



MEETING MINUTES – DECEMBER 10, 2020

- I. **Call to Order.** Meeting called to order at 8:02 am via Zoom Video Conferencing by Chairperson, Dereck Mashburn.
- II. **Roll Call.** Present: Norm Fultz, Mark Childs, Paul Zelenak, Dereck Mashburn, Annie Buchtrup, Jeff Heinanen, Tanya Nevitt, Gary Fagin, Gene Carroll (joined at 8:39 am.). Also Present: Nate Mack, John Allen, Annaka Norris, Jim Hamade, Donna Olson, Steve Kennedy. Excused: Tim Davids.
- III. **Approval of Agenda.** Norm made a motion to approve the Agenda. Supported by Mark. Motion passed unanimously.
- IV. **Approval of November 12, 2020 DDA Board Meeting Minutes.** Norm made a motion to accept the minutes as submitted. Supported by Mark. Motion passed unanimously.
- V. **Citizens Comments.** Resident John Allen commented that we need to do a better job of marketing the city and we need to get more residents involved in activities. Donna Olson, Director of the Salem-South Lyon District Library introduced herself and she agreed with Mr. Allen that we need to get more residents involved and we need to be inclusive, which can be a challenge. Paul suggested that interested residents sign up for one of the DDA Committees that are currently forming (Economic Vitality, Design, Organization, Promotion).
- VI. **Budget Report.** Nate reported that there has not been much activity in the past month. We paid for the banner poles, received \$47,000 in TIF funds, received additional fees from the Farmers Market, and received additional funds for the Patronicity Grant program. Additional funds were received from Main Street Oakland County which will result in an additional \$162 being sent to each of the 16 businesses who received original grants. This additional money needs to be used for PPE, mortgage or rent payment.
- VII. **Presentation.** Annaka Norris from Main Street Oakland County provided a Power Point presentation on the Main Street Oakland County program. This program is an economic development program for historic commercial districts to assist in creating a sustainable community center with a diverse base of businesses. South Lyon is currently an affiliate member. MSOC can offer assistance, resources, and funding support to increase our downtown viability.

VIII. New Business:

A. Downtown Holiday Shopping Promotion. Nate presented a proposal for a shopping promotion to incentivize residents to continue shopping downtown. Participants will shop downtown and they may submit receipts for every \$50 in purchases to get an entry in a drawing to win gift cards from a downtown business. The DDA will purchase \$500 in gift cards to be used for the drawing winners. Paul recommended that receipts be accepted from all businesses in the DDA district including Norm's and salons. Members agreed with Paul. Tanya thinks that more of a generic city certificate would be a good idea or maybe just gift cards for restaurants? Paul made a motion for the DDA to purchase \$500 in gift cards from DDA restaurants/bars/food providers to support this promotion. Supported by Annie. What is the timing? Nate will establish the timeframe. December 14-30 with drawing taking place the first week of 2021. Motion passed unanimously.

B. Application for Appointment to the DDA Promotion Committee. Nate presented an application for appointment to the DDA Promotion Committee from Andrea O'Keefe. Tanya knows the applicant and feels she will be a good addition to the Promotion Committee. Tanya made a motion to appoint Andrea O'Keefe to the Promotion Committee. Supported by Annie. Motion passed unanimously.

IX. Old Business:

A. 390 S. Lafayette. Nate reported attending the Cultural Arts Commission meeting on December 7. The Commission is looking at a grant opportunity from the National Endowment for the Arts Commission Transformation Grant to be used to turn 390 S. Lafayette into a space for the community to enjoy. The Parks and Recreation meeting was cancelled, but they were set to discuss participating in transforming this space as well. Jeff asked for the amount of the grant. Amount not known at this time, but probably more than \$5,000.

B. 110 Detroit Street. The property owner says he is selling and wants to keep the structure intact. The City will continue to enforce the dangerous building code.

C. 106 S. Lafayette. The former Draft Street building has been sold and will become a quick-serve restaurant and a medical office. Nate is working with the new owner. No plans have been submitted at this time.

X. Board Members Comments. None.

XI. Adjournment. Paul made a motion to adjourn. Supported by Gene. Meeting adjourned at 9:24 am.