

**City of South Lyon**  
**Downtown Development Authority Special Meeting**  
**August 13, 2009**

The meeting began at 8.59 a.m.

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

**Absent:** Barb Herzog.

**Also present:** Cheryl Wickham from Divine Yoga and Massage, Mary Poole from Lake Street Tavern, Sam Walton from Signature Audio, Ed Brown of Brown's Root Beer, Randy Clark, Victoria Mitchell from the South Lyon Herald and Kristen Delaney, Director of Community and Economic Development for the City of South Lyon.

*Stowe noted that in the minutes for July 9, 2009, under the discussion of logo, it should read "August", not "July". Stowe also noted that Eldon did not make the motion to adjourn at this meeting because she was not present.*

**Approval of Minutes for July 9, 2009 as amended:**

Motion by Murphy, supported by Fagin.

To approve the Minutes for July 9, 2009.

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

**Approval of Minutes for July 28, 2009:**

Motion by Stowe, supported by Childs.

To approve the Minutes for July 28, 2009.

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

**Approval of Agenda for August 13, 2009:**

Motion by Childs, supported by Repanshek.

To approve agenda as amended for August 13, 2009.

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

**Public Comment:** None.

**Old Business:**

1) **Finance Report:** Murphy presented a current finance report. There were no questions.

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

- a. **Logo Discussion:** Eldon presented some sketches of downtown buildings that her husband had done for the logo. There was some discussion about adding color to those sketches. Fagin stated that they still needed to do some work on the slogan that would go with the logo. Stowe and Eldon agreed, and thought that this was something that could be worked on over e-mail. Delaney was instructed to contact logo designer Sara Theisen to get some different options in terms of colors for the logo.

Eldon gave a brief overview of the Marketing and Promotions Committee's co-op advertising efforts. The plan for fall is to do another Yes! Ad in the Detroit Free Press, as well as a ½ page ad in the Metro Detroit Women's LifeStyle free monthly magazine. Everyone is on board to do the advertisement except for the Lake Street Mercantile. Some other merchants stated that they could only contribute \$100 instead of the \$150. Eldon stated that they could use the leftover monies from the first ad to make up the difference, but moving forward it would be important for everyone to contribute the same amount.

The committee would also like to put an advertisement on the billboard at the north end of town near the railroad tracks. Eldon gave a price breakdown of the cost of each advertisement: the Yes! Ad is \$1,250, the Women's LifeStyle Magazine is \$800 and the billboard is \$1,100 for 4 weeks. The advertisement on the billboard will begin on September 14<sup>th</sup>. Poole suggested the group do a quarterly campaign in order to negotiate a better price.

Delaney suggested that not all of the logos and business names would fit on the billboard as they would in a print ad and that it might be appropriate for the larger DDA to contribute some money for the billboard since it was advertising DDA events like Downtown Saturday Night.

3) **Downtown Saturday Night**

a) **Contract from Signature Audio to Produce Downtown Saturday Night:**

Walton handed out copies of the contract to board members and reviewed some of the charges. He noted that they were not charging hourly but wanted

to highlight the amount of time that they had already put into the event as a marker of how they wanted to prove themselves and make this event as good as possible. Walton explained the inclement weather policy and explained how his company's insurance worked. He explained that they would need a 50% down payment, and Delaney stated that this would be no problem as soon as the City's Attorney had reviewed the contract.

Walton asked if the board had considered how the generators would be obtained. He stated that they would probably want to go with super quiet generators and that he could put them in contact with a company that could provide them for \$750 – 900 per day including fuel and bonding. Walton also wondered if the beer tent would be getting a generator or if they would have their own. He noted that there would need to be cable covers if the beer tent wanted to run power from the generator.

There was some discussion on layout. Brown suggested moving the loading zone and generators from in front of the area by the Gallery Café to Lake Street in the street between the South Lyon Herald and Norm's and the potential beer tent to the area in front of the Post Office.

Poole noted that she thought it was a mistake to make the tent 21 and older because it would discourage parents from attending. Poole also noted that she hoped that they would get an independent food purveyor to provide food during the event. Childs noted that at the last meeting they had agreed that Corry Bala from the South Lyon Hotel would provide food in conjunction with the tent. Stowe noted that Mary could move some tables outside in front of her establishment to take advantage of having the band in the center of town.

There was general consensus that there would need to be more porta potties this year and better signage so that they could be easily located.

**Approval for Delaney, per attorney review of the contract with Signature Audio, to make a payment of 50% down, not to exceed \$2,050:**

Motion by Repanshek, supported by Childs.

To approve Delaney, per attorney review of the contract with Signature Audio, to make a payment of 50% down, not to exceed \$2,050:

**Vote:**

**Motion Carried Unanimously**

**New Business:**

**1) Veteran's Memorial Parking Lot Improvements**

- a) **Bids to Re-Seal and Beautify the North and South Parking Lots:** Fagin stated that he would to have some work done to the north and south parking lots on Pontiac Trail. He showed the board a landscape plan and stated that he would also like to have the lots patched, resealed and striped in addition to removing the signage and poles at the entrances and some dead trees along the property lines.

Murphy stated that it would be necessary to approach City Council and request for the DDA's budget to be amended in order to carry out the project. Fagin stated that he would like to be on the next City Council agenda, so that the work could begin as soon as possible. He estimated that it would take about 10 days to complete the project.

**Approval of request to amend budget to complete beautification of north and south parking lots in an amount not to exceed \$15,000:**

Motion by Childs, supported by Eldon.

To approve request to amend budget to complete beautification of north and south parking lots in an amount not to exceed \$15,000:

**Vote:**

**Motion Carried Unanimously**

**Approval for Fagin to request bids for the work necessary to beautify the north and south parking lots, upon approval of budget amendment by City Council:**

Motion by Childs, supported by Murphy.

To approve Fagin to request bids for the work necessary to beautify the north and south parking lots, upon approval of budget amendment by City Council:

**Vote:**

**Motion Carried Unanimously**

- b) **Update on Design Plans for Veterans' Memorial:** Clark gave the board an update on the status of the project. He also mentioned his concern about the condition of some of the streetscape trees. He stated that during his tenure on the DDA, when the streetscape was installed, he had seen that the trees were not installed in the right soil mixture. The trees were place in road gravel and clay and this was probably a large part of the reason that they were no in poor condition. Clark recommended that the DPW injection water the trees and that the tree grates be removed and the trees mulched.

Murphy asked about the status of the Beautification Committee. Clark stated that they had not met in a while and he was unsure what they would work on next.

**Board Member Comments:** None.

**Adjournment:**

Motion by Repanshek, supported by Eldon.

To adjourn meeting at 10:08 a.m.

**Vote:**

**Motion Carried Unanimously**

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Gary Fagin, Chairperson

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Kristen Delaney, Recording Secretary

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