



I. MEETING MINUTES –DECEMBER 14, 2017

- I. **Call to Order:** 8:35 a.m.
- II. **Roll Call:** Present: Dereck Mashburn, Jennifer Dunigan, Cheryl Wickham, Gene Carroll, Abe Ayoub, and Bob Donohue. Absent: Lynne Ladner, Marilyn Smith, Marsha Calus and Tracey Hill.
- III. **Approval of the Agenda:** Dereck motioned to approve, supported by Abe. Motion passed unanimously.
- IV. **Approval of the November 9th, 2017 Board Meeting Minutes:** This item was inadvertently passed over. It will be added to the January 11th, 2018 agenda.
- V. **Citizen Comments:** None
- VI. **New Business:**
 - A. Farmers Market Report. Bob stated that Tim couldn't be here today due to the weather. Gene requested that the final Market Vendor Meeting comments and copy of Tim's contract be added to the January agenda.
 - B. DDA Design Committee Mtg. on 12/13 re: 115/117 N. Lafayette Facades. The Design Committee met yesterday to discuss the plans to update the facades at 115/117 N. Lafayette. The committee members consist of Dereck, Marsha, Scott Lanam (Planning Commission Chair), Carmine Avantini (CIB Planning – Planning Consultant for City), Megan Blaha (City Zoning Administrator) and Bob Donohue. The façade at 115 N. Lafayette is a 1930-1950 vintage and will have flat window tops and a charcoal awning. The façade at 117 N. Lafayette will have a unique mid-century style which is a redesign of the non-descript 1960's building beneath the current façade. They will meet again in January for a Planning Commission review. The plan is to start construction in the Spring. There was discussion of a DDA Project Review list for business owners.
 - C. DDA- Economic Development Activity Update:
 1. Downtown Business & Property Owners Mtg. to resume 1/25. Bob stated these meetings are on hold until January. Gene asked about the structure of these meetings. Bob stated that they follow an agenda and keep the meeting to exactly an hour—at 9:30 they pull the winner for a door prize and the meeting adjourns. It's an informal meeting for business owners, no minutes are taken, but it seems to give them information that they might not otherwise receive. The agenda is a general update and there is an occasional topic.



2. Buildings & Property Sale/Lease, Business Recruitment & New Business Activity. Bob stated the former quilt shop is still vacant. The rent seems to be too high for the area plus it is a triple net lease and the owner doesn't have a realtor for a contact. Bob has gotten permission from the owner to put up a "Retail Opportunity" sign in the window. - At the last City Council meeting, Bob stated he brought up the subject of four downtown buildings that are in poor condition and need to use the Building Maintenance Ordinance and the City attorney to get action for improvement. City Council concurred to using the attorney and to take the steps in the Ordinance. - Bob stated that EMS Furniture Resurrection has advised him that they will be leaving at the end of their lease. - A Good Day Café hopes to open by early next week.

VII. 2018 DDA Board Meetings (Combine Bd Mtg & Retreat? 2/15 Open/Meet/Adjourn; Retreat. The regular February Board meeting will be combined with the Retreat on February 15, 2018. This means that the regular meeting will open, meet and adjourn first and then the Retreat will begin. The Board meeting will be open to the public as always but, following citizen comments, the Retreat is for Board members only.

VIII. Approve Date for DDA Board Retreat (2/15, Combine with Regular DDA Board Meeting?) The combined February Board meeting and Retreat will be held on February 15, 2018 beginning at 6 p.m. at the South Lyon Hotel in the banquet room.

IX. Old Business:

A. DDA Board Member Attendance. Bob requested that the discussion be postponed until the next meeting in order to clarify everyone's standing with the by-laws. There's concern about the lack of involvement by the City Manager. She has missed 9 of the last 12 meetings.

B. DDA Events/Committees/Activity Updates.

1. Ladies Night Out Friday, November 17th (Marsha). Marsha was not able to attend today's meeting but all members agreed that the event was a huge success. Attendance was estimated at approximately 600-800 people. The 250 swag bags were gone quickly and they also went through 300 coupons after that. Reasons for success were listed as: 1) increased advertising, 2) the parking shuttle (was used by approx. 150 people), 3) it was a Friday evening and good weather, 4) it was also hunting season,



and 5) the hotel was reopen and quite busy. Suggestions for improvement next year: 1) street closure, 2) not all the businesses knew about the punch card so better communication about it to them and 3) consideration should be given to separating the back-to-back events of Ladies Night Out, Small Business Saturday and Cool Yule.

2. Nov. 25th Small Business Saturday. Bob stated that Small Business Saturday also went well and they had a lot of freebies to pass out since South Lyon was a sponsor city.
- D. Cool Yule Discussion re: DDA Participation? Next year? This will be added as an agenda item to the Board Retreat Goals and Objectives Meeting.
- E. Update on No Truck Turns at Lake & Lafayette Streets. Bob stated that compliance is estimated to be about 75% and the police are now ticketing violators. The minimum penalty is \$700.
- F. Status of New Downtown Area Historic Walking Tour/Brochure. Bob stated he is working on this and has copies out to 5-6 historical society members and others for review.
- G. Update on Installation of Banner Poles on N. Lafayette. Bob stated the banner poles are up! The Fire Dept. has agreed to put up any banners (with appropriate notice).

X. Other Items:

- A. It was requested that Retreat planning be added to the January Board meeting agenda.
- B. Bob will find the date of the last payment on the Wells St. parking lot bond.
- C. It was requested that a check register for 2017 be available for review at the Retreat.
- D. It was also requested that at the Retreat, the DDA's Treasurer position be filled.

XI. Board Member Comments: none.

- XII. Adjourn:** Motion by Abe, supported by Cheryl. Motion passed unanimously. Meeting adjourned at 9:39 a.m.