

**City of South Lyon  
Downtown Development Authority Meeting  
March 10, 2011**

The meeting was called to order at 8:34 a.m.

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

**Absent:** Jan Eldon (excused).

**Also present:** Kristen Delaney, Director of Community and Economic Development for the City of South Lyon, John McCarter, John McCarter Construction, Sherrie Pryor and Sandra Hornyak of New Moon Visions Marketing and Branding Firm and Karl Richards, resident.

**Approval of Minutes:**

Motion by Gerdom, supported by Repanshek.

To approve the Minutes for February 10, 2011.

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

**Approval of Agenda:**

Motion by Gerdom, supported by Murphy.

To approve the Agenda for March 10, 2011.

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

**Public Comment:** None.

**Old Business:**

- 1. Budget/Financial Report:** Bifano reviewed the financial statement. She noted that there were some new tax revenues and donations for the MS project. Murphy noted that there were some changes to actual tax capture. It was down from \$56,000 to \$50,000. Revenues from interest were down from \$1,400 to \$700. There was a discussion about property taxes. Murphy noted that the County believed they would be leveling out in 2012 and that there would not be further reductions.

Stowe asked what happened to money in the budget that was not spent. Murphy stated that it went into the fund balance.

**2. Committee Updates:**

- a. **Design:** Fagin reminded the board that Yodan Rofe would be presenting the U of M project at the March 24<sup>th</sup> Planning Commission meeting. He gave an update on the planning for the final MSU meeting. There was discussion about using the Lyon Theater. Gedom stated that the capacity was 176 and she would be open to them holding the meeting there.

There was a discussion about beautification issues. Fagin noted that he would like to get the planter liners removed. There was a discussion about the liners and the need to put some sort of plastic in the liner as well, to stop the water from flowing through. The type of soil also needs to be modified. Fagin stated that the Design Committee would love to take over the responsibility of getting the planters up. He noted that the DDA had purchased the baskets and he thought that it was their responsibility to maintain them. Childs stated that he agreed that the Design Committee could take the planters over.

- b. **Marketing & Promotions:** Stowe gave an update on the Cinco de Mayo Ladies Night Out. Stowe stated that there would be a planning meeting to finalize details.
- c. **Farmers Market:** Delaney noted that the next Farmers Market Committee meeting would be Wednesday, March 23<sup>rd</sup>. The committee is still working to secure a chef at the market. Fagin noted that doing an application and sending it to all local restaurants would be helpful. Delaney agreed.

3. **Website:** Prior and Hornyak gave an overview of their qualifications and the firm's experience. They gave an overview of what they saw for the DDA website and the purpose that they felt it should serve. They noted that it should be the hub of any marketing campaign and it should distill the essence of your community. The website quote will include 10 pages and as well as a directory.

**Approval of the contract for a new DDA website as presented by New Moon Visions:**

Motion by Murphy, supported by Repanshek.

To approve the contract for the new DDA website as presented by New Moon Visions.

**Vote:**

**Motion Carried Unanimously**

McCarter stated that in order for the website to remain relevant it would need to be continuously updated. He suggested a 6 month review of the website. He also talked about the importance of marketing the website and getting it ranked in search engines so that people could find it.

**New Business:** None.

**Board Comments:** Mr. Richards introduced himself to the board and gave a history of his involvement with South Lyon.

Fagin noted that he liked that the DDA meetings were structured. He proposed keeping meetings to one hour. There was general agreement on the board that this was a good idea.

Repanshek asked about Brighton's recent project and how they obtained an MEDC grant. Murphy noted that this was different for South Lyon. We are not eligible for some of these grants because we are located in Oakland County and because the city receives CDBG funding. There was a discussion about the DDA issuing bonds.

**Adjournment:**

Motion by Repanshek, supported by Murphy.

To adjourn meeting at 9:36 a.m.

**Vote:**

**Motion Carried Unanimously**

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Gary Fagin, Chairperson

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Kristen Delaney, Recording Secretary

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