



## MEETING MINUTES – NOVEMBER 8, 2018

- I. **Call to Order.** Meeting called to order at 8:06 am by Vice Chair, Dereck Mashburn
- II. **Approval of Agenda.** Motion made by Jennifer to approve agenda. Supported by Annie. Motion passed unanimously
- III. **Roll Call:** Dereck Mashburn, Jeff Heinanen, Mark Childs, Anne Buchtrup, Jennifer Dunigan, Gene Carroll, Marsha Calus, Paul Zelenak. Also present: Bob Donohue, Tim Davids, Ronnie Evangelista, Norm Fultz. Excused: Abe Ayoub.
- IV. **Approval of the October 11, 2018 DDA Board Meeting Minutes.** Under Old Business, Letter E, Marsha wants the word “disrespect” changed to “unprofessional”. Paul made a motion to accept minutes as corrected. Supported by Marsha. Motion passed unanimously.
- V. **Citizens Comment:** None.
- VI. **New Business:**
  - A. Welcome to new DDA Board Member, Jeff Heinanen
  - B. Farmer’s Market Report. Tim reported that October was a very slow month due to many rainy Saturdays. The season is officially done. Tim will meet with Bob to put together a report for the season. Thanks go out to our sponsors, vendors, and volunteers. Tim will be reaching out to more food vendors for next year. He also plans to reach out to residents of Abbey Park to encourage them to come to our market in the future. The wrap-up meeting at the hotel went well and good input was received from vendors. Dereck said the vendors were happy with Tim and the market and offered thoughtful improvements for the future. Some vendors were not pleased about moving to the Veterans Parking lot during Pumpkinfest.
  - C. Proposed Code of Ethics for DDA Board. This Code of Ethics would be very specific to the DDA Board. Do we need this in addition to the City Code of Ethics? Annie feels it would be good to have. This will be placed on a future DDA Board Meeting Agenda for discussion.
  - D. DDA Activity Update. Bob distributed the Fiscal Year 2017-2018 DDA & Economic Development Annual Report to board members. Four buildings that

were scheduled for painting this year but not completed will be completed in the spring. Work continues on the Business Directory. There will be a ribbon-cutting at 115/117 N. Lafayette at 9 am on Thursday, November 15. Will see if we can get the band to attend. It seems like the South Lyon Herald never publishes what we submit. Bob will try to meet with the editor or publisher. Gene asked about the business owner's meetings. Bob reported that the meetings bring in 6-20 business owners each month. New owner of South Lyon Square (plaza with Salvation Army) would like to purchase the BP car wash and tear it down in order to build a new building on his out lot. Buyers are in discussion with owners for Bonner buildings at 111 N. Lafayette and 135 E. Lake. Offers have been made, but not accepted. The city has not been given access to inspect these buildings yet. An offer has been made on the 110 Detroit Street building. The buyer is in touch with Providence to purchase the extra lot they own at the corner of Detroit and Wells Street. No change in status at Mo's Garage. Bob feels we should use ordinance enforcement to make things happen in this situation. There are currently two lease offers on the quilt shop.

**VII. Old Business:**

- A. Brotoberfest. This event was cancelled due to volunteer issues. Angela Hospice is reportedly hosting a burgers, brews & bros event. Annie says people have suggested making the Brotoberfest more family oriented. We will need board members to co-chair these events in the future. Bob recommended using a preliminary work plan and then moving to a more formal work plan including dates, timetables, costs, and volunteer commitments. Paul says the board needs to be supportive of these community events. Annie suggests discussing/assigning events during the retreat so people can start planning. Mark asked about the VFW liquor license. This license is for special events and they waited too long to apply. The Kiwanis have asked for consideration next year.
- B. Holiday Gift Guide. Scott got enough people signed up, the draft has been approved, and could be available later today. The guide will be direct mailed to 20,000 residents with the Lyon Today magazine. An additional 5,000 copies of the guide alone will be brought to City Hall by Scott. Business participation can be expanded in the future once people see it.
- C. Events Calendar. The DDA & City-Wide Events Calendar was emailed to all board members. We may consider issuing it as a brochure in the future or adding it to the city website. Paul says we need to expand our website and Facebook presence. He showed a sample of a mini calendar of events that was put together when he worked in Linden. Bob is working to sort out the DDA Facebook page and the city is looking at having their own Facebook page. The

DDA may have to consider starting a new page if the issues cannot be worked out with the current page.

- D. Trick or Treat. Bob presented Abe's Kids Trick or Treat report. There seemed to be fewer attendees, maybe because of teacher conferences at the middle school. Dance Academy performance was very well received. The parents were very appreciative and this is a great event for families in our community.
- E. Ladies Night. Marsha is working very hard to make this a successful event. We are still looking for a few more sponsors, but we are under budget on materials. Waiting for the budget report to find out what the DDA Board will cover. Discussion of billboard expense. Bob is dealing with Adams about timing for the sign going up. A road closure has been suggested to ensure public safety at this event. Bob is working with Police Chief Lloyd Collins on this issue. Discussion of how the shuttles work for this event. Will have a definite answer on street closures after the council meeting on Monday, November 12. Need to emphasize public safety issues with Chief Collins to get the roads closed. Discussion of path for shuttle if there is a road closure. Maybe we could drop off at Phillip's Funeral Home, The Corner Caffe, or at The Christmas House. There will be an end of the night raffle and gift giveaways. Paul reiterated the importance of public safety and monitoring drinking. We need to have signs in businesses that state "NO ALCOHOL BEYOND THIS POINT" so that attendees are reminded to not take alcohol out into the streets. Jennifer made a motion to recommend that the city close requested streets in consideration of public safety for Ladies Night. Supported by Annie. Motion passed unanimously. Bob will make signs.
- F. Small Business Saturday. Posters and flyers will be in next week. The County is hosting a drawing for participants. Andrea with the Kensington Valley Chamber of Commerce is planning a warming station in front of The Lemon Tree. American Express is the corporate sponsor for this nationwide event.
- G. Cornstalks. Positive feedback was received on the lights and cornstalks. Paul feels we should leave the fall decorations up through Thanksgiving. Christmas lights on trees will stay up through the New Year's holiday weekend. Mark says we should consider using exterior extension cords for the Christmas lights.
- H. Cool Yule. Event is scheduled for Saturday, December 1. Bob reports that Mike Horlocker is trying to get more activities downtown. Kathy Swan is only doing the parade which starts at 6 pm at Whipple Street and then proceeds down Lafayette to the Historic Village for the Depot tree lighting and Santa. There will also be vendors at the Farmers Market parking lot. At 8 pm, the crowd will be directed to Heinanen Engineering for the lighting of the Heinanen tree. Hot chocolate and cider will be available for attendees and there will be choirs

singing carols for entertainment. Jeff reported that permits are being filed and the tree is scheduled to be moved on November 17 and then hoisted into place on November 18. Businesses may want to consider staying open later. Jennifer is looking for volunteers at the Christmas House from 4:30-7:30 pm that night to assist with people going through the house. She had 750 people last year.

- I. Holiday Lighting (Trees). Bob reported that the lights have been received and DPW will be putting the lights on trees with help from volunteers before Thanksgiving. There is a test section in the works. More volunteers are needed.
- J. Business Directory. Bob reported that the final directory proof has been checked for correct phone numbers and information. The Directory should be printed and available by next Friday. Initial distribution will be 5,000.

- VIII. Board Comments.** Annie would like to remind everyone about the DDA Holiday Party, which she is hosting, that is scheduled for Friday, December 7, 2018 at 6 pm. Please bring your significant other and a snack to pass. Paul reminded everyone that the City Holiday Party will take place on Tuesday, December 11, 2018 at 6 pm at the South Lyon Hotel. Gene asked if there has been more discussion about art in a public place. Bob says we are currently talking with Andrea Phillips about using her location, but more discussion is still needed. The Cultural Arts Commission has selected Jeff Badarak as the artist. We need them to come to a future meeting.
- IX. Adjournment.** Dereck made a motion to adjourn. Supported by Jennifer. Meeting adjourned 9:47 am.