



MEETING MINUTES – OCTOBER 14, 2021

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:02 am via Zoom.
- II. **Roll Call.** Present: Dereck Mashburn joined the meeting from South Lyon, MI, Paul Zelenak joined from South Lyon, MI, Mark Childs joined from South Lyon, MI, Norm Fultz joined from South Lyon, MI, Annie Buchtrup joined from South Lyon, MI, Jeff Heinanen joined from South Lyon, MI, Gary Fagin joined from South Lyon, MI, Tanya Nevitt joined from South Lyon, MI. Excused: Gene Carroll. Also present, Nate Mack joined the meeting from South Lyon, MI, Amy Allen joined the meeting from Lyon Twp., MI.
- III. **Approval of the Agenda.** Jeff made a motion to approve the agenda. Supported by Mark. Motion passed unanimously.
- IV. **Approval of the September 8, 2021 DDA Board Meeting Minutes.** Mark made a motion to approve the minutes as submitted. Supported by Jeff. Motion passed unanimously.
- V. **Citizens Comments.** None
- VI. **Budget Report.**

Nate reported revenue of \$1,305 for Farmers Market vendor fees and \$3,000 for Ladies Night sponsorship fees. No wage expense for Farmers Market, but a minor expense for water and ice. Expenses of \$2,000 for the Grande Trunke mural, \$300 for the food truck rally printing expense, and dues for National Main Street Center and Michigan Downtown Association. Dereck asked how much we pay in association fees over the year. Nate reported that we pay about \$950 for three different associations.
- VII. **New Business:**
 - A. **Presentation: Farmers Market Manager Partnership Proposal.** Amy Allen, SLARA Director, presented a Farmers Market Manager Partnership Proposal that would involve the DDA and SLARA partnering to hire a person who would manage the Farmers Market and also work part-time for SLARA. Partnership benefits include expanded marketing opportunities, a position that is more attractive with expanded hours, ability to incorporate more family and children's activities, additional manpower for events, administrative support during

business hours, and additional sponsor recognition opportunities. Hours for this position would be 30 hours per week, year-round. The position would start with a 2-year contract, but work hours will be tracked and there would be a reevaluation at the end of the first year. DDA Board needs to approve the proposal before it can be presented to SLARA at their next meeting on October 27, 2021. Annie asked where this person would work out of. Person would work out of SLARA office with SLARA email and phone provided. Mark asked about the contract. The DDA Board needs to decide commitment prior to contract, but changes can be made. Training through MFA for Farmers Market operations. SLARA will also train one other person for coverage in case of absence. Discussion of wages. SLARA will determine how much the person is paid. How to make sure person knows sponsorships are for DDA, not SLARA? Amy feels that DDA should handle sponsorships, not SLARA. Dereck agreed that DDA should handle sponsorships. Person will be required to attend the monthly DDA Board Meetings. There are no plans to expand the Farmers Market or raise vendor fees at this time. Nate supports the partnership with SLARA. Is there an out clause? No, but something can be set up. Would be good to add Performance Goals and work into the contract that there is a 2-year minimum commitment. Paul recommended that Nate work with the city attorney on the contract and bring it back next month for approval. Annie made a motion to have the DDA Director work with the City Attorney to draft a contract with SLARA for the Farmers Market Manager position. Supported by Gary. Roll call vote:

Dereck Mashburn – yes

Mark Childs – yes

Norm Fultz – yes

Gary Fagin – yes

Paul Zelenak – yes

Jeff Heinanen – yes

Tanya Nevitt – yes

Annie Buchtrup – yes

Motion passed unanimously.

VIII. Old Business:

- A. Farmers Market Monthly Report.** Nate reported that there was an altercation between a contractor on the Draft Street building and a vendor at the Farmers Market. Nate will speak with both parties this week. Year-to-date total income is \$8,920.50 with \$6,335 received in sponsorship fees. Markets have been doing good. Some seasonal vendors have left, but Nate is filling in spots as he is able. Need to consider a cancellation fee for next year.
- B. Electric Vehicle Charging Stations.** DTE has approved our application for electric vehicle charging stations in the Charging Forward program which allocates \$5,000 as a reimbursement for the stations once they are installed. There are

two options to acquire the EV charging stations. Option 1, is to purchase the stations outright which means the DDA would have to pay to install the stations as well as for the software and hardware required to operate the EV stations. The DDA/City would also be responsible for maintenance, upkeep, repairs, plus an additional 8% logistics fee. The 2nd option is called ChargePoint as a Service and it is a 5-year lease option that costs approximately \$10,000 over the course of five years. ChargePoint recommends charging drivers to use the stations, which allows the stations to pay for themselves and to offset costs of the lease agreement. ChargePoint also offers an application that allows drivers to see whether the station is currently in use and add their name to a waitlist. Gary made a motion to purchase a 5-year lease option with ChargePoint as a Service to install and maintain two EV charging stations. Supported by Norm. Discussion of timeframe for installation. Mark asked about a cost comparison which includes the charging stations, maintenance, upkeep and software management. Nate will provide the cost comparison at the November DDA Board meeting. Jeff asked what happens in year six. Nate responded that he does not know the answer to that question.

Roll Call Vote:

Dereck Mashburn – yes

Mark Childs – yes

Norm Fultz – yes

Gary Fagin – yes

Paul Zelenak – yes

Jeff Heinanen – yes

Tanya Nevitt – yes

Annie Buchtrup – yes

Motion passed unanimously.

- C. **Cool Yule – December 4, 2021.** The Cool Yule committee has met three times since the last DDA Board meeting. SLARA is handling the Candy Cane Hunt. There will be a craft show at the High School. Five ice sculptures will arrive on December 4. One of the ice sculptures will be a live demonstration. We have fire pits, but need wood and volunteers. Dayna Johnston is in charge of the parade. On the schedule so far are six floats, two reindeer and four elves, a tree lighting in the Historic Village, four Caroler groups, and Santa's Mailbox. Key Club volunteers are scheduled to help. Active Faith will be having a food drive. The Sparrow Freedom Project will be accepting donations near Santa's Mailbox. Nate is working on media and press release.
- D. **Ladies' Night – November 12, 2021.** The road closure, N. Lafayette from Lake Street to Whipple Street has been approved for 4-10 pm on event night. There will be tables and propane heaters set out for visitors. The committee has received \$3,000 in sponsorship fees.

- E. Downtown Trick or Treat – October 28, 2021.** Road closure of the four corners intersection has been approved. Event runs 6-8:30 pm with Pet Parade at 7 pm.
- F. Committee Reports.** Nate reported that the **Design Committee** met and talked about expanding the pocket park between Bob's Barber Shop and 12 Kitchen Elves. Emily Gray will split the plants and store the planters for the winter. Some of the lanterns were damaged and will need to be replaced. Plans are underway to add seasonal decorations to the park. Billy Smokes is working on a painting for the space and the committee is looking for more community involvement. The committee is also looking to add benches and/or bike racks downtown.
- G. Storm Sewer Along S. Lafayette between Liberty and McHattie Streets.** City Manager Paul Zelenak reported that the city and county road commission are currently conducting a drain study.
- H. Liberty Street Concrete Replacement.** Concrete replacement will be taking place on W. Liberty Street between Washington and S. Lafayette but will not impact the Farmers Market.
- I. Dates for DDA Annual Informational Meeting.** Nate reported that he will hold the required annual informational meetings at the November 11 DDA Board meeting and the November 22 City Council meeting.
- IX. Board Member Comments.** Gary asked about the status of 390 S. Lafayette. Paul reported that we are waiting for a preliminary draft and cost estimate which should be ready sometime over the winter. This will be a first conceptual design, then cost estimate and final design. \$2,500 for the sketch and \$2,500 for the final draft and cost estimates.
- X. Adjournment.** Jeff made a motion to adjourn. Supported by Gary. Meeting adjourned at 9:31 am.