



## MEETING MINUTES – NOVEMBER 14, 2019

- I. **Call to Order:** Meeting called to order at 8:17 am by Chairperson, Dereck Mashburn.
- II. **Roll Call:** Present, Dereck Mashburn, Norm Fultz, Mark Childs, Gary Fagin, Tanya Nevitt, Jeff Heinanen, Paul Zelenak. Also present, Bob Donohue, Mindy Fernandes. Excused, Annie Buchtrup and Gene Carroll.
- III. **Approval of the Agenda:** Mark would like to see the Downtown South Lyon Facebook Page, results of the business survey, and the S. Lafayette brickscape added to Old Business. Dereck made a motion to add the above items to the Agenda under Old Business. Supported by Gary. Mark made a motion to approve the Agenda as amended. Supported by Norm. Motion passed unanimously.
- IV. **DDA Public Information Meeting/Presentation as required by new DDA Law, Michigan Public Act 57 of 2018.** Bob shared a Power Point presentation about the Downtown South Lyon area.
- V. **Approval of October 10, 2019 DDA Board Meeting Minutes.** Norm made a motion to approve the minutes as corrected. Supported by Paul. Motion passed unanimously.
- VI. **Citizens Comments.** None, but Mindy Fernandes from State Representative Kathy Crawford's office was present.
- VII. **Budget Report:** No comments.
- VIII. **New Business:**
  - A. Request to City Council for Partial Funding for Cool Yule. Bob says we need consistent funding and a committee to make this a successful event. We need a new look and a process for next year. Dayna Johnston has been helping out and she is the parade coordinator. Bob will present the request at the City Council Meeting on Monday, November 25, 2019. The DDA has allotted \$2,000 for the event and is requesting \$4,000 from the city. Discussion of cutting the event back to just one day (Saturday). We need to make this a great event or we will lose out going forward. Currently have six vendors, a food truck and food tent, Beer, Wine & Cider tent, plus "Movies in the Street". Other groups around town are jumping on the name with their own events. Overhead banner and yard signs have been ordered. Need to decide what/where to cut in order to make the event a one-day, high-quality event. Jeff recommends eliminating the Friday events so the Saturday events can be stronger. Gary made a motion to make the

event Saturday only and to ask City Council for \$4,000 for 2019 Cool Yule. Supported by Paul. Motion passed with one opposed. Bob and Jeff will make the request to City Council with a detailed budget breakdown. Norm says he can help out and Jeff and Bob should ask other DDA Board Members to help as well.

**IX. Old Business:**

- A. Farmers Market.** It was a great year, but we were short on major sponsorships. We need \$6,000-8,000 from sponsors for the budget to be in good shape. We need \$11,500 in sponsorships to balance the budget for 2019. Big sponsors like Costco, Busch's, GFL. We need the market manager to do more regarding sponsorships. More discussion next month.
- B. Kids Trick or Treat.** This event was a great success—Norm and Abe did a great job. The Dog Parade was great and will continue as part of the event.
- C. Veterans Memorial.** Approximately 300-400 people attended this event. Moving forward after Phase I, there will be a donor catalog for additional funding of items (benches, lighting, irrigation, archway). Approximately \$7,000 in cash and \$40,000 in in-kind services and materials made this memorial a reality.
- D. Downtown Ladies Night.** Tanya reported that the 750 swag bags for Ladies Night have been stuffed. There were 13 paid sponsors for this event and it should be an awesome night. One sponsor was not on the flyer, but is on the poster. Tanya reported that the sponsor did not respond to requests for information. Mark says we need more information regarding what is a participant vs. sponsor. Oxana asked about signage at the four corners for 12 Kitchen Elves and others who are on E. Lake Street.
- E. Cool Yule.** December 7. Previously discussed as New Business, Item A.
- F. South Lyon Eve.** December 31, 2019. Jeff reported that ticket sales are good, but he is concerned about city approval for the pole. Paul says Jeff needs to work with the Planning Commission to get approval for a temporary or permanent structure. Bob says it can be a great public and private event space.
- G. Media/Ribbon Cutting Event for Building Rehabs.** December 6 is the potential date for this event.
- H. Downtown South Lyon Facebook Page.** Mark asked for an update on the Facebook Page. Bob reported that Lynne Ladner has been removed as an administrator on the page. Mark asked how businesses share posts. He would like an opportunity to share posts on the page. Topic needs more discussion.
- I. Business Survey Results.** Bob reported that there were only 22 responses to the survey which was sent to 252 businesses in town. Mark would like the results to be presented to the DDA Board.
- J. S. Lafayette Brickscape.** Paul reported that he is working with RCOC regarding drainage issues in the 200-300 block of S. Lafayette. This would be a multi-million-dollar project.

**X. Board Member Comments:**

Mark said he received notice from the Planning Commission about a requested variance on a sign installation. Mark asked about ground signs vs. signs on 10' poles. Jeff explained why he is requesting a variance.

Gary would like to see the DDA address the walkability of the downtown area.

Norm asked if the crosswalk signs are movable. Yes, because they need to be moved for snowplowing.

**XI. Adjournment.** Mark made a motion to adjourn. Supported by Norm. Meeting adjourned 9:59 am.