



MEETING MINUTES – DECEMBER 9, 2021

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:04 am via Zoom.
- II. **Roll Call.** Present: Dereck Mashburn joined the meeting from South Lyon, MI, Mark Childs joined the meeting from South Lyon, MI, Jeff Heinanen joined from South Lyon, MI, Gene Carroll joined the meeting from Southfield, MI, Paul Zelenak joined the meeting from South Lyon, MI, Norm Fultz joined the meeting from South Lyon, MI, Gary Fagin joined the meeting from South Lyon, MI, Annie Buchtrup joined the meeting from South Lyon, MI, Tanya Nevitt joined the meeting from South Lyon, MI. Also present: Nate Mack, Bob Herzog.
- III. **Approval of the Agenda.** Mark made a motion to approve the agenda. Support by Gene. Motion passed unanimously.
- IV. **Approval of the November 11, 2021 DDA Board Meeting Minutes.** Gene made a motion to accept the minutes as submitted. Supported by Jeff. Motion passed unanimously.
- V. **Citizen Comments.** Bob Herzog introduced himself as the owner of an available property in the downtown area.
- VI. **Budget Report.** Nate reported on the budget. Expenditures in the past month were for Ladies Night Out and the Holiday Spectacular. Mark asked for clarification on the \$2,800 expenditure. Nate stated that he would follow up on that line item.
- VII. **New Business:**
 - A. **South Lyon Schools Focus Group.** Dereck reported that he was contacted by Steve Archibald, Superintendent of the South Lyon School District, looking for feedback from local business owners as part of a focus group to help develop a set of skills for our students to become successful employees. They are looking for 2-3 volunteers for the group which will take place on January 27, 2022 from 9:30-11 am. Tanya said she would volunteer but stated she is also a parent in the district. Gene and Dereck also volunteered. Dereck will notify the superintendent. What skills would we recommend? Mark suggested communication and resume skills. Nate suggested finance or business backgrounds. How to write a check. Gene commented that communication is a lost art these days. Annie suggested that kids shadow local business owners and said she is willing to have students in her store.

VIII. Old Business:

- A. Farmers Market Contract SLARA.** Nate reported that Amy Allen has resigned from SLARA. Nate attempted to contact one of the people who had previously expressed interest in the Farmers Market Manager position, but they have not responded. He reported he has signed up with Zip Recruiter and feels it would be best to move forward with a private contractor to fill this position instead of the proposed shared position with SLARA. The job is posted from now until January 8, 2022. We have already received information from four interested parties.
- B. Holiday Spectacular Recap.** Nate reported that he felt this was a successful event. Activities included a Candy Cane Hunt, a Santa Hat Hunt, visit with a reindeer, visit with Santa, and ice carving. All events were well attended. The parade was good and included around 30 floats. Mark suggested blocking on-street parking for the complete route. Businesses reported lots of shoppers throughout the day. Paul noted that there were not a lot of people downtown after the parade and feels we need to come up with some ways to keep people downtown after the parade. Annie and Tanya reported that people seemed pleased with the days' events.
- C. 390 S. Lafayette Park Rendering.** A rendering of the proposed park at 390 S. Lafayette was provided by Marc Russell of Russell Design. Nate reported that he shared the rendering with the Parks & Recreation Commission and the Cultural Arts Commission. There are currently some grants available for city parks and Nate will submit an application for grant funding by January 14, 2022. Recipients will be announced in April. Grant funding requires a 25% contribution. Waiting for further input from Parks and Recreation and Cultural Arts Commissions. DDA Board Members liked the rendering. Next step will be establishing a budget as part of the grant application. Dereck would like to see how the cost will be shared. Mark reported that South Lyon Cycle is interested in donating some bike racks for the project.
- D. Committee Reports. Organization Committee.** Dereck and Nate met to discuss moving up a level in the Main Street program from affiliate to associate which would allow us to tap into more assistance and funding from the county and allow access to more grants and resources. MSOC will evaluate projects and provide feedback in January. The **Economic Vitality Committee** met to discuss various projects. The **Design Committee** met and discussed the park rendering and also discussed Christmas lights downtown. The committee would like to see more lights on poles instead of in the trees in an effort to clean up our look. The **Promotions Committee** met and Tanya reported that the committee decided to plan a winter event with a Mardi Gras theme to break up the monotony of a long winter. The committee is in the early planning stages but hopes to include area bars and restaurants in the event.

- E. Storm Sewer along S. Lafayette between Liberty Street and McHattie.** Paul reported that the county is working on a report that is due out in February. Paul also reported that he has applied for a grant to offset costs in repaving Pontiac Trail. We will know soon if we will receive the grant, but the work is years away.
- IX. Board Member Comments.** Nate reported that he is working on the PA 57 report that is due by the end of the year and meeting regarding a potential apartment project in the downtown. Nate also reported that he is still working on the EV Charging Station. Mark asked for a status update on the former Draft Street building. Work continues on the project that will be a doctor's office and retail space.
- X. Adjournment.** Paul made a motion to adjourn the meeting. Supported by Gene. Meeting adjourned at 9:00 am.