

**City of South Lyon
Downtown Development Authority Meeting
September 9, 2010**

The meeting was called to order at 8:36 a.m.

Present: Rhonda Bifano, Jan Eldon, Holly Gerdom, Dave Grimes, Gary Fagin, Susan Stowe and City Manager David Murphy.

Absent: Gary Childs, Gary Fagin and Joe Repanshek.

Also present: Kristen Delaney, Director of Community and Economic Development for the City of South Lyon. Ed Brown, Brown's Rootbeer. Mike Stevanovic, Village Bakery. Kim Thompson, resident/Design Committee member, Rick LaChance, Emma's Graphics and Sportswear, Jack Reutter, Co. Reutter Salon, John McCarter, John McCarter Construction, Jim Seghi, Seghi Renovations, Diane Roest, Diane's Dollhouse, Don Beagle.

Approval of Minutes:

Motion by Gerdom, supported by Eldon.

To approve the Minutes for August 12, 2010.

Vote: **Motion Carried Unanimously**

Approval of Agenda:

Motion by Eldon, supported by Gerdom.

To approve the Agenda for September 9, 2010.

Vote: **Motion Carried Unanimously**

Public Comment: Roest wanted to thank the DPW for cleaning up the area around the gazebo. She noted that it looked nice. She also mentioned that some bricks in the alleyway behind her building were sinking into the ground. Stevanovic said that all things considered, he thought that Strolling the Streets went well and he was glad that they participated. Lachance introduced himself as the owner of Emma's Graphics. He was upset that no one from the DDA had ever welcomed him to town. He wanted to know how RoseAna Twitchell got paid. There was a discussion about how similar events were run in the past. There was a general discussion about gathering email addresses from business owners inside the DDA. Seghi introduced himself to the group and asked the DDA to consider adding his property within the boundaries. Murphy explained that it was a rather complicated process to do that.

Old Business:

1. **Budget/Financial Report:** No discussion.
2. **Committee Updates:**

- a. **Design:** Thompson and Beagle gave an overview of the Michigan State University Small Town Design Initiative application that would be submitted. Beagle stated that if we were accepted, a project like this could help us obtain grant funding. He noted that it would be a year long process.
- b. **Marketing & Promotions – Policies and Procedures:** There was a discussion about cooperative advertising. Reutter noted that most of his customers, maybe 85% come from within town. He would like to see more local forms of advertising considered. Methods of advertising discussed included: door hangers, Buyers Guide, SL Herald, Marketeer and the car wash sign.

There was discussion about how many months ahead of time that special events would need to receive board approval. The consensus was 5-6 months.

Approval to move forward on the Chilly Chili event in February of 2011:

Motion by Murphy, supported by Grimes.

To approve moving forward on the Chilly Chili event in February of 2011.

Vote:

Motion Carried Unanimously

- c. **Farmers Market:** There was discussion about some of the traffic issues surrounding the market. Fagin discussed not allowing parking in the spot closest to the Veteran's Memorial so that pedestrians would be more visible. There was a discussion about having 15 minute parking signs at the spaces directly in front of the market.
- d. **Cool Yule:** Delaney gave an update of the event.

New Business:

None.

Board Comments: Lachance wondered why the streets were cleaned in the afternoon. Stevanovic wondered the same thing. He said that they were not picking up all the dirt and the trash. Murphy said that they could start earlier in the morning at 3 or 4 am in non-residential areas. Brown stated that he would like a schedule when the streets will be cleaned. There was a general discussion about getting music downtown. Roest noted that she was not happy with the trees in front of her building. She feels that they are too messy and attract too many birds. Brown suggested she look into some deterrents.

Adjournment:

Motion by Bifano, supported by Grimes.

To adjourn meeting at 9:52 a.m.

Vote:

Motion Carried Unanimously

Gary Fagin, Chairperson

Kristen Delaney, Recording Secretary

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