



MEETING MINUTES – OCTOBER 11, 2018

- I. **Call to Order.** 8:01 am by Vice Chair, Dereck Mashburn.
- II. **Approval of the Agenda.** Abe would like to add two items to the Agenda. One, his resignation effective 12/31/2018 and two, adding Norm Fultz to the DDA Board. Supported by Marsha. Abe's resignation will become Item G under New Business. Motion by Jennifer to approve agenda as amended. Supported by Paul. Motion passed unanimously.
- III. **Roll Call:** Jennifer Dunigan, Anne Buchtrup, Marsha Calus, Dereck Mashburn, Abe Ayoub, Mark Childs, Paul Zelenak. Also present, Bob Donohue, Tim Davids, Ronnie Evangelista. Excused: Gene Carroll.
- IV. **Approval of Minutes for September 13, 2018.** Marsha would like to amend letter E under old business. The minutes should reflect that the billboard is not done. Annie made a motion to accept the minutes as amended. Supported by Abe. Motion passed unanimously.
- V. **Citizens Comment:** None.
- VI. **New Business:**
 - A. Welcome to our new City Manager, Paul Zelenak. Paul describes himself as Pro-Downtown and says he likes to see and be seen around town. He brings 30+ years of municipal experience including DDA experience.
 - B. DDA Bylaws. Discussion of change making the Mayor instead of the City Manager responsible for appointments to the DDA Board. Paul says we need to look at the bylaws more closely to be sure that we are working within specific laws. We also need to look at other communities and how their bylaws are written.
 - C. Discussion of process: Applications & Appointments to the DDA (& All City Boards). City Council wants us to review the appointment process. Annie Buchtrup suggests that we have a job description. Abe Ayoub suggests that we announce the vacancy and review submissions. Jennifer Dunigan suggests that the applications be time and date stamped as needed, but also address the gray area of multiple applications being received at one time. The city needs to resolve how the DDA applications and those for all city boards and commissions are processed across the board. Dereck Mashburn attended the meeting and ran the meeting in his board officer position of Vice Chair in Gene Carroll's absence. Abe

announced his resignation effective December 31, 2018 and will put his resignation in writing. He further states that Jeff and Norm would be assets to the DDA board. We need to let people know that there is a vacancy on the board and establish a time frame for application submissions. Paul talked about a form we will have going forward to apply for all board positions. If more than one application is received at a time, the board will choose the best candidate. Jeff was recommended by the DDA Board at the July 12, 2018 DDA Board Meeting and is waiting on approval by city council until they see the bylaws, minutes and further action by the DDA Board at this meeting. Annie made a motion to reaffirm Jeff Heinanen's approval for the open DDA position. Supported by Abe. Motion passed unanimously. Abe made a motion to recommend Norm Fultz for the vacancy to be created by his resignation. No one supported the motion. Jennifer made a motion to hold off on receiving any application forms until the new form is received. Supported by Marsha. Motion passed unanimously. It is noted that Abe's replacement needs to be a business owner.

D. MDA Annual Michigan Downtowns Conference. This annual conference takes place in Frankenmuth, Michigan October 11 and 12. Bob would like to see some members attend. Paul also recommends this. Dereck asked for a list of events to start planning for future attendees.

E. Farmers Market Report. Tim Davids reports that tomorrow is National Farmers Day, so like our Facebook page and share it to get the word out. There were six markets in September and attendance was on target at the regular market. There were minor complaints at the Pumpkinfest market, but good attendance overall. Saturday was great with very nice weather, but Sunday was not so good with rain early, but clearing later in the day. The parade float was fun, but Annie suggests having more candy and postcards to hand out next year. Base revenue of \$930 for Pumpkinfest weekend, with seasonal revenue around \$330.

F. DDA – Economic Development Activity Update. There is an offer pending on the Draft Street property, but there is an environmental problem in the building and surrounding lots so the offer is currently on hold. We are making progress on the five buildings that have maintenance issues. There are two offers on the Detroit Street property. The Bonner buildings are in legal discussion. Both properties are listed at 3-4 times the property value. Mo's building will be addressed as there are ordinances that need to be enforced. He is willing to sell the restaurant, too. There is a cooking school/shop that will be going into the quilt shop.

G. Abe Ayoub resignation. Abe announced that he is resigning from the DDA Board effective December 31, 2018. He will submit the resignation in writing to the Mayor and City Manager today.

VII. Old Business:

A. Holiday Gift Guide. There are 14 spots to fill in the Gift Guide. The deadline has been extended to October 15. There will be a DDA page. Should it have a picture of downtown? Refer to Facebook page or Website? Include the DDA logo? Need to update our social media presence. The “phantom admin” people on the DDA Facebook page need to be addressed. Marsha recommends a letter from the City Attorney to Facebook. Scott from Lyon Today will be sending out a draft of the Gift Guide this week. Paul recommends circulating the draft via email so that everyone can comment.

B. DDA & City-Wide Event Calendar. Carol created an excel spreadsheet of the DDA & City-Wide events. Paul suggests creating a postcard with our events listed along with phone numbers and Facebook pages. Carol will send a digital copy of the excel spreadsheet to the DDA board members.

C. Brotoberfest. The Michigan vs. Michigan State game has been changed from a night game to a 12:00 noon game. The event was planned with a 5-10 pm timeframe. Joe Burchill is the chair of this event but we should consider having a board member as co-chair on future events that are being planned by someone not on the DDA board. We also need a better system and work plan for events. Marsha brought up that Bob took on graphics for this event. Marsha feels less in control of graphics when the printer in town is used. Marsha would like to see work plans and DDA chairs on events going forward. Marsha reported there is a Brotoberfest post that needs to be removed from Facebook and have a new post with the approved and correct information. Marsha is concerned that the board never saw a draft of the graphics for this event.

D. Kids Trick or Treat, October 25. Abe wondered if we had flyers for participating stores to put up. The Dance Academy will put together a flash mob. Abe will contact the paper about the timing for the event. Lyon Township put the event on their website. Abe would like to see a liaison working with Lyon Township going forward.

E. Ladies Night, November 16. Marsha feels like her hands are tied with the current graphics and she feels that Quicksilver was unprofessional with her when she contacted them regarding the graphics. Marsha would like to make a motion to take over handling of her own graphics for this Ladies Night event. Supported by Abe. Motion passed unanimously. Paul authorizes additional funding up to \$400 to complete this request. Bob will visit Roger at Quicksilver and let him know that he is to complete no more work on this project. Bob will also address the unprofessional behavior towards Marsha. 24 of 30 responses have been received for sponsorship of the Ladies Night event. Smaller vendors like Tupperware, Mary Kay, etc., have contacted Marsha to have their product put in the DDA sponsored Swag Bags. Discussion resulted in decision to include no swag from smaller vendors in the DDA sponsored bags. Further discussion of the confusion caused by the South Lyon Hotel Ladies Night private event the week before our event. Tim recommends

spending additional money to boost the event on Facebook. Jennifer says we should encourage sharing of our Ladies Night event page. Motion from Jennifer to allocate \$100 additional for Facebook boost of our event. Supported by Dereck. Motion passed unanimously. Paul shared a sample of an "I Love South Lyon" button that he would like to contribute to the Swag Bags. He just needs to know what font the graphics are in so he can coordinate.

F. Cool Yule, December 1. Bob reported that he has had conversations with Mike Horlocker regarding this event. The goal is to get more action downtown. Mike is looking for food trucks and holiday vendors. The parade starts at Bartlett Elementary School and ends at the Historical Village with a tree lighting ceremony. 45 minutes later the parade will come back towards downtown and the Heinenan tree will be lit. There will be lots of hot chocolate and choirs. Kathy Swan is in charge of the parade.

G. Holiday Lighting of Downtown Trees. We are planning to put white lights on the trees and the trunks will be wrapped in red. Light poles will have garland and lights, same as in past years. DPW will be putting up the lights the week before Thanksgiving. Should it be the week after? Volunteers will be needed to help with this. Are the lights on photo sensors or timers? Photo sensors.

H. Cornstalks. Bob reported that the DPW assisted him in putting cornstalks and lights on the light poles in downtown.

I. Downtown Business Directory. Bob shared a draft copy of the business directory and asked everyone to look it over. There were 15 changes from last year. Mark asked if we can add website, phone information, and Facebook pages for businesses. Bob says no, there is not enough space. The board agreed.

VII. Board Comments. Mark asked about the budget for printing costs of the directory. Bob reported that A Good Day Café and South Lyon Collision gave \$250 each to be able to print more, but we will not be printing as many as last year. Dereck said he likes the crosswalk signs, feels it is money well-spent. Abe commented about the crosswalk signs in Brighton that are solar powered. Paul said they cost about \$15,000 each. We are getting a quote in writing. Businesses may be willing to pay if the city buys the first one. Bob noted that a local business may sponsor the first lighted crosswalk at N. Lafayette and Whipple Street.

VIII. Adjournment. Dereck made a motion to adjourn the meeting at 10:00 am. Supported by Jennifer. Motion passed unanimously.