



MEETING MINUTES – OCTOBER 13, 2022

- I. **Call to Order.** Meeting called to order by Chairperson, Dereck Mashburn at 8:01 am.
- II. **Roll Call.** Present: Paul Zelenak, Mark Childs, Tracey Smith, Jeff Heinanen, Dereck Mashburn, Melissa Borgman, Norm Fultz. Also present: Nate Mack, Diana Regan. Excused: Tanya Nevitt, Gary Fagin.
- III. **Approval of the Agenda.** Childs would like to add item E. EV Update, under Unfinished Business. Motion by Heinanen to add item E. Supported by Childs. Motion passed unanimously.
- IV. **Approval of the September 8, 2022 DDA Board Meeting Minutes.** Motion by Zelenak to accept minutes as submitted. Supported by Heinanen. Motion passed unanimously.
- V. **Citizens' Comments.** None.
- VI. **Budget Report.** Mack reported that TIF income this month was approximately \$9,700. Sponsorship money for the Holiday Spectacular is coming in. Also receiving sponsorship fees for Fall Ladies' Night Out. We received \$4,000 in Farmers Market vendor fees from the Pumpkinfest and regular Farmers Market. Expenses this month are related to the Holiday Spectacular and DDA ad in Lyon Today in support of the Pumpkinfest.
- VII. **Farmers Market.** Market Manager, Diana Regan, reported that the market continues to do well even though there has been some vendor drop off now that summer is over. The Pumpkinfest space worked well. Regan has been in contact with Renee at the VFW Hall and we will be able to rent space for \$300 per day for our Winter Market. The first Winter Market will be held November 19 and there is space for 30-35 vendors. 12 vendors are confirmed for participation at this time. December 17 and January 14 are other dates selected. Vendor space would be \$30 per space with a possible \$5 table fee if vendors want to rent a table. Discussion of payment. Pre-pay? How to deal with no-shows? Could possibly bring in a food truck – Frank's Franks is interested. Vendors would supply eggs, meat, honey, maple syrup, baked goods, and crafts. **Motion by Zelenak to hold a Winter Market at the VFW Hall for a rental fee of \$300 per day and \$30 per vendor site. Supported by Smith. Roll Call Vote:**

Zelenak – yes
Smith – yes
Borgman - yes
Heinanen – yes
Fultz – yes
Mashburn – yes
Childs – yes
Motion passed unanimously.

VIII. **New Business**

A. Mashburn announced that he will be resigning from the DDA Board since he has moved out of the city. He is proud of what the DDA Board has accomplished.

IX. **Unfinished Business**

A. **Winter Farmers' Market at the VFW Hall.** Fultz asked if we will still have to pay for the VFW Hall even if the event is cancelled due to a weather event. Probably. Discussion of Farmers Market Manager compensation. Regan currently receives \$20 per hour as South Lyon Market Manager. Offer a year-end bonus? Or give her a bonus on the Winter Market for the number of vendors over 20? Keep the hourly rate the same. **Motion by Heinanen that for every vendor over 20, we will provide half of those fees to the Market Manager in addition to the regular hourly wage for the 2022-2023 Winter Market. Supported by Zelenak.**

Roll Call Vote:

Zelenak – yes
Smith – yes
Borgman – yes
Heinanen – yes
Fultz – yes
Mashburn – yes
Childs – yes
Motion passed unanimously.

B. **Main Street Nonprofit.** Mack reported on information he gathered regarding creating a 501(c)3 nonprofit arm of the DDA, which would be known as South Lyon Main Street. The purpose of this nonprofit organization would be to provide financial stability, diversification, and a means to continue utilizing the Main Street approach as a tool for downtown economic development should TIF funds no longer be an option. Creation of the 501(c)3 would require extensive paperwork, but is a good option for South Lyon. Another option is for South Lyon to use the Rochester Community Foundation to house funds for the South Lyon DDA. The DDA is set to sunset in 2025, but a decision to continue should be made prior to the sunset date. A benefit of the new program is that money could be spent beyond the downtown area. Mack will continue to investigate the 501(c)3 designation. He will also check with Farmington DDA to see how their

program is working. Smith stated it would be nice to talk with a community that is participating with the Rochester Community Foundation.

- C. Committee Reports. Promotions.** Mack reported that the Promotions Committee is meeting regularly to discuss the Holiday Spectacular. Fundraising is going well and we have a \$2,500 title sponsor, Hines Park Ford. In-kind donations are also coming in. The committee is also planning the Fall Ladies' Night Out. There are plans to add two food trucks south of 10 Mile to change the footprint of this event. Will the main intersection be closed to traffic? Road closures have not been decided at this time. Zelenak pointed out that closing the main intersection in town will cause the loss of 60-70 parking spots. Would a shuttle be beneficial? Food trucks will possibly be in the south Farmers Market lot with tables and heaters. The committee feels that this could draw people south of 10 Mile, which has been an issue at previous Ladies' Night events. **Organization.** Mashburn and Mack met to discuss the Winter Market and the 501(c)3 designation. The Organization Committee has also been discussing the possibility of a Façade Program with the Design Committee. We have had Façade Programs in the past but need to figure out how to keep the program going continuously. We also need to establish a timeframe for the program. Mack will provide additional information to the board at the next monthly board meeting. **Economic Vitality.** Mack reported that the committee was supposed to discuss their Mission Statement, but Oakland County attended their meeting and they spent time discussing demographic data on South Lyon provided by the county. The county will be providing additional reports to help discover areas we are missing. **Design.** Committee did not meet.
- D. Storm Sewer Update.** Zelenak stated that there is no update at this time. We need to meet with the County and get the Water Resource Commission involved. The sewer is scheduled to be installed when Pontiac Trail roadwork is done in 2025.
- E. EV Update.** Mack reported that he met with DTE this week. The site plan is completed. DTE is pushing to have us install more than the two EV Charging Stations that were approved. Mack will meet with DTE again next week.

X. DDA Director Report

Mack reported on the passing of downtown business owner, Diane Roest, who owned Diane's Doll House since 1989. He coordinated the purchase of a bouquet of flowers on behalf of downtown business owners. Last week, he met with the Wixom DDA Director to discuss the possibility of our two DDA's coordinating events together. The next Downtown Business and Property Owner Meeting is scheduled for Thursday, October 27, 2022, starting at 8:30 am at the Corner Social. There will be no meeting in November as that meeting date falls on Thanksgiving Day. 135 E. Lake Street (RCA Building) is coming into the final stretch of their building renovation. They passed their final elevator inspection with the State of Michigan on October 6. The final building inspection is scheduled for October 11. Mack has been

contacted by several individuals who are interested in owning property in downtown as well as opening a restaurant in downtown. The Draft Street building is for sale again. Mack will be meeting with the new owners of 116 E. Lake Street to discuss their ideas for a new space and to talk about DDA incentives including the sign program and paint colors for the building. Main Street Oakland County will be at the next meeting to present data on the South Lyon market that has been discussed at recent Economic Vitality meetings. Mack continues to work on the RRC. He is working with a new planner there.

XI. Board Member Comments

Childs welcomed new DDA Board Member, Melissa Borgman. She stated that she has lived in the area for the last 23 years and currently lives in Lyon Twp. She is currently building Puptown, which will provide doggie daycare and boarding. The project is moving slowly, but she hopes to open in March, 2023.

The board expressed its thanks for Dereck Mashburn for his years of service on the DDA Board. We will miss him and wish him well on his move. Mashburn stated he is proud of the DDA Board and all that has been accomplished and pleased that he could be part of it. He stated we have a good board that is goal-focused with a good relationship with the city. He will miss being part of the DDA Board.

XII. Adjournment. Zelenak made a motion to adjourn the meeting. Supported by Childs. Meeting adjourned at 10:09 am.