

**City of South Lyon
Downtown Development Authority Meeting
July 8, 2010**

The meeting was called to order at 8:40 a.m.

Present: Rhonda Bifano, Dave Grimes, Gary Fagin, Joe Repanshek and City Manager David Murphy.

Absent: Gary Childs, Susan Stowe, Holly Gerdom (all excused).

Also present: Kristen Delaney, Director of Community and Economic Development for the City of South Lyon and RoseAna Twitchell, Market Master of the South Lyon Farmers Market.

Eldon clarified that her absence from the June 10, 2010 meeting was excused and asked that the minutes be amended to reflect that.

Approval of Minutes as amended:

Motion by Bifano, supported by Eldon.

To approve the Minutes for June 10, 2010 as amended.

Vote: **Motion Carried Unanimously**

Approval of Agenda:

Motion by Bifano, supported by Repanshek.

To approve the Agenda for July 8, 2010.

Vote: **Motion Carried Unanimously**

Public Comment: None.

Old Business:

- 1. Budget/Financial Report:** Bifano noted that having the general ledger report included was very helpful. Delaney pointed out that the money going out for the farmers market was either in the form of vendor fees being paid to Twitchell or from sponsorship money. She noted that they had not yet needed the \$500 seed money that the DDA had given to the farmers market. There was some discussion about financial reports that Bifano would need to get in order to do a simplified version for the board.
- 2. DDA Website:** There was a discussion regarding the cost to create and implement a DDA website. Fagin asked Delaney how long it would take her to put up all the necessary information on the website. Delaney stated that it would probably take her around 20 hours to put all of the initial information on the website, and then around 1-2 hours per week to update and maintain it. She stated that she had gotten quotes from Accunet and the company that did

a website for the Oxford DDA. They ranged from approximately \$700 – 850 and there would be an additional cost each year for hosting.

Fagin noted that he would like to see a plan along with the quotes. Delaney stated that she would get together with Stowe, Repanshek, and Gerdom to get a plan together as well as the quotes and bring them to the next meeting so a decision could be made.

There was a general discussion regarding the cost of websites.

3. **DDA Map:** Delaney stated that the Marketing and Promotions Committee had been working on this. She showed a DDA map from around 4 years ago. She asked if the DDA board supported this idea. There was general discussion of the cost of the map and the size. Murphy noted that the Chamber had just put a map out. There was a general discussion about why a downtown map was needed.

Delaney stated that she had gotten a quote from Sara Theisen, the graphic designer who had created their new logo. She was looking for other graphic designers to get a quote from. Repanshek and Eldon recommended Jeanette Stefanski. Repanshek noted that he would like for them to sell advertisements on the map so it could be self-liquidating.

There was a general discussion about the importance of working with the Chamber of Commerce, as well as the roll of the DDA.

4. **Committee Updates:**

- a. **Design Committee:** Fagin stated that the signs had been installed at the 3 parking lots in the DDA. Eldon stated that the signs were fantastic, and Fagin noted that Tony Donner had done an excellent job. Twitchell noted that some paint was peeling off the backside of the sign at the Veteran's Lot. Fagin stated that he would talk with Donner to get that repaired.

Fagin noted that the 3 dead trees in the Wells Street lot had been removed and replaced. He had also done some mulching at the parking lots and was hoping to get the seal coating of the Wells Street lot done in a couple of weeks. Grimes noted that he was interested in helping Fagin with some of the maintenance projects.

Bifano brought up the issue of the crosswalks in the downtown. The paint was very faded or scratched and they were difficult to see. Fagin noted it was a county road. Murphy stated that he would call the road commission.

There was discussion about doing some improvements to Jarratt's lot. Fagin stated that getting the city to insure it was still an issue. Murphy stated that he needed a letter from Jarratt asking for this. Fagin said he would follow up.

Fagin stated that he still needed to get the parking signs ordered and installed. He asked for a motion to pay for the purchase and installation of directional parking signs.

Approval to purchase directional parking signs from Donner Signs for an amount not to exceed \$1,000.00:

Motion by Bifano, supported by Repanshek.

To approve the purchase of directional parking signs from Donner Signs for an amount not to exceed \$1,000.00.

Vote:

Motion Carried Unanimously

There was a general discussion about replacing or painting several poles downtown.

Fagin noted that he would also be getting bids for seal coating of the bricks in the streetscape.

b. Marketing & Promotions:

- i. Gala Days:** Delaney gave the board an update on the projects that the committee had decided to work on this fiscal year. One of those was a sidewalk sale event (formally known as Gala Days) that many people said they would like to bring back. Delaney stated that the committee wanted to run this event like it ran the farmers market, and hire RoseAna Twitchell to manage the vendors. She referred the board to the business plan that she had written for the event which was included in their board packets. The date the committee had picked for the event was August 28, 2010. She stated that they would like to get DDA support before approaching City Council for the road closure.

There was general discussion about the nature of the street vendors that the committee was looking for. Repanshek and Eldon stated that they would like to see more fine arts. Twitchell noted that this would be a definite possibility and something that they could work towards as the event became more established.

One board member suggested that Twitchell speak to Kelly Reutter or Will Hundley to get in touch with some artists.

Delaney asked for a motion to hire RoseAna Twitchell to plan the sidewalk sale event.

Approval to hire RoseAna Twitchell to organize and run the August 28, 2010 sidewalk sale event:

Motion by Bifano, supported by Repanshek.

To approve the hiring of RoseAna Twitchell to organize and run the August 28, 2010 sidewalk sale event.

Vote:

Motion Carried Unanimously

- c. Farmers Market:** Twitchell gave a brief update on the status of the farmers market. She noted that they had recently started keeping count of the number of attendees and that count ranged from 600-900 people every week.

Delaney stated that the committee was interested in building on this momentum by having a Saturday farmers market from mid-July to mid-to-late August. She noted that they would like to slightly change the location in order to be considerate to the businesses that utilized the Vet's Lots on Saturday mornings. The new location for the Saturday market only would be the parking lot across the street (next to Crossroads).

There was a general discussion regarding the logistics of this. The board expressed their support for the idea. Twitchell noted that the issue would be on the July 12, 2010 City Council agenda.

d. Cool Yule: Delaney said the event was still progressing on track and she would keep the board updated as it got closer.

5. Work Plans: Delaney stated that a work plan for marketing and promotions was included in the packet. She asked Fagin to complete one for the design committee and noted that the farmers market committee would do one as well.

New Business:

1. Duties of the Treasurer: Fagin stated that he had gotten a verbal notice from Gary Childs that he would like to step down from the position of Treasurer, while remaining on the DDA board.

Fagin stated that he would like to nominate Bifano to be the DDA Treasurer.

Approval to make Rhonda Bifano the DDA Treasurer:

Motion by Fagin, supported by Repanshek.

To approve making Rhonda Bifano the new DDA Treasurer.

Vote:

Motion Carried Unanimously

2. Snow Removal: Murphy asked why this was on the agenda. Delaney replied that Marilyn Smith of the Resale Shoppe had asked about this. Fagin stated that the board could look into how much this would cost and if there were funds to do it. He asked to have it put back on next month's agenda.

3. Garbage Baskets Downtown: Delaney stated that there had been discussion about getting garbage cans in the Wells Street lot to cut down on the amount of litter on the ground. She stated that it might also be a good idea to have them in the north and south municipal lots. Fagin stated that this was something that the design committee could work on.

4. Time Limit for Parking Lots: Murphy shared an email from the chief of police with the board. The police are having problems enforcing time limits on parking due to the new signs. This was especially a problem in the Vet's Lot on days when the farmers market was taking place. Delaney noted that one nearby resident was parked there until almost 12:30 p.m. on the last market day and it caused a big delay. There was a general discussion on how this could be added without altering the appearance of the signs too much. There was also general discussion about temporary signage needed for the farmers market.

Board Comments: None.

Adjournment:

Motion by Eldon, supported by Bifano.

To adjourn meeting at 9:55 a.m.

Vote:

Motion Carried Unanimously

Gary Fagin, Chairperson

Kristen Delaney, Recording Secretary

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