**

Public Comment: Stowe stated that she thought the meeting about strategic planning for downtown went very well and she thought it was a step in the right direction.

Old Business:

1) **Finance Report:** Murphy passed out a current financial report. There were no questions.

2) **Maintenance:**

a. Landscaping Maintenance Bids

The Board reviewed the bids that Delaney had received from numerous landscaping companies. They noted that she should omit the erosion control mat, because that was not needed. Fagin noted that J & G's bid was the lowest,

coming in at \$2,750.00, and that the DDA had been very happy with the work that they did the previous year. Repanshek offered to oversee the work of the landscaper's work as Gretchen Phillips had done in the past.

Approval for Delaney to accept the bid by J & G Landscaping and approve the contract in the amount of \$2,250.00, omitting the \$500 for the soil erosion mat:

Motion by Stowe, supported by Childs.

To approve Delaney to accept the bid by J & G Landscaping and approve the contract for \$2,250.00:

Vote:

Motion Carried Unanimously

b. Flower Baskets

Delaney reported that the hanging flower baskets had been delivered recently and that the Beautification Committee would be meeting later that day to decide what flowers would be planted.

Fagin asked if the baskets would be coming down in the winter. Murphy responded that he thought they would be taken down. Childs asked if he could have one basket to take to the Beautification Committee meeting that night. Delaney responded that DPW Superintendent Renwick could get one for Childs.

3) Marketing and Promotions Committee Report

a. Update from the Committee

Stowe and Eldon reported that everything was on track for the upcoming Ladies Night Out on June 25th. The newspaper ad in the Yes! section of the Free Press had gone out the previous two weeks and everyone was happy with the way that it had turned out. Stowe stated that they would need all of the donated items for the basket by June 17th.

Stowe stated that individual businesses would be using stamps to mark off raffle tickets that came from their store.

Eldon stated that the Marketeer had decided to do some advertising for free. The Marketeer covers part of Green Oak, Brighton and Howell.

Stowe announced that the Marketing and Promotions Committee had set a date for the next Ladies Night Out: October 15th.

4) Pumpkinfest:

a) Bands

Stowe stated that she had spoken with Sam Walton of Signature Audio and that he had given her a rough estimate of how much their services would cost for Pumpkinfest. Signature Audio coordinates all aspects of the performance including the sound, lighting and generators as well as insurance and paperwork. Stowe stated that the cost breakdown would be: \$1,500 for band, \$400 for the lighting and \$900 for the generators and gasoline. Stowe stated that Walton had named several bands at several different price levels for the board to consider.

Stowe informed the board that she had already booked the Old Dogs, a band that plays regularly at the South Lyon Hotel. A discussion was held on exactly how long the bands should play and whether the Board could approach the City about extending the hours that the band could play. Under the current ordinance, music would have to end by 10:00 p.m. Murphy stated he would speak to the City Attorney.

Eldon stated that it would be nice to have a band that included members from South Lyon High School play first. The board thought that this was a good idea, and that they would like to see the Old Dogs play for about one hour and have the main band play for around 90 minutes.

Discussion was held on how much the DDA had contributed to Downtown Saturday Night last year. One board member estimated that they had contributed between \$2,000 and \$2,500 last year. Stowe stated that Tamra Ward had given her some information about last year's event and that Ward and her husband had donated his services and some funds to cover the difference.

The idea of doing stage sponsorships was discussed, as well as the types of benefits that should come from this kind of sponsorship.

Childs asked why the cost for generators and gasoline was so high. Stowe stated that she would speak with Walton and find out.

- 5) **Revised Logo:** The board discussed the revised logo that Sue Dillon of Graphic Visions had prepared for the board. The logo now included the ornate clock downtown. The board discussed the logo's colors and the overall look of the logo. Several board members stated that they would like to consider other slogans. It was decided that they would think about other slogans in the meantime and discuss them at the July DDA meeting.

New Business:

- 1) **Veteran's Memorial Parking Lot – Randy Clark:** Randy Clark addressed the board about some ideas that he had for renovating the corner where the Veteran's Memorial is located. Clark stated that he had been in touch with some people from the VFW and has some people who will help and contribute plants and other materials. Clark said that he hoped to put some brick pavers and maybe some benches there. He also hoped to remove the overgrown bushes there and replace them with some smaller perennials. He stated that he knew that the DDA was trying to create a more unified look for downtown and that he would like to work with them on this project. Delaney stated that she would speak with Scott Black, from the Parks and Recreation Commission and see if he could come up with some plans for that corner.

Stowe suggested that there might be an opportunity for some Boy Scouts to do a project and incorporate that with the memorial. She thought it might be nice to have a plaque or marker indicating how many veterans from South Lyon had fought in each war, or something like that.

Board Member Comments: None.

Adjournment:

Motion by Repanshek, supported by Eldon.

To adjourn meeting at 10:08 a.m.

Vote:

Motion Carried Unanimously

Gary Fagin, Chairperson

Kristen Delaney, Recording Secretary