



MEETING MINUTES – MAY 10, 2018

- I. **Call to Order:** 8:34 am
- II. **Approval of Agenda.**
- III. **Roll Call:** Present: Gene Carroll, Jennifer Dunigan, Dereck Mashburn, Abe Ayoub, Mark Childs. Also, present: Bob Donahue, DDA Director and Tim Davids, Farmer's Market Manager. Absent: Anne Buchtrup, Marsha Calus, Lloyd Collins.
- IV. **Approval of minutes from 4/12/18 DDA Board meeting.** Motion by Jennifer, 2nd by Abe. Have not received minutes from 3/8/18 meeting.
- V. **Citizens Comments:**
 - A. Andy Vance and Gerry Vendittelli from Cavalier Pictures came to propose putting together a marketing piece for the DDA businesses to use for promotional opportunities. A cost-effective piece would include 10-20 DDA businesses contributing approximately \$500 each and then each business would get a 15-30 second video about their business to use for promotion through various media. Cavalier Pictures also suggested a Chili Cook-Off event for the City of South Lyon. They have previously put together this event for City of Plymouth but stopped doing it a few years ago when costs became prohibitive. Many motorcyclists attended and put their "bikes" on display during this event in Plymouth and paid \$5 each. The money collected went to a specified charity. 3,000-4,000 people attended this event in Plymouth, but the South Lyon event would be smaller. Local restaurants could be invited to participate. A beer tent could be added. Could possibly use the E. Lake Street (Lafayette to Wells Street) footprint. Looking at a possible date in August this year or next year. South Lyon's cost for the Chili Cook-Off would be minimal. We would only have to provide the location and coordinate with police and fire for the event. Cavalier organizes everything but would need the DDA's endorsement. Event could include a VIP night plus one night and one day for the actual event. Cavalier also suggested that they could possibly provide a Whiskey or Bourbon tasting for the

Brotoberfest. Gene and the DDA members are supportive of this event but feel we will have to move quickly to hold this event in August. The next step will be to meet with Lloyd as soon as possible.

VI. New Business:

- A. Joe Burchill secured three domain names for three years at a cost of \$142. Abe noted and the board agreed that the domain names need to be placed in the DDA's name, not Joe's. Bob will coordinate with Joe to make that happen. Jennifer made a motion to reimburse Joe for the cost of acquiring these domain names. 2nd by Abe. Motion passed unanimously.
- B. Gene brought up the issue of changing the meeting time from 8:30-10:30am to 8:00-10:00am. Dereck made a motion to change the start time and to post the new times on the calendar. 2nd by Jennifer. Motion passed unanimously.

VII. Old Business:

- A. Discussion of budget numbers. We will not know the exact Tax Increment Finance (TIF) revenues from taxes until June but we are using a conservative amount of \$35,000. \$21,000 is projected revenue from sponsorships. 2018/19 budget is expected to be around \$66,000. Abe made a motion to approve the 2018/19 budget as proposed. 2nd by Jennifer. Motion passed unanimously.
- B. Discussion of shed purchase for Farmer's Market. Dereck made a motion to spend up to \$1500 from cash reserve for purchase of the shed. 2nd by Abe. Motion passed unanimously. Tim, Mark, and Bob will meet separately to discuss purchase of the shed.

NOTE Abe left the meeting at 9:35 am which removed the quorum

C. Farmer's Market Report:

- 1. Market Manager, Tim Davids, reported that we had a great opening day. More foot traffic than last year. Most vendors had a good day. No main sponsor yet, but Lake Street Tavern would like to be a sponsor. Now that a domain has been established the Farmer's Market would like the city to take over responsibility for managing/updating the market website. Discussion of hiring a person who would be responsible for managing/updating content on Facebook and other social media. Gene suggests getting someone one day per week to post content. Possibly an unpaid intern? Need to discuss further. Dereck suggests we do something on our own. DDA and Farmer's Market have links from the city website. Invite City Clerk Lisa Deaton to next meeting to follow up on this topic.
- 2. Farmer's Market/Parking Lot expansion. Cars are out. DPW will rope off the site and clean it to prepare for installation of shed, moving of port-a-john and

moving of trash cans. Next step is to call Miss Dig and then install a chain link fence along the alley.

3. Discussion of Market Manager invoice for work in April. Need to monitor hours going forward to stay within contract requirements. 20 hours per week is allotted during season, but only 20 hours per the month off season including April for market start-up. Tim put in 52 hours this April. Look into altering contract for April next year. DDA supports paying the April invoice.

D. Brotoberfest: South Lyon resident Joe Burchill who volunteers with the Marketing and Promotion Committee presented information about the upcoming Men's Night Out in October which is being promoted as Brotoberfest. This event would support and promote the businesses of South Lyon and be used to draw residents and others to the City of South Lyon. The event is being planned for a Thursday in mid-October with a proposed timeframe of 6-9 pm. Proposed location is in downtown South Lyon on Lake Street between Lafayette and Wells Streets with offsite parking and shuttle service planned. Planned activities include basketball shoot, corn hole toss and similar games, short films at the theatre, non-competing street food such as brats, hot dogs, pizza, etc., a beer tent with non-alcoholic alternatives and raffles. Individual store activities may include discounts, specials, swag bags, giveaways, door prizes, beverages and other refreshments for the ladies. Local businesses are in favor of the event. Next step will be to get approval from Police and Fire. Committee is looking for approval from the DDA so they can then go to council. \$1000 is most DDA could contribute. \$5000-7000 is projected income from sponsorships. Gene feels positive about the event and planned activities. Joe feels we should use local breweries instead of having the Cavalier Pictures events team who could bring in cigars and whiskey. Committee would like to keep the event small to start. Tim can provide a food truck master list if committee is interested. Food trucks can be on any street—they just need to apply. Abe made a motion to provide \$1000 for the Brotoberfest. 2nd by Jennifer. Motion passed unanimously.

E. DDA Economic Development Activity Update:

1. Events calendar and promotions and marketing: Gene feels there should be a capture of Committee or other DDA discussions going on outside of DDA meetings to be included in packets. Should include a summary of the meeting, who attended, what topics were discussed.
2. Downtown Business Updates: A realtor recently met with Bob and noted he is currently negotiating on the sale of the Draft Street building. Bob will meet with prospective buyer. The buyer has asked us to endorse screening of Norm's lot. Lake Street building rehab is currently on hold because of

window issue, but project should finish up soon. Painting will take place in June. Venue and Exquisite Kitchen building façade work will start in the next few weeks. Superb Fabricating will handle the signs. The A & E Jewelry building has sold and will soon be getting new paint and awnings. Bill Jarrett is warehousing items in his former space. This is unacceptable. He is not returning Bob's phone calls. Bob is still discussing a wine bar to go in to the former quilt store. The building owner will not pay for barrier-free improvements. Bob suggested that the potential lessees get a price to complete improvements on their own. Rhonda Bifano and partner are applying for a liquor license in order to put a wine bar in their new corner café coffee shop. Glazy Days will continue to lease their space. A realtor is approaching business owners to purchase property at the north end of town in order to build brownstones. We need to celebrate when the current downtown building transformations are complete.

3. DDA Board vacancy: Does anyone know of someone who would like to be on the DDA board?
4. Ladies Night: A Ladies Night sponsored by six businesses will take place Friday, May 11 from 5:30-8:30 pm. The DDA prefers more long-term planning for events.

VIII. **Strengths and weaknesses:** Need to table this discussion.

IX. **Other items:** Comment from Mark. There was a water problem at Diane's Dollhouse and that's why she was moving some stuff out of the basement.

X. **Board Member Comments:** Dereck reported that he sold his café to Rhonda Bifano and her partner. There will be a café and a possible wine bar. Dereck will remain on the DDA board as a downtown resident. We need to add a business owner to fill the one open Board seat.

Bob will email a copy of the sign/banner policy to everyone. Banner sizes can vary but are typically 2-1/2' wide with varying lengths. The policy will include light poles. Tim has an idea for a "Tractors in Town" event to coincide with the Farmer's Market. He envisions tractors lining Lafayette Street and has 8-10 tractors interested. This event would take place during and be sponsored by the market. The tractors can use the on-street parking spaces. Approval will be needed from Lloyd and City Council.

Bob says we need to get Cool Yule on next month's agenda.

XI. **Motion to adjourn:** 10:28 am.