



I. MEETING MINUTES –OCTOBER 12, 2017

- I. **Call to Order:** 8:36 a.m.
- II. **Roll Call:** Present: Marilyn Smith, Dereck Mashburn, Marsha Calus, Jennifer Dunigan, Cheryl Wickham and Bob Donohue. Absent: Gene Carroll, Abe Ayoub, Lynne Ladner and Tracey Hill.
- III. **Approval of the Agenda:** Marilyn motioned to approve, supported by Marsha. Motion passed unanimously.
- IV. **Approval of the August 10th and September 14th, 2017 DDA Board Meeting Minutes:** Postponed until next meeting. August 10th minutes not yet available due to DDA Director’s computer crash and September 14th minutes were just distributed this morning.
- V. **Citizen Comment:** None

VI. New Business:

A. Farmers Market Update by Tim Davids, Farmers Market Manager Report:

- 1. General & Pumpkinfest Update. Tim stated the market is running as expected. Last week was light due to the rain. Pumpkinfest went smoothly. There were seven vendors. They did ok considering the extremely warm weather that weekend. This week they have a couple new vendors but lost one (Norm-the gentleman that sells mustard) so about 80-90% full. It is First Responder’s Week and the South Lyon Fire Department will have their fire engine and the Police Department’s new SUV will be there for visitors to tour. There was discussion regarding the existence of two Facebook pages for the Farmers Market. The new one is the South Lyon Farmers and Artisans Market with a picture of an old Busch’s Grocery truck. Tim will contact Bruce to see about taking the old page down. The Board will take action to eliminate the old page. There was also discussion about Pumpkinfest and how it makes sense for the Farmers Market to stay in their normal location for the event next year. It was an action in the past by City Council that allows them to locate there each Saturday. There will be a wrapup meeting on October 28th from 2:30 – 4 p.m. at Dereck’s place and Tim will bring up the subject for further discussion.

B. DDA- Economic Development Activity Update:



1. Next Downtown Business & Property Owners Mtg. Thursday, October 26th at 8:30 a.m.
 2. Buildings & Property Sale/Lease, Business Recruitment & New Business Activity. Bob stated the new owner of the former quilt store building has priced the rent at \$15/SF plus taxes with the stipulation that both the upstairs and downstairs be rented. This is priced way above the average for this area and the wine bar is not interested in the space at that price. There are five sites in play for a new restaurant. There is a possible new mixed use development; talking to Plymouth Physical Therapy about a one year lease. A candy shop is still interested in the Bullet Distributors location. Paddy Whacks is not open yet. There was a question about liquor licenses being on the last City Council agenda. Bob stated the corn stalks are up. He and Fred of the DPW Dept. went to pick them up and with the help of the DPW was able to get all of them up the same day. Dereck said he has heard positive feedback. Bob said he would like to have more pumpkins next year, maybe they can make a deal with the Pumpkinfest Committee for a good price. Bob also stated he will be putting bows on the stalks soon with bigger bows on the stalks at the corners.
- C. Review DDA Bylaws re: Attendance.
1. Motion to amend the bylaws, Sect. 3 Board of Trustees, Item E to be as presented at the October 12th meeting. Motion by Jennifer, supported by Dereck. Motion passed unanimously.
Bob will survey other DDA's in Oakland County before next meeting to confirm this would be in alignment with what other DDA's allow.
- D. Annual Statewide Michigan Downtowns Conference, Oct. 18 & 19, Bay City. Bob recommends that members try to go to one sometime. DDA would be able to kick in some money. The cost is approximately \$500 per person (registration, room, gas).
- VII. **Old Business:**
- A. South Lyon Hotel Update. Bob stated the new estimate is that they will open around Halloween/the first week of November.
 - E. DDA Events/Committees/Activity Updates.
 1. Kids Trick or Treat & Zombie Walk (October 26th) Update. Abe was not able to be at today's meeting. Bob volunteered to go to Police Department



to complete the application for street closure from 5:30 to 8:30 p.m. on October 26th for the event and request to be on the City Council agenda for the October 23rd meeting. Cheryl stated the flyer needs to be to the printer by Monday and asked if any money had been allocated for printing costs.

- i. Motion to spend up to \$250 on printing costs for Kids Trick or Treat & Zombie Walk. Motion by Dereck, supported by Marilyn. Motion passed unanimously.

3. Ladies Night Out (Friday, November 17th), Update on Billboard & Activities, etc. (Marsha). Marsha stated things were going well. She was waiting for any other businesses to respond about sponsorship by end of day tomorrow so she could go to print. The final edits on the billboard design were being sent today. Bob stated he could do a thank you letter to all sponsors and the City could provide a receipt. Marsha stated she had received \$2100 in sponsorship money to date. Marsha also stated she is going to distribute balloons on the night of the event to all businesses that will be open to put on their doors. Marsha stated that the parking shuttle will run from 5:30 – 10 p.m. from the First United Methodist Church to the Salvation Army parking lot and drop off at Exquisite Kitchens where the swag bags will be available for pickup by the participants. Bob stated he will post information on the Downtown South Lyon Facebook page.

- F. Cool Yule Discussion re: DDA Participation? There was discussion about Jeff Heinenen of Heinenen Engineering wanting to put up a 75 foot Christmas tree in front of his building. This could be a potential conflict with the City tree lighting in McHattie Park; maybe next year his could be the official City tree. The DDA doesn't have an official role in event. This year, there's not any money in the budget allocated for the event. Bob suggested sending a letter to the Cool Yule committee asking if activities could be brought back to the downtown area next year.
- G. Update on No Truck Turns at Lake & Lafayette Streets; RCOC. Bob stated the signs are up, however, the sign by Grande Trunke needs to be relocated so that it is more visible.



- H. Update on Striping of All Crosswalks in Core Downtown; RCOC. Bob stated that the project has been approved. All crosswalks in the DDA will be done. The City will pay for any that are non-county.
 - I. Status of New DDA/Downtown Area Business Directory: Brochure and on City Website. Bob stated there is one more correction and he will add the Farmers Market to the map, then it will be ready to go to print. He stated 5,000 will be printed. The distribution will be a few to each office and then several to each retail, restaurant and service establishment.
 - J. Status of New Downtown Area Historic Walking Tour/Brochure. Bob stated this brochure will be the same size and same look as the DDA/Downtown Area Business Directory. He estimates that it will be ready in the next couple months.
 - K. Update on Installation of Banner Poles on N. Lafayette. Bob stated this should be done within the next couple weeks. The incorrect insurance paperwork was turned in which slowed down the process with the County. Bob stated that Mike Kennedy, the Fire Chief, says that the Fire Dept. can hang the banners. Miss Dig has been out to mark.
- VIII. **Tabled Business: none.**
- IX. **Other Items:**
- A. Future TIF. Bob stated there will be new TIF revenue in the future as the value of the South Lyon Hotel will be increasing from \$500k to \$1.5M and the improvements at the new Good Day Café will increase the value of the old Brown's property from \$200k to \$500-\$600k. That could possibly bring in an extra \$20k in revenue for the DDA next year. Also, the Wells St. parking lot bond will be paid off by the end of FY 2018/19 also increasing the future DDA budget.
- X. **Board Member Comments: none.**
- XI. **Adjourn:** Motion by Dereck, supported by Jennifer. Motion carried unanimously. Meeting adjourned at 10:07 a.m.