

**City of South Lyon**

**Downtown Development Authority Regular Meeting**

**November 13, 2008**

Chairperson Clark called the meeting to order at 9:02 a.m.

**Present:** Randy Clark, Don Beck, Gretchen Phillips, Barb Herzog, Gary Fagin and City Manager David Murphy.

**Absent:** Dawn Tenpenny, Joe Repanshek.

**Also present:** Kristen Delaney, Director of Community and Economic Development, Susan Stowe from Grande Trunk Home, Janice Eldon of Jan's Skin Spa, Lee Ann Tolinski of the Gallery Café and Gary Childs of South Lyon Cycle and Sports.

**Approval of Agenda, as amended to include "Banner Discussion" under Marketing & Promotion Committee in New Business:**

Motion by Herzog, supported by Beck.

To approve agenda for November 13, 2008.

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

**Approval of Minutes:**

Motion by Herzog, supported by Phillips.

To approve the Minutes for October 9, 2008.

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

**Public Comment:**

**Old Business:**

- 1) **Finance:** Clark stated that he, Don Beck, David Murphy and bookkeeper Lori Mosier had met to discuss DDA finances. He noted that the Board should expect a reduction in revenue due to a reduction of taxable value in the DDA. Phillips noted that she would like to see some documentation on the budget. Beck replied that it was not much different than what the board had approved last spring. Phillips noted that she was worried about going over budget, Clark responded that since the board was not installing the wall at the Veteran's Memorial Parking Lot, that they would come in under budget. Fagin inquired about what the board should expect in the future in terms of revenue decline. Beck stated they should expect a 2-3% decline, Murphy suggested that it would be closer to 5%.
- 2) **Veteran Lot Design:** The board tabled this item until the next meeting.

- 3) **Maintenance:** Phillips discussed the tree trimming performed by J & G Landscaping for the DDA. She also brought up some questions that had been asked of her by the landscaper. He noted that Kristen Cunningham had asked him to trim the grass in the beds at the Wells Street parking lot and to install a protective mat over the beds to prevent erosion. The landscaper wanted to know if the DDA would like the grass trimmed now or in the spring and if he should install the mat. He was concerned that the mat might pose a safety hazard if people were to walk over the beds and trip on the material. Murphy inquired if these items were part of the contract, both Clark and Phillips stated that they could not remember if it was.

Gary Childs stated that he would prefer to see the beds left as they are throughout the winter. Childs offered as a member of the Beautification Committee to trim the beds in the spring for free. Phillips agreed that this would look much better over the winter.

**Motion by Beck, supported by Phillips.**

**To approve final payment of \$1,797.85 to J & G Landscaping.**

Vote:

Motion Carried Unanimously

New Business:

- 1) **Carriage Ride Sponsorship:** Clark stated that he had spoken to previous sponsors of the carriage rides and he had heard back from all but one of them agreeing to sponsor the event again. He stated that the sponsorships would bring in approximately \$650.

**Motion by Herzog, supported by Phillips.**

**To approve payment of \$1,200 for the sponsorship of carriage rides during the Holiday Spectacular.**

Vote:

Motion Carried Unanimously

- 2) **Marketing and Promotion Committee:** Phillips stated that she was in favor of bringing back the Marketing and Promotions Committee to help with events like the Holiday Spectacular. She also noted that in the past, this committee had made it possible to put on large events at minimal cost. Tolinski said that she would like to be involved with the Marketing and Promotion Committee. She expressed an interest in working on the Holiday Spectacular and the possibility of bringing back events like Gala Days. She noted that she and other business owners had recently organized a Halloween trick-or-treat event in the downtown.

Murphy asked who would be the Board liaison if they did go ahead and form the committee. Clark suggested Repanshek, noting that he had expressed an interest about this in the past. Murphy noted that he and Delaney would attend committee meetings as schedules permitted.

**Motion by Herzog, supported by Murphy.**

**To form a five-member Marketing and Promotion Committee and appoint Repanshek as the Board liaison.**

**Vote:**

**Motion Carried Unanimously**

- a. **Banner Discussion:** Clark informed the board about some issues that have recently been brought to his attention in regards to the sale of banners by the Chamber of Commerce, to be hung from City light poles in the DDA. Both Murphy and Clark stated that they had concerns about what the money generated from banner sales would be used for, specifically they wanted to be sure that any and all funds contributed by the DDA were spent in the downtown as required.

Tolinski stated that she had asked the Chamber to drop the price of the banners from \$250 to a more reasonable price like \$125. Stowe and Eldon agreed with this idea, mentioning that the current price was too high for most business owners at this time.

Herzog stated that the sale of banners by the Chamber without input from the City was only an oversight, but that since the poles belong to the City, they are the DDA's responsibility and the board needs to take ownership of them and work with the Chamber in the future.

Murphy questioned how long the Chamber had been handling banner sales. Clark stated that they had started selling banners 3 years ago. Herzog added that the Chamber took over banner sales when they took over the responsibility of planning Pumpkinfest. Clark questioned the board as to whether they were willing to take on the added responsibility of managing banner sales. Phillips stated that she thought that this should be a responsibility of the DDA.

Clark stated that if the Board did want to handle banner sales they would have to decide soon because the holiday season was fast approaching. Herzog stated that she favored instituting a policy before they began managing banner sales. Childs noted that he thought the Board should go ahead and request sponsorship from the businesses that the Chamber had secured money from and then later returned. He stated that he thought refunding the money this year, and then going back next year to ask again for sponsorship sent the wrong message.

Eldon suggested that the Board go ahead and sell the banners at a reduce price. She stated that she would be willing to help in any way.

**Board Member Comments:**

Clark noted that January was the month that the Board typically elected new officers. Fagin stated that he was very glad to see new people showing interest in the DDA and encouraged Clark to run for Chair again. Fagin stated that Clark has accomplished a lot and that the continuity in leadership would be beneficial.

Murphy stated that he would be sending letters to the Board inquiring as to whether they would like to stay on. He said that he had several business owners approach him about joining the Board. Murphy suggested that the Board wait until reappointments have taken place and then conduct an election in April.

**Adjournment:**

Motion by Beck, supported by Herzog.

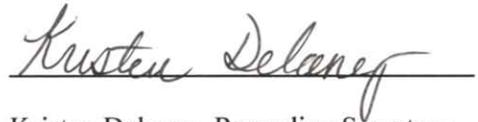
To adjourn meeting at 10:15 a.m.

**Vote:**

A handwritten signature in black ink, appearing to be 'Randy Clark', written over a horizontal line.

Randy Clark, Chairperson

**Motion Carried Unanimously**

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

Kristen Delaney, Recording Secretary