



MEETING MINUTES – JANUARY 12, 2023

- I. **Call to Order.** Meeting called to order at 8:02 am by Vice Chairperson, Jeff Heinanen.
- II. **Roll Call.** Present: Jeff Heinanen, Mark Childs, Tracey Smith, Melissa Borgman, Paul Zelenak, Tanya Nevitt, Norm Fultz (arrived 8:09 am). Also present, Nate Mack, Diana Regan, Katy Michalski.
- III. **Approval of the Agenda.** Motion by Zelenak to approve the agenda. Supported by Childs. Motion passed unanimously.
- IV. **Approval of the December 8, 2022 DDA Board Meeting Minutes.** Motion by Borgman to approve minutes as submitted. Supported by Nevitt. Motion passed unanimously.
- V. **Citizens Comments.** Katy Michalski from Elissa Slotkin's office introduced herself and stated that Ms. Slotkin is pleased to represent South Lyon now and that City of South Lyon & DDA residents can call her office for support on federal issues.
- VI. **Budget Report.** Mack reported revenue of \$243 in TIF interest and expenditures of \$395 for Farmers Market expenses, \$137 in expenses for garland supplies to decorate the downtown, \$3,300 for VFW rental for winter markets, \$471.98 for the Holiday Spectacular, \$315 for education and training and MEDC membership. Mack is looking at various items in the 2023-2024 budget including better Christmas lights. The DDA is looking to hire a vendor to handle installation of the lights for the city. \$10,000 is allocated for the Façade Program and \$1,500 for the Sign Program. Mack would like to see more murals downtown, lights over E. Lake Street from Lafayette to Wells. Funds will be needed if a Social District is created. The DDA will need to pay \$325 for a Social District permit as well as a \$70 inspection fee and there will also be a cost for cups printed with the Social District logo. Childs commented that some of the trash / recycling bins located in downtown need lids. Childs also noted an extreme amount of dog poop near the Farmers Market lot and suggested a stand that has dog poop bags and a trash receptacle and stated he will look into the cost of such a stand. Holiday lights at Paul Baker Park would make a nice entrance to the city.
- VII. **Farmers' Market Report.** Market Manager, Diana Regan, reported that the December market was great with lots of customers and vendors. Upcoming markets will have pierogi, sausage, and

nut vendors. Mack is working on the Sponsor Sign at the Farmers Market lot. Mack and Regan have been discussing the summer rates and advise keeping the daily rate the same as 2022. Regan is also recommending a \$25 application fee that the DDA would keep if the vendor cancels at the last minute.

VIII. New Business.

- A. Farmers Market Fees and Application for 2023 season.** Mack and Regan discussed the 2023 Farmers Market Application and Seasonal Vendor Fees and they feel that the 2022 discount was too high. Regan suggested a 40% discount on the weekly rate, a 30% discount on the half season rate, and leaving the daily rate at \$25, but add a \$25 deposit to cut down on last minute cancellations. We should also state our vendor expectations whether the vendor is daily, half season or seasonal. Discussion of how to handle vendors who cancel last minute. We definitely need to change something to discourage people from cancelling. Motion by Nevitt to approve the 2023 Farmers Market Vendor fees and application process. Supported by Borgman. Motion passed unanimously.
- B. Social District.** Mack opened the discussion of a potential Social District in downtown South Lyon. Alcohol could be purchased from an approved vendor within the district and then people would be permitted to walk around in the social district or to a commons area within the district. Hours of operation would need to be established, determine where commons area will be, and will need to have City Council approval. Refer to map in packet, which is essentially the DDA District, but Social District would also include the VFW. Proposed hours 12 noon until 10 pm, Monday through Saturday. This Social District would improve the vitality of our downtown. Discussion of whether the DDA would provide an incentive to get merchants to sign up. Perhaps extend Social District hours during a special event. Cups that merchants use will need to have their business logo on it along with the Social District logo. Beverages may not be consumed in another place of business. Idea needs some fine-tuning before council approval is sought, but it is important to get the project started. Once approval is received from City Council, the DDA needs to apply for a Social District permit, acquire signage for the district, get businesses to apply. What type of incentive to offer? Pay permit fees? Provide cups? Use stickers on 16 oz. cups instead of printing directly on cups? Maybe start with shorter hours to see how things work? DDA Board is supportive of this idea but they have concerns. Mack suggested DDA Board talk with Farmington DDA to see if they have had any problems with the Social District. Heinanen recommended getting more information and then doing a field trip to Farmington Social District.
- C. DDA Board Member Recommendations to the Mayor.** There are currently two vacancies on the DDA Board after the departures of Dereck Mashburn and Gary Fagin. The Board has received applications from David Barton who owns the Twisted Cork Winery, Raquel Henderson, who is an owner at Billy Smokes

Tattoos, and Abe Ayoub, who owns Mayfair Realty. Barton has been participating in downtown activities and is very interested in being on the DDA Board. Henderson is a downtown business owner. Ayoub is involved in downtown activities and owns Mayfair Realty and has been on the DDA Board previously. Heinanen feels we should consider David Barton and Raquel Henderson because their applications were received before Abe Ayoub's. Discussion of new businesses in town and which applicants should be considered for the open positions. **Zelenak made a motion to recommend David Barton to the Mayor to fill one of the open positions on the DDA Board. Supported by Borgman.**

Roll Call Vote:

Zelenak – yes

Borgman – yes

Nevitt – yes

Heinanen – yes

Childs – yes

Smith – yes

Fultz – yes

Motion passed unanimously.

Childs made a motion to recommend Abe Ayoub to the Mayor to fill the remaining position on the DDA Board. Supported by Fultz.

Roll Call Vote:

Zelenak – yes

Borgman – yes

Nevitt – yes

Heinanen – yes

Childs – yes

Smith – yes

Fultz – yes

Motion passed unanimously.

- D. DDA Budget Amendment – Winter Farmers Market.** Mack reported that the DDA Board needs to cover additional unbudgeted expenditures for the Winter Farmers Market. **Motion by Nevitt to approve a 2022-2023 budget amendment for the South Lyon DDA in the increased amount of \$3,300 and to adopt GL code 248-888.600, Farmers Market Promotions. Supported by Smith.**

Roll Call Vote:

Zelenak – yes

Borgman – yes

Nevitt – yes

Heinanen – yes

Childs – yes

Smith – yes

Fultz – yes

Motion passed unanimously.

IX. Unfinished Business

A. Committee Reports. The **Promotions Committee** met to discuss the Holiday Spectacular and the decision was made to shorten the hours of the event for next year and also to reduce road closures. **Economic Vitality Committee.** Meeting was cancelled.

X. DDA Director Report

Mack reported that the third Winter Market will be this weekend. The KV Sports building has a new tenant and Mack will announce the new tenant once things have been finalized. Mack will be meeting with the RRC Planner this week to go over the initial assessment of South Lyon. An actual baseline report should be sent shortly after the meeting is completed. There is a delay with the EV Charging Stations due to legal issues. Mack will be meeting with another EV charging company this week to discuss their offerings. 110 Detroit Street has been demolished. No word from the owner on future plans for the property. We are currently working on the 2023 City Event Calendar and expect it to be complete shortly.

XI. Board Member Comments

Childs asked Mack when the Sponsor Sign at the Farmers Market would be addressed. Mack stated he would be taking care of that next month. Childs also stated that it looked like someone was using the Veterans Lot for overnight parking which is not permitted. Zelenak stated he would like to see the DDA Board put together a business survey for all businesses within the city. Zelenak also reminded board members to get their budget ideas for 2023-2024 to Mack prior to upcoming budget workshops. Food truck discussion on whether they would be used in the Social District or at specific events.

XII. Adjournment. Smith made a motion to adjourn. Supported by Zelenak. Meeting adjourned at 10:02 am.