

City of South Lyon
Downtown Development Authority Special Meeting
July 9, 2009

The meeting began at 9:02 a.m.

Present: Gary Childs, Barb Herzog, Brent McKellar, Rhonda Bifano, Gary Fagin, Joe Repanshek, Susan Stowe and City Manager David Murphy.

Absent: Jan Eldon (excused).

Also present: Cheryl Wickham from Divine Yoga and Massage, Mary Poole from Lake Street Tavern, Sam Walton from Signature Audio, Cory Bala from the South Lyon Hotel, and 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 June 11, 2009.

Vote: **Motion Carried Unanimously**

Approval of Agenda as Amended to Include items “c: Logos” and “d: Signage” under Old Business, 2) Marketing and Promotions Committee Report:

Motion by Childs, supported by Repanshek.

To approve agenda as amended for July 9, 2009.

Vote: **Motion Carried Unanimously**

Public Comment: Wickham stated that she was very happy with the recent Ladies Night Out event and that she had many people visit her studio that evening.

Old Business:

1) **Finance Report:** Murphy asked if there were any questions about the financial report or the budget. Fagin asked if it would be possible to get quarterly or monthly budget updates. Murphy said that was possible and that they would be included in future packets.

2) **Marketing and Promotions Committee Report:**

- a. **Ladies Night Out Recap:** Stowe gave an overview of the Ladies Night Out event that had taken place on June 25th. She stated that the turnout was definitely better than the first time they did it, and that Eldon's daughter was still compiling the information so she would have more detailed information at the next DDA meeting. Stowe said that a lot of people had mentioned seeing the event in the Yes! Ad of the Free Press. Repanshek agreed that the event was a success and that his store was full of people throughout the evening. Poole agreed, stating that they had a few activities going on at the Lake Street Tavern and that the restaurant was full.
- b. **Promoting DDA Events:** Childs stated that he thought that the board should work to make it clear that events like Ladies Night Out are being organized by the DDA. He stated that he thought that the DDA's logo should be including in ads and that business owners should be sure to mention the DDA in interviews and other media outlets. There was general agreement that the board would work on this in the future.
- c. **Logos:** Fagin handed out some logos that he had asked a graphic designer to draw up. The board looked them over and expressed appreciation to Fagin for going out and doing this on his own. The board decided to discuss the logos at next month's meeting after they had time to review them.
- d. **Signage:** Fagin distributed some sketches of signs that could be customized and used to get sponsorship for downtown fixtures like bike racks. The board decided to discuss this further at the next meeting.

3) Pumpkinfest

a) Bands: Sam Walton from Signature Audio

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.

- 4) **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.

August

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 ^{Murphy} Eldon:

To adjourn meeting at 10:08 a.m.

Vote:

A handwritten signature in dark ink, appearing to be "Gary Fagin", written over a horizontal line.

Gary Fagin, Chairperson

Motion Carried Unanimously

A handwritten signature in dark ink, appearing to be "Kristen Delaney", written over a horizontal line.

Kristen Delaney, Recording Secretary