



MEETING MINUTES –JUNE 8, 2017

- I. **Call to Order:** 8:30 a.m.
- II. **Roll Call:** Present were: Gene Carroll, Cheryl Wickham, Abe Ayoub, Dereck Mashburn and Jennifer Dunigan. Lynne Ladner, Marilyn Smith, Tracey Hill and Marsha Calus were absent.
- III. **Approval of the Agenda:** Dereck moved to approve, Supported by Cheryl. Motion passed unanimously.
- IV. **Approval of the April 13 and May 11, 2017 DDA Board Meeting Minutes:** Abe moved to approve, Supported by Dereck. Motion passed unanimously.
- V. **Citizen Comment:** None
- VI. **New Business:**
 - A. Farmers Market Update by Jeff Root, Market Manager: Jeff noted that the Market continues to be well attended and has been blessed with good weather each week so far. New vendors are signing up. There continues to be a mix of seasonal sign ups and week-by-week vendors. There is a need for at least one more picnic table and 6 chairs. Board Members noted that Jeff is doing a great job.
 - B. DDA- Economic Development Activity Update:
 1. Update on Downtown Business & Property Owners Meeting held June 25: Only 6 people attended which is typical for summer months. There was good discussion of downtown business recruitment, recent new stores, Norm's, the New Master Plan development opportunities in the DDA District and the "No Truck Turns at Lake and Lafayette Streets."
 2. Promotions and Marketing Committee: The next organizational meeting needs to be scheduled ASAP. A digital copy of a spread sheet showing all of the events in Downtown and throughout the community on an annual basis will soon be available.
 3. Design Committee:
The Design Committee held its second organizational meeting on June 15. Discussion included: 1) An update on Design Guidelines being prepared by the City (City Mgr., Planning Consultant, Zoning Administrator, DDA Director) to assist in implementing the new City Master Plan; 2) Signage and the City's Zoning Ordinance, new amendments, "projecting"/"blade" signs, etc; 3) Local Designers & Fabricators (Superb Fabricating); 4) National Register of Historic



Places next steps; 5) Downtown Historic Walking Tour Project Update, September 1 deadline; 6) Veterans Memorial Relocation & Expansion update; 7) Wayfinding prototype project and next steps.

4.

5. Business Recruitment Activity: Bob noted he is still working with 5 different upscale, full-service Restaurant owners who are interested in locating in Downtown South Lyon; Also, an Art Gallery Group, 2 different Wine Bars, Cheese & Wine, Gift Store and Children's Clothing. Bob noted that with a lack of available space downtown, he continues developing relationships with building owners and real estate reps in order to move current office and service businesses to other parts of the City to make room for prospective retail and restaurant businesses. He is also actively promoting redevelopment of property in compliance with the City's new Master Plan, in and around the DDA district. Bob continues to have conversations with 4 major developers, commercial and residential.

6. Building Rehabilitations Update: Bob noted he is still working with the new owner (Ron Borgman) of 115-117 N. Lafayette (2 buildings), and the owner (Richard Rowe) of the Lake Street Tavern buildings (2) and the Tai Kwon Do building (1), on major facade rehabilitation.

E. Michigan Downtown Association Spring Workshop, June 8, Arts & Culture

Downtown: Bob noted the MDA Workshop on June 8 in Dearborn entitled

"Embracing Art & Culture: Cool Tools for Economic Development" was outstanding. All of the sessions noted and demonstrated the importance of "Place" and "Arts & Culture" as key elements of successful economic development in any downtown. We are fortunate to have a Cultural Arts Commission and we need to continue to find new ways to partner with them for the future. The Car Art Show on July 26, in conjunction with the Lake Street Cruise-In Car Show, is a great first step.

VII. **Old Business:**

A. Facade Improvement & Sign Grant Program (FISGP): Council is expected to approve or disapprove funds in the City Budget for the FISGP Program in their final meetings prior to the new fiscal year.



- B. Ribbon Cutting/Media Event: Tuesday, May 23, 10 – Noon: Board Members noted that the event was an overwhelming success. 17 Businesses that newly opened, moved or expanded were recognized. 10 of the businesses are in the DDA, while the others are in the City to the north and south of the DDA. event. Media coverage included the Detroit Free Press (front page story on May 30 with online photos before and after), Oakland Press, South Lyon Herald (front page story) and WWJ News Radio. All businesses seemed very pleased with the recognition.
- C. South Lyon Hotel Update: Bob noted that the building shell (concrete block walls) is complete, full brick on all exterior walls and the steel rafters, floor joists and structural posts are now in place. They will finish the roof and begin to pour the concrete floors in the next few weeks.
- D. DDA. Events/Committees/Activity Updates:
1. Kids Trick or Treat: Abe, Committee Chair, will begin to plan as necessary in the near future.
 2. Ladies Night Out, November 17, 2017: Marsha volunteered to Chair the event. A committee will be assembled and begin to meet in August. Marsha received quotes from Adams Outdoor Advertising for the Billboard by Pullum Window, Co. which she believes will be in the range of \$1,200 - \$2,400, for weeks/months prior to the event. The Board agreed to go with just one side of the billboard by Pullum Window, the side facing north, for one month prior to and including November 17. Motion by Abe to expend up to \$1,500 for one side of the billboard adjacent to Pullum Window, facing north. Support by Dereck. Motion passed unanimously.
- F. Discussion on Possible Relocation of the Veterans Monument (“The Rock”):
Still must get approvals from the Planning Commission, Historical Commission and City Council.
- G. Business Directory: Bob hopes to have a DDA Business Directory finished in next 30 – 60 days.
- VIII. **Tabled Business:**
- IX. Banner Poles on N. Lafayette Street: Nothing new to report. Gene again noted this needs to stay on the agenda. Bob said he will get cost estimates from private companies to purchase and put in place 2 wood poles with an approximate height of 20 feet. Board members asked if permission is needed from the Road Commission of Oakland County (RCOC). Bob noted that after estimates are



received and DDA approves, he will seek permission from City Council, have Lynne put it on the Council Agenda, and get permits from RCOC and others as necessary.

X. Other Items:

- A. Board Members noted that crosswalk striping needs to be replaced at all downtown crossings with the white striping twice as wide if at all possible ASAP. Bob noted he will contact RCOC and Bob Martin of DPW to discuss further.
- B. Board members asked about the status of the Business Listing on the City Website and the possibility of using part of that same data base for the DDA Business Directory. Bob noted he would speak with Lynne to get the list data ASAP.

XI. Board Member Comments: None

XII. Adjourn: Motion by Dereck, Supported by Jennifer, to Adjourn. Motion carried Unanimous. Meeting Adjourned at 10:35 a.m.