

**City of South Lyon
Downtown Development Authority
Regular Meeting Minutes
August 14, 2014**

The meeting was called to order by Chairperson Fagin at 8:37 a.m.

Roll Call: Holly Gerdom, Vice Chair
Gene Carroll
Tracey Hill
Bill Jarratt
Marilyn Smith
Cheryl Wickham
Lynne Ladner, City Manager

Absent: Susan Stowe

Also Present: Kristen Delaney, City of South Lyon
Derek Mashburn, Corner Café

MOTION TO APPROVE AGENDA

To approve DDA Agenda for August 14, 2014.

Motion by Wickham, supported by Carroll.

To approve the Agenda as presented for August 14, 2014.

VOTE **MOTION CARRIED UNANIMOUSLY**

APPROVAL OF MINUTES AS PRESENTED

Motion by Smith, supported by Ladner.

To approve the Minutes as presented for July 10, 2014.

VOTE **MOTION CARRIED UNANIMOUSLY**

COMMENTS FROM THE PUBLIC ON NON-AGENDA ITEMS

The board welcomed Derek Mashburn to the meeting. He introduced himself, noting that the new Corner Café would be opening shortly.

NEW BUSINESS

A discussion was held on how to clean up the islands in the Wells Street lot. Gedom stated that she would like to see all the weeds and plants removed and some mulch put down. She stated that she would also like to see the dead tree in the second island removed.

Gedom stated that the Pumpkinfest Committee has offered to come to the DDA in the spring with a plan for landscaping in the islands. She stated that this will likely happen in the spring. Scott Black will draw a plan for the plantings in the islands and the Pumpkinfest Committee will pay for the plants. They are requesting that the DPW help them install the plants.

A discussion was held about replacing the dumpster enclosure gates. Delaney stated that she will obtain quotes. The board discussed the need to seal and restripe the parking lot in the near future.

2. Committee Updates:

a. Design: No discussion.

b. Marketing & Promotions: There was a discussion regarding cancelling the proposed Ladies Night Out for summer/fall 2014 as little work has been done on the event to date. Wickham stated that she would now like to focus on having a Ladies Night Out event in May of 2015.

The board discussed Downtown Trick-or-Treat. Several board members discussed the need to shut down the streets in the immediate downtown area due to the large number of children that turn out for the event. Delaney stated that she would discuss this with the Police and Fire chiefs and bring information back to the September meeting.

The board discussed the date, noting that the event was traditionally held on the Thursday before Halloween. This year, the date will be Thursday, October 30th. The board stated that last year, a pumpkin flyer was displayed in the window of participating merchants and that would be a good way to organize participants this year as well. Wickham stated that it would be helpful to have a list available too. Delaney stated that the best way to do this would be to put it online so it could be updated.

There was a discussion of an event held in the downtown. A list was compiled including:

- Lake Street Cruise In (4 car shows held each summer/fall)
- Blues, Brews and Brats

The board discussed the relocation of the BBB event to the Whipple Street parking lot noting that it brought very little traffic downtown. Delaney stated that Kim Thompson needs support for this event. Moving it to the Whipple Street location made it easier for her logistically. If the DDA has an interest in moving it back to the downtown, they need to come up with some ways to support the event.

- c. **Farmers Market:** Mary Novrocki has submitted a request to buy a banner for the upcoming farmers market, being held in conjunction with Pumpkinfest. The board expressed preference for the second design option presented and supported the purchase of the banner. Gerdom stated that the farmers market will be open both days of the event and will have a tent.

TABLED ITEMS

None.

BOARD MEMBER COMMENTS

Smith asked when the alley by the post office will be finished. Ladner stated that the unusually heavy rainfall has put the project on hold. Smith stated that the alley has been closed since June and it's impacted her business. Smith and Gerdom asked about the piles of brick pavers left on the sidewalks. Ladner stated that the contractor had until August 22nd to remove them and then she would take action if it wasn't done.

ADJOURNMENT

Motion by Wickham, supported by Carroll.

To adjourn the July, 10 2014 board meeting at 9:36 a.m.

VOTE

MOTION CARRIED UNANIMOUSLY

Holly Gerdom, Chairperson

Kristen Delaney, Recording Secretary