

**City of South Lyon  
Downtown Development Authority Meeting  
May 13, 2010**

The meeting was called to order at 8:30 a.m.

**Present:** Rhonda Bifano, Jan Eldon, Gary Fagin, Dave Grimes, Joe Repanshek, Holly Gerdom and City Manager David Murphy.

**Absent:** Susan Stowe (excused), Gary Childs (unexcused).

**Also present:** Kristen Delaney, Director of Community and Economic Development for the City of South Lyon, RoseAna Twitchell, Kim Thompson.

**Approval of Minutes:**

Motion by Gerdom, supported by Bifano.

To approve the Minutes for April 8, 2010.

**Vote:** **Motion Carried Unanimously**

**Approval of Agenda:**

Motion by Fagin, supported by Repanshek.

To approve the Agenda for May 13, 2010.

**Vote:** **Motion Carried Unanimously**

**Public Comment:** None.

**Old Business:**

1. **Budget:** Murphy reviewed the financial report. He noted that he was expecting \$13,000 - \$14,000 more to come in under property taxes collected. Murphy reviewed the categories in the report. Fagin requested that they receive financial reports with more detail.

There was a brief discussion about the upcoming Downtown Saturday Night. Fagin noted that he hoped some of the money raised by the event could come back to the DDA to help recoup money spent on previous community promotions, especially the October 2009 Downtown Saturday Night.

Eldon noted that Gene Bobic has done a good job of bringing in sponsorships.

Fagin noted that he would talk to Bookkeeper Lori Mosier about getting more detailed financial reports.

**2. Committee Updates:**

**a. Design Committee:**

- i. **Signage:** Fagin gave a brief overview of what the Design Committee was currently working on. He noted that he hoped the new entry and parking signs would be up soon. There was general discussion about the material and color of the signs and where and how they would be put up. He presented the board with three bids for the entry and parking signage:

Signs by Tomorrow:	\$5,928.76
Fast Signs:	\$5,927.71
Donner Signs:	\$2,834.60

Fagin noted that Donner had put a lot of time and energy into making the prototype signs and that he was giving them a good deal because he wanted to help the city. He noted that all of the bids covered sign installation.

**Approval to accept the bid from Donner Signs for entry and parking signs for \$2,834.60:**

Motion by Fagin, supported by Murphy.

To approve the bid submitted by Donner Signs for entry and parking signs for \$2,834.60.

**Vote:**

**Motion Carried Unanimously**

There was a general discussion about the bids and a discussion of what would remain in the 2009-2010 fiscal year budget once the signs were paid for.

- ii. **Sealing the Wells Street Lot:** There was some discussion about future projects including improvements to the Wells Street lot. Fagin stated that he had been getting bids for the work. Murphy noted that there was not money in the 2009-2010 fiscal year budget at this point to pay for this project.

Fagin presented the bids that he had received to patch, sealcoat and stripe the Wells Street Parking Lot:

Action Asphalt	\$4,339
Molls Asphalt	\$4,038
Midwest Asphalt:	\$3,620

Murphy noted that he could do a budget amendment to make it possible to start the project before the end of this fiscal year. Gerdorn asked about the \$20,000 that had been budgeted for the 2010-2011 fiscal year – what was that for? Fagin responded that the money in question was meant to go towards tree trimming, brick paver replacement.

There was a brief discussion over the various methods for patching and sealing the lot.

Repanshek noted that the board needed to focus on fundraising.

Murphy asked Fagin if he had checked references for the companies that submitted bids. Fagin responded that he had checked references.

**Approval to accept the bid from Midwest Asphalt to patch, sealcoat and stripe the Wells Street Parking Lot for \$3,620:**

Motion by Grimes, supported by Murphy.

To approve the bid submitted by Midwest Asphalt to patch, sealcoat and stripe the Wells Street Parking Lot for \$3,620.

**Vote:**

**Motion Carried Unanimously**

**b. Marketing & Promotions:**

**i. Downtown Saturday Night:** Gerdom asked how sponsorships had been pursued and noted that she would have liked the opportunity to be a sponsor for Downtown Saturday Night but was not asked. Eldon stated that Gene Bobic and a volunteer had been responsible for finding sponsors and that she would let them know. Gerdom thanked her and noted that this was not a criticism, she knew that planning for this event was done quickly and that it was a lot of work.

**c. Farmers Market:** Bifano gave the board a brief overview of the progress that the Farmers Market Committee had made. She noted that they had made a lot of progress in the short time that they had been working on this. Twitchell noted that the committee had already received several sponsorships and was working to obtain more. She stated that everyone was very excited about the kickoff.

Delaney reviewed some points that were made in the business plan for the farmers market. In order to keep the market running as it should, the committee wanted to hire a Market Master to schedule the vendors and be on site from 1:00 until 8:00 p.m. on market days. Bifano stated that Twitchell had been working with the committee from the beginning and that they would like for the DDA to hire her as market master. Fagin asked why it was necessary to hire a Market Master. Delaney noted that due to the time commitment, the committee felt that it was too much to ask from a volunteer. Fagin asked how Twitchell would be paid. Delaney responded that the committee hoped to pay her the daily vendor fees. The sponsorship money would go towards costs like porta potties, signage and advertisements.

**Approval to hire RoseAna Twitchell as Market Master for the South Lyon Farmers Market:**

Motion by Murphy, supported by Bifano.

To approve the hiring of RoseAna Twitchell as Market Master for the South Lyon Farmers Market.

**Vote:**

**Motion Carried Unanimously**

Bifano presented the board with a spreadsheet of revenues and expenses for the farmers market. Some of the expenses included porta potty rental for June, July, August and September as well as signage and some supplies.

Murphy noted that in a previous community he had worked with, they had made the decision to buy their own porta potties, rather than rent them. There was a brief discussion about cost and maintenance.

Twitchell thanked Grimes for allowing them to use the Quality Insurance parking lot for the porta potty and for letting them use their water.

- d. Holiday Jingle:** Delaney gave an update on the status of the event. Hugh Irwin had volunteered to chair, and they have a number of new volunteers. She noted that there were a lot of new ideas and energy for the event. For 2010, the event will have a new name which is "Cool Yule".

**Board Comments:**

**Adjournment:**

Motion by Eldon, supported by Gerdom.

To adjourn meeting at 10.04 a.m.

**Vote:**

**Motion Carried Unanimously**

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Gary Fagin, Chairperson

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Kristen Delaney, Recording Secretary