

**City of South Lyon  
Downtown Development Authority Special Meeting  
July 28, 2009**

The meeting began at 8:35 a.m.

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

**Absent:** Barb Herzog, Rhonda Bifano.

**Also present:** 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.

**Public Comment:** None.

**Old Business:**

**1. Pumpkinfest: a. Bands:**

**i. Pick bands and authorize payment:** The Board chose to go with the Riot Brothers as the opening act, the Old Dogs as the second band and Global Village as the headliner. Authorization to pay was tabled until a contract was presented by Sam Walton with a specific amount. Susan noted that the lead singer of the Old Dogs had recently passed away, but that they were still playing shows and had set the date aside for Pumpkinfest. Delaney stated that she would follow up with Jen Wilson to double check when their events at the school ended, so that Downtown Saturday Night would not conflict with it.

**ii. Will we hire Signature Audio to produce the event?** The Board decided to use Signature Audio to produce Downtown Saturday Night. This will be finalized when Walton presents a contract to the DDA.

**Vote:** **Motion Carried Unanimously**

**Approval for the DDA to hire/contract with Signature Audio Group to produce Downtown Saturday Night for an amount not to exceed \$5,000:**

Motion by Fagin, supported by Childs.

To approve payment to Signature Audio to produce Downtown Saturday night for an amount not to exceed \$5,000.

**Vote:**

**Motion Carried Unanimously**

iii. **What time will each band start and how long do we want them to play?** After some discussion the Board decided that they would like the first band, the Riot Brothers, to play from: 5:30 p.m. – 6:30 p.m., the second band, the Old Dogs, to play from 7:00 p.m. – 8:15 p.m. and the third band, Global Village, to play from 9:00 p.m. – 10:00 p.m. or 11:00 p.m. if the noise ordinance could be suspended.

**b. Street closure and layout:**

i. **Where will roads be shut down?** After a lengthy discussion, the Board decided to shut the roads down at roughly the same places that they were shut down last year: Pontiac Trail at Liberty and Whipple and Lake Street at the alley behind the South Lyon Herald and Wells Street.

ii. **Where will the stage go?** After a lengthy discussion, the Board decided that the best place to locate the stage would be where it was put last year, on Pontiac Trail between the Gallery Café and Crossroads.

iii. **What time should the stage be delivered?** Because Jen Wilson from the South Lyon Area Recreation Authority needs to let the County know what time to deliver the stage, the board decided that the stage should be delivered around 12:30 p.m. This would give Signature Audio and the bands plenty of time to bring in their gear and set up the sound equipment.

**c. Beer tent:**

i. **Will it be run by a business or the DDA?** There was a great deal of discussion about who should run the beer tent. The City Council recently gave their approval of the idea of having a beer tent but made it clear that they did not want it to be associated with the City. There was some discussion as to whether the Chamber or Pumpkinfest could apply for the special license. The majority of board members preferred to have Corry Bala and his staff from the South Lyon Hotel run the beer tent because they have experience serving alcohol. Bala stated that he would also like to sell food in conjunction with the beer tent.

- ii. **If run by a business – who take on the costs associated (generator, police, tents, tables, etc.) and how will the profits be handled?** This topic was discussed at length, but no decisions were made. Both Bala and the DDA expressed that they were open to making an agreement that would work for both parties. Bala stated that he would look into the costs, and that he would be happy to be a sponsor if that was necessary. Childs brought up the question of insurance and asked to get a rough idea of how much an insurance policy for the night would cost. All agreed that they would need to act quickly because it can take a long time for the LCC to process paperwork.
- iii. **Location of beer tent.** After considering several locations, the majority of Board members favored placing the beer tent on Pontiac Trail, in front of the Chamber of Commerce office.
- iv. **Management of the tent: will there be a cover charge? Will it be 21 and older?** The majority of the Board was not in favor of charging a cover charge for entry into the beer tent. They stated that they would prefer to charge a little more for the beer rather than charge a cover charge to enter the tent. Everyone was in favor of making entry into the tent for people 21 and over.

**d. Food vendors:**

- i. **Do we want to have food vendors?** None of the Board was in favor of bringing outside vendors downtown for the event. They stated that they did not want to draw business away from the restaurants that are downtown and would rather encourage them to sell food outside.
- ii. **If so, how many and where will we locate them?** n/a
- iii. **Who will oversee this and what will we charge vendors?** n/a

**e. Sponsors:**

- i. **Do we want to seek sponsors for the bands, if so, who will find them?** There was general agreement that the Board needed to find some sponsorship for the costs associated with paying for the bands. Delaney stated that she would put together a simple sponsorship packet and get in touch with Signature Audio to see what kind of assistance they could provide.

**f. Volunteers:**

- i. **Did we have volunteers in the past and do we need them this year?** The Board stated that there had not been volunteers in previous years and that they thought they would not need them this year.
- ii. **If so, who will recruit and organize them?** n/a
- iii. **Do we want to have a DDA booth?** The Board decided that they did not want to do this.

**g. Advertising:**

- i. Proposal from Magic 105.1 f.m. Childs thought that this should wait until next year's event. Repanshek and Fagin stated that they thought it was a good idea and would be willing to contribute some money to make it happen.

**Board Member Comments**

**Adjournment**

**Board Member Comments:** None.

**Adjournment:**

Motion by Repanshek, supported by Childs.

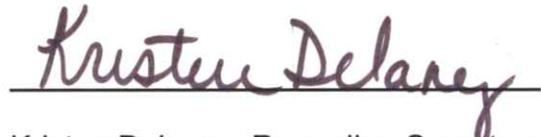
To adjourn meeting at 9:51 a.m.

**Vote:**



Gary Fagin, Chairperson

**Motion Carried Unanimously**



Kristen Delaney, Recording Secretary