

**City of South Lyon
Downtown Development Authority Meeting
July 14, 2011**

The meeting was called to order at 8:33 a.m.

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

Absent: Joe Repanshek (excused), Gary Childs (excused).

Also present: Kristen Delaney, Director of Community and Economic Development for the City of South Lyon, Marilyn Smith (South Lyon Resale Shop), RoseAna Twitchell (South Lyon Farmers Market).

Approval of Minutes:

Motion by Murphy, supported by Gerdom.

To approve the Minutes for June 9, 2011.

Vote: **Motion Carried Unanimously**

Approval of Agenda:

Motion by Stowe, supported by Gerdom.

To approve the Agenda for July 14, 2011.

Vote: **Motion Carried Unanimously**

Public Comment: Twitchell said hello to those in attendance and stated that she was present to answer any questions about the Farmers Market.

Old Business:

1. **Budget/Financial Report:** No new financial report available at this time. There was a general discussion about year-end expenses and the possible 2010-2011 fiscal year shortfall.
2. **Committee Updates:**
 - a. **Design:** There was a discussion about the potential grant money available for parking lot improvements. Murphy stated it was no longer available to spend on the Veteran's Lot and would now need to be spent between E. Liberty and McHattie Streets on Pontiac Trail. Fagin asked how this could be changed. Murphy stated that it would take an act of Congress to change this.

Murphy noted that any improvements would have to be made on the street. The money available could be as much as \$89,000 with a 20% match from the City. It could be

used for streetscape project or crosswalk improvements if the Road Commission approved.

Fagin gave an update on the potential project in the Jarratt lot. He stated that there has been no movement.

There was a discussion about improving the entrance to the Wells Street Parking Lot from Pontiac Trail.

There was a discussion about the alley next to the Post Office. Fagin wondered since it was now City property if the potholes and other problems could be fixed. Murphy stated that the potholes get patched. Smith noted that when there is a heavy rain the patch is washed away. She also noted the need for a mirror at the entrance to the alleyway near the shoe repair shop so you can see the traffic coming from either side.

There was a discussion about Brighton's planters. Murphy suggested calling a technical school and having them take care of the plantings.

b. Marketing & Promotions:

There was a general discussion about the frustration over the lack of events. Delaney noted that she had received phone calls from people angry that there was no Downtown Saturday Night this year and that there was only one Ladies Night Out. Smith asked if there would be a "Strolling the Streets" event this year. Delaney stated that she had brought up the event in early 2011 and that no one was able to help. As a result, the event was cancelled.

Delaney brought up the idea of utilizing the movie equipment to show a movie downtown. She noted that this had been successful in both Saline and Clawson. She asked Gerdom if she would be against the idea. Gerdom stated that she was in support of it.

Delaney brought up the idea of doing a summer event that was jointly funded between the DDA and the Chamber of Commerce, but which was run by a professional event planner. She noted that this would make the event run more smoothly than some jointly run events in the past had. There was general support of this idea. The next step would be to have either Murphy or Childs place it on a Chamber meeting agenda for discussion.

c. Farmers Market: Twitchell gave the board a list of purchases that the Farmers Market Committee would like to make. The board gave support for purchasing any items under \$150. They were supportive of purchasing some farmers market light pole banners but they would like to see a few quotes to compare prices.

3. Website: Delaney noted that the website was progressing on schedule. She is anticipating a July launch.

New Business: None.

Board Comments: None.

Adjournment:

Motion by Gedom, supported by Eldon.

To adjourn meeting at 9:41 a.m.

Vote:

Motion Carried Unanimously

Gary Fagin, Chairperson

Kristen Delaney, Recording Secretary

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