



MEETING MINUTES – NOVEMBER 10, 2022

- I. **Call to Order.** Meeting called to order by Vice Chairperson, Jeff Heinanen at 8:02 am.
- II. **Roll Call.** Present: Norm Fultz, Tracey Smith, Mark Childs, Jeff Heinanen, Gary Fagin, Paul Zelenak, Tanya Nevitt. Also present: Nate Mack, Diana Regan, Erick Phillips. Excused: Melissa Borgman.
- III. **Approval of the Agenda.** Motion by Zelenak to approve the agenda. Supported by Fultz. Motion passed unanimously.
- IV. **Approval of the October 13, 2022 DDA Board Meeting Minutes.** Motion by Childs. Supported by Smith. Motion passed unanimously.
- V. **Citizens' Comments.** None.
- VI. **Budget Report.** Mack reported that the bulk of the TIF funds (\$37,847.49) have been received and an additional \$3,500 is expected. Revenue for the month was received for Ladies' Night and the Holiday Spectacular. Hines Park Ford sent in \$2,500 for sponsorship of the Holiday Spectacular. Expenses included Farmers Market Manager wages, corn stalks for downtown, professional services for the DDA and printing costs for upcoming events.
- VII. **Farmers Market.** Market Manager, Diana Regan, reported that the Farmers Market ended on a good note with the vendors mostly happy with the season and looking to return next year. Excitement is high for the upcoming Winter Market. The November and December markets are already full. Hobo Coffee will be at all of the Winter Market dates. Santa will be at the December 17 market. Regan is also trying to secure one other food truck for the market dates, but is concerned about where the food truck could park without impacting parking. Gary Fagin says that the market can use his parking lot for the food truck.
- VIII. **Presentation: Main Street Oakland County South Lyon Market Statistics.** Erick Phillips, senior business development representative with Oakland County, presented information on the South Lyon area market. The three areas to focus on are Market Research, Business Development, and Business Recruitment. It is important to review what the community has and establish a strategy for what we want or need. Lots of data was provided on the residents who visit our downtown including spending and demographics reflecting consumer behaviors. We can use this data to draw new businesses to the area and to improve the economic vitality of our town.

IX. New Business

A. Façade Program Guidelines. Mack stated that we have money available for the Façade Program, but no guidelines in place. Let's establish guidelines for this program so we can accept applications and move forward with interested parties. This year we have \$10,000 available, which would allow us to award \$2,500 max per project. Mack provided information on the guidelines which included the program description, eligibility for applicants and building, and design guidelines. The building must be historic and in the DDA. Applicants must have a building permit as well as approval from the city. The façade should reflect the time period when the building was built. Applicants need to apply **BEFORE** they do the work and work must be completed within 6 months. Work must be completed without changes. All changes need to be approved. **Motion by Smith to approve the Façade Program Guidelines. Supported by Nevitt.** Zelenak requested discussion on program guidelines. We need to be realistic about how much money we have available within the guidelines. Also, more specifics are needed on the bidding process. We should require reimbursement predicated on a business staying for a specific time period after the work is completed. Perhaps a percentage needs to be looked at since we have less money to spread around the program. Or cap the amount on a specific project. We have \$10,000 available until June 30, 2023. If not spent, it could possibly be added to next year's budget. Mack suggests that we adhere to the Secretary of the Interior standards and possibly include signs. Suggested revision to guidelines: \$10,000 budget. \$2,500 max per project or percentage of total cost of project (50% or up to \$2,500). [Available on a first come, first served basis.] Applicants would not be able to apply again for three years after receiving a Façade Grant. Mack will work with the City Attorney on the wording. Add bids into the guidelines. Allow Design Committee recommendation and then DDA Board approval. **Motion by Smith to approve the Façade Program Guidelines.**

Roll Call Vote:

Zelenak – yes

Nevitt – yes

Fultz – yes

Heinananen – yes

Childs – yes

Smith – yes

Fagin – yes

Motion passed unanimously.

X. Unfinished Business

A. Committee Reports. Promotions Committee. Ladies' Night is scheduled for November 11. Lafayette will be closed between Liberty and Whipple Streets. There will be two food trucks in front of the Farmers Market lot. Mack reported that he included flyers for the Winter Market in the swag bags. The Holiday

Spectacular is scheduled for Saturday, December 3. Attractions will include live reindeer, a Santa Hat Hunt, visit with Santa, four ice sculptures, and more. There will also be a trackless train, carriage rides, Carolers, Jonathan LaChance (magician), three Frozen characters. Dayna Johnston is coordinating the lighted parade. Active Faith and Feral Kitty Trappers will be in the Farmers Market lot collecting donations. **Economic Vitality.** Refer to presentation from Erick Phillips. No report for **Design or Organization Committees.**

XI. DDA Director Report

Mack reported that the Farmers Market more than doubled this past year and the Winter Market is generating a lot of interest. Mack also reported attending the MDA Conference in Muskegon November 3-4. Trees in the downtown area have been inventoried in relation to Christmas lights and to determine which lights need to be replaced, plugged back in, or re-wrapped. Regarding the EV Charging Stations, Charge Point is working on the purchase of the charging stations. The order has been placed for the Wells Street crosswalk and should be installed shortly after it is received. The Lyon Theater has a new owner who plans to use the building for meetings, movies and other events. Dan Schwegler, owner of the former RCA building, says they are aiming for a year-end opening of Duo Vino. The Draft Street building is for sale again.

XII. Board Member Comments

Heinanen asked about the open board member position. The new board member can be at large. There are two applications on file, but we are waiting for Dereck's official resignation before we can ask for additional applications.

XIII. Adjournment. Nevitt made a motion to adjourn. Supported by Smith. Meeting adjourned at 9:47 am.