



MEETING MINUTES – OCTOBER 10, 2019

- I. **Call to Order:** Meeting called to order at 8:05 am by Chairperson, Dereck Mashburn.
- II. **Roll Call:** Present, Dereck Mashburn, Jeff Heinanen, Mark Childs, Gene Carroll, Paul Zelenak, Norm Fultz. Excused: Anne Buchtrup, Tanya Nevitt, Gary Fagin. Also present, Bob Donohue, Tim Davids, Abe Ayoub, Carl Richards.
- III. **Approval of the Agenda.** Motion to move the Kids Trick or Treat up to New Business item A. Supported by Mark. Motion passed unanimously. Motion by Mark to add item G – Downtown South Lyon Facebook page. Supported by Gene. Motion passed unanimously.
- IV. **Approval of September 12, 2019 DDA Board Meeting Minutes.** Mark requested correction of minutes under item 4 regarding the flooding on Pontiac Trail (S. Lafayette, specifically the 200 and 300 blocks). Paul made a motion to approve minutes as corrected. Supported by Gene. Motion passed unanimously.
- V. **Citizens Comments:** Councilmember, Carl Richards, requested downtown updates and asked if other board members could also be present at council meetings.
- VI. **Budget Report:** Bob shared the monthly accounting reports. TIF money comes through the summer taxes and most summer tax payments have been received at this time on this budget that was set in February and adopted in May. Gene questioned that the trash cans appear to be over-budget on the previous month report. Bob clarified that it only appears that way because new fiscal year started July 1 and no revenues had been credited at the time that we had to account for the purchase/expenditure.
- VII. **New Business:**
 - A. Downtown Kids Trick or Treat, Thursday, October 24. Norm is chairing this event along with former DDA board member, Abe Ayoub. Abe reported that he has been talking with Melva at American Dance Academy about have a dance troupe perform. Abe spoke with Lyon Twp. Supervisor, John Dolan, and they will announce our event on their website. Abe will also notify the newspaper. New this year will be a pet parade that SLARA is coordinating. Parade will go down the center of the road and last for approximately 10 minutes. Lafayette will be closed from McHattie Street to Detroit Street. Norm has flyer to share. Bob will

distribute to local business and Carol will post on website and have available at City Hall.

- B.** Welcome to our newest DDA Board Member, Gary Fagin.
- C.** DDA Economic Development Activity Update. Bob reported that 111/113 N. Lafayette (Artcraft) will be the new home for The Lemon Tree. The façade is expected to be completed in the next 2-3 weeks and The Lemon Tree hopes to be open in their new location by Thanksgiving. The apartment upstairs will not be complete until next year. 135 E. Lake Street (stone building) has had a problem with the gas company responding. He will call Kathy Crawford to see if she can be of assistance. A & E Jewelers and Salon 104 both have fresh paint on their facades. In November, Bob would like to have a ribbon cutting/press event to showcase buildings that have been renovated this year. Though it is not in the downtown area, several restaurants are looking at the old Senate Coney Island location. It has been reported that the Draft Street building is back on the market. There are two office spaces currently available in the downtown area. 1200 sf above Divine Yoga and Coral Sash. Gary Fagin's building at 138 E. Liberty has been leased. Gene has a letter of intent for his building next to the South Lyon Bakery.
- D.** 390 S. Lafayette. This is the vacant lot next to Heinanen Engineering. We need two DDA Board Members on the Economic Vitality Committee. We need to get this committee going. Gary Fagin has volunteered to chair the committee. Gene says he would like to participate. Jeff feels he should recuse himself, but Paul feels Jeff should be involved in the conversations unless there is a vote. Jeff is worried about influencing people. Jeff would like to see small events happening on this site all year round. Would this property be used as park space? Paul suggests that the committee look at the best use/possible uses for the property. Jeff feels the same. Per Gary, we need to set up a meeting within the next two weeks. Gene would prefer an evening meeting.
- E.** Small Business Saturday, November 30, 2019. Our application has been submitted for promotional materials for this event.
- F.** Michigan Downtowns Conference. MDA is holding their annual conference November 7-8 this year in Holland, Michigan. Bob will be attending. Please let him know if you are interested in attending.
- G.** Fall Decorations. The order has been placed for cornstalks for the light poles. We have budgeted \$750 for this and 5H Farms is supplying the cornstalks and pumpkins. A group from Colonial Acres has suggested a photo op area in the downtown and Bill Jarrett has offered his vacant lot for this purpose. Should be set up some time next week.
- H.** Media/Ribbon Cutting. This event would cover the six building rehabs, buildings that have recently been painted, and the opening of the wine bar at 101 S. Lafayette. Bob will get a final date by next week.

- I. Pedestrian Crosswalks and parking space painting. Crosswalk and parking space painting has started and one coat is complete with one more coat to be applied along with reflective materials. Paul said he will contact the superintendent for the Road Commission of Oakland County about adding a crosswalk by the bank on W. Lake Street. Residents have asked about having crosswalk signs at the main intersection of Lake and Lafayette, but the space is too tight for the signs at the intersection.

VIII. Old Business:

- A. Farmers Market update. Tim reported that four markets were held in September. Tim provided additional information about Taste the Local Difference. For \$85 per year, the market would be listed on the statewide list, we would receive a digital and print version and two listings in the food guide for 2020. This is the primary farmers market guide for the state of Michigan. Saturday at the Pumpkinfest provided good traffic at the market. The market did close early (4 pm) on Sunday due to poor weather conditions. Event approach and social media response were very successful. The \$600 revenue from this year's Pumpkinfest was down from last year. An end of season meeting will take place after Trick or Treat at the Market on Saturday, October 26. Vendor fees will be a talking point for 2020. Tim is recommending no increase in fees. The market is considering 2-3 food truck events for next season which would increase income potential. The end of season meeting will take place at the South Lyon Hotel after the market wraps up on October 26. Tim will provide market financials at the November meeting as well as an analysis of 2018 vs. 2019.
- B. Enforcement of Maintenance Ordinance. Paul has a meeting scheduled for next Tuesday (October 15) with building owner of 333 S. Lafayette (Mo's) to determine status. Rumor is that Mo's lease is ending? Doesn't matter since the building is still an issue. 110 Detroit Street owner refused entry to the building department for property inspection. Building Official Ken Pike and the City Attorney need to move forward with corrective action. Bob would like to see no leniency because this issue has been going on too long.
- C. Downtown Ladies Night Out. Tanya and Annie are chairing this event on Friday, November 15, from 5-9 pm. Budget is being looked at. The billboard was not available, but there will be an over-the-road banner. No street closures this year, but a shuttle will be available.
- D. Cool Yule update. December 6-7, 2019. Plans are moving forward for this event. Currently looking at the budget. Bob is pursuing sponsorships. Tickets for the drinking area will be available soon. Anyone will be allowed in the regular Cool Yule spaces, but there will be a \$5 charge for wrist band + cover to enter the beer tent. Tent will be 40 x 120 and will also be heated. Jeff is creating an excel spreadsheet to track tickets sold for this event. There will be vendors offering food and holiday gift items for sale. The school band will be selling wreathes and

swags. The roads will be closed until midnight on Saturday night for this event. We could use a few more vendors for this event. There will be entertainment in the beer tent on Friday. Parade takes place on Saturday and ends at Historic Village around 7 pm and the tree lighting is scheduled for Saturday at 7:30 pm back at Heinanen Engineering. The committee has concerns about things going on Friday night to drive attendance. Gene suggests a wall where a highlight film or holiday film could be shown. Tim says Lyon Township has an outdoor screen. Norm suggested using the post office wall.

- E. South Lyon Eve update. December 31, 2019. Plans are moving forward for this event. Currently looking at the budget. Tickets for the drinking area will be available soon. This is a 21 and over event and tickets will be \$20 each. Beer tent will be 40 x 120 and will be heated. Jeff is creating an excel spreadsheet to track tickets sold for this event.
- F. Downtown South Lyon Facebook Page. Mark asked if everyone is aware that former City Manager, Lynne Ladner, is still an administrator on the Facebook Page. Need to get her access removed. Perhaps our new IT company, IT Right, could help.
- G. DDA Public Meeting. The state-mandated public DDA meeting will take place on Monday, November 4, 2019 at 7:30 pm at the Lyon Theatre. Bob will put together a Power Point presentation talking about what the DDA does, our accomplishments, and the budget we work with. The theatre is charging a small fee (\$250) for use of their facility. Our second required public meeting of the year will be our regularly scheduled November 14 meeting, which we will hold in the City Hall Auditorium.

IX. Board Comments:

Norm asked if we are going to explore having a screen to show a movie or highlights at the Cool Yule? Tim said he will reach out to John Dolan.

Dereck commented that he liked Carl's request for a DDA representative at the council meetings.

- X. Adjournment. Paul made a motion to adjourn. Supported by Gene. Meeting adjourned at 10:06 am.