



MEETING MINUTES – OCTOBER 8, 2020

- I. **Call to Order.** 8:04 am.
- II. **Roll Call.** Present: Mark Childs, Paul Zelenak, Tanya Nevitt, Gary Fagin, Gene Carroll, Anne Buchtrup, Jeff Heinanen, Dereck Mashburn, Norm Fultz (joined at 8:30). Also present, Nathan Mack, Amelia Yunker, Jim Hamade (joined at 8:35)
- III. **Approval of Agenda.** Nate made a request to amend the agenda to allow Amelia Yunker from the Salem-South Lyon Library to present an opportunity for collaboration between the library and the DDA. Paul made a motion to make Amelia from the library item A on the agenda and move the DDA informational dates to item B. Supported by Jeff. Motion passed unanimously.
- IV. **Approval of September 10, 2020 DDA Board Meeting Minutes.** Gene made a motion to approve the minutes as submitted. Supported by Paul. Motion passed unanimously.
- V. **Citizens Comments.** None.
- VI. **Budget Report.** Budget reports were provided by the Accounting Department. Nate commented that more tax revenue from TIF has been received. Sponsor fees are being collected from the Farmers Market. Money from the Patronicity Grant has been received and distributed. Cornstalks were purchased for downtown decorating.
- VII. **New Business:**
 - A. **Library.** Amelia Yunker, head of Adult Services, from the Salem-South Lyon District Library asked the DDA to co-host a virtual scavenger hunt in the downtown area. Amelia has also spoken with the Cultural Arts Commission, and the idea is to have students and seniors make snowflakes that will then be hung in local businesses in South Lyon, Salem Township and Green Oak Township. Using a phone app, residents will find and match snowflakes. The library is looking for the DDA to encourage and support local businesses to participate in this event. The scavenger hunt would start in December. Could have businesses donate items to create gift baskets for prize winners. Mark, Tanya, and Annie said they would be willing to donate. Really just looking for DDA support. Amelia has flyers to share and will give an update report at the November DDA meeting.

Timeline is to send out flyers in November and distribute snowflakes to businesses in December.

- B. DDA Information Meeting Dates – PA 57 of 2018.** In order to meet the requirements of PA 57, we need to have two “informational meetings” per calendar year to inform the public of the goals and direction of the DDA. Nate would prefer to have a Zoom meeting in the afternoon or evening in November for one of the meetings and have the other one at the end of one of the regularly scheduled DDA meetings. Paul made a motion to have the first informational meeting at the end of the next DDA Board Meeting scheduled for November 12, 2020 and hold the second meeting on Thursday, November 19, 2020 from 6:30-7:30 pm via Zoom. Supported by Jeff. Motion passed unanimously.

VIII. Old Business:

- A. Farmers Market.** Tim reported that we have been having full markets each weekend. There have been no issues and it has been a good season despite the COVID-19 pandemic. It helps that we are an open-air market. Tim will reach out to Amelia to have some scavenger hunt flyers at the Farmers Market. Dereck and Annie thanked Tim for his efforts at the Farmers Market. Paul asked how the mask requirement is going at the market and suggested checking with the Health Department regarding current mask requirements.
- B. 390 S. Lafayette Street.** The Economic Vitality Committee met on September 24. Nate read the report provided by G2 Consulting Group. Soil borings revealed loose peat and ground water at the tested areas and peat is not suitable to build on. It is estimated to cost \$1 million to remove the peat and de-water the site in order to build a 2-story building at this site. Nate suggested using the property as a gateway/greenspace. Scott Lanam, Planning Commissioner, suggested a park or greenspace for the site. The city can do nothing with the site/create a city development/or sell via RFP. If the city keeps the property, what would be an estimated timeline to develop? The committee recommends that the city sell the property via RFP. Gary suggests asking City Council if they want to create a gateway. Jeff likes the suggestions of selling via RFP with a deadline. He wants to see something happen with the property. Nate says the board can require a timeline. Gene says there are landscape designers in town who may have suggestions for the site, but a park or greenspace could be the best for a limited site. Mark asked if the project could be done with donations similar to how the Veteran’s Memorial was handled. Annie would like to see an art piece on this site. Gene asks why can’t the city just entertain private offers without an RFP. Paul says that is an option, but the DDA would like to retain control of what is built on the site. The committee would like to see something happen sooner rather than later. Nate said he will include this discussion in his report to City

Council and give the city 90 days to respond. Gary made a motion to recommend that City Council use 390 S. Lafayette Street for a gateway / greenspace, parking or RFP and the DDA Board is requesting feedback from City Council with their preferred course of action for this property within 90 days. Supported by Norm. Motion passed with Jeff abstaining.

- C. **DDA Committees.** Dereck is working on an Organization Committee. There is no chair for the Promotions Committee. Nate will work on getting some people on the Promotions Committee. Gene is heading up the Design Committee with Annie. The previous Design Committee had Don Beagle and the Planning Commission meet with the DDA Board.
- D. **333 S. Lafayette (formerly Mo's).** Paul reported that the demolition has been postponed until October 14.
- E. **Support Downtown South Lyon Mini Grants.** Nate reported that an additional \$2,600 has been received from a PNC Bank Grant through Main Street Oakland County. This money can be divided up and given to original recipients of the MSOC Grants or it can be used for marketing. Committee feels that marketing would be the best use for the money. Nate needs to report to the county ASAP, so he would like to focus on the Shop Local / Dine Local campaign. Money must be spent within 30 days per grant requirements. Nate said he has a banner to go across Pontiac Trail but is waiting for the fire truck to be repaired so banner can be installed.
- F. **Lyon Area Taskforce – Business Survey.** Nate reported that a follow up survey has been sent out to local businesses via email. We need businesses to fill these out to get feedback for how things are going for the business owners. Nate will provide an update once responses are received.

IX. **Board Member Comments.** Mark asked if the parking letter was sent out by Nate. Yes, it was sent out and some improvements have been noted. Nate needs to do the letters regularly. Annie brought up the sign ordinance, specifically the food pictures in the windows at Lefty's Cheesesteaks. The Ordinance Officer has informed Lefty's of the sign ordinance. Nate reported that he attended a County training session working on a recovery work plan for downtowns and how they can come out of this pandemic strong. Paul reported that a grant was received from Oakland County to help cover costs associated with paving on W. Liberty Street.

X. **Adjournment.** Jeff made a motion to adjourn. Supported by Annie. Motion passed unanimously. Meeting adjourned at 9:30 am.