



MEETING MINUTES – February 10, 2022

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:04 am.
- II. **Roll Call.** Present: Dereck Mashburn, Mark Childs, Paul Zelenak, Jeff Heinanen, Gary Fagin, Norm Fultz. Not present, excused: Annie Vuillemot, Tanya Nevitt. Not present: Gene Carroll. Also present: Nate Mack, DDA Director.
- III. **Approval of the Agenda.** Mashburn asked to amend the agenda with the addition of Item D under Old Business, “Recap of the South Lyon Community School Focus Group”. Zelenak made a motion to approve the agenda as amended. Supported by Heinanen. Motion passed unanimously.
- IV. **Approval of the January 13, 2022 DDA Board Meeting Minutes.** Motion by Heinanen to approve the minutes as submitted. Supported by Zelenak. Motion passed unanimously.
- V. **Citizen Comments.** None.
- VI. **Budget Report.** Mack gave the budget report. Revenues listed for the month are from Carnivale sponsorships. Expenditures are related to the Farmers Market Manager posting.
- VII. **New Business.**
 - A. **Farmers Market Manager.** Mack reported that an offer had been extended to a candidate, but the offer was declined when the candidate discovered that, due to a misunderstanding, the salary was significantly less than what they thought. Mack will be contacting the Farmers Market Coalition to see if they can offer any assistance in the candidate search. Could possibly use ZipRecruiter again at a cost of \$800. Mack is working on the Farmers Market website and it has been updated to include 2022 pricing. Sponsor packages have been sent out. Mack will contact vendors to see if any are interested in being Market Manager. Mashburn feels it would be preferable to have a non-vendor manager with people and marketing skills. Heinanen asked if there are any other incentives we can offer since it is challenging to find workers at this time. Are there any other positions in the city that can be combined to create a full-time position? Can we raise the hourly wage? Our target should be someone who is currently a part-time worker, who is retired and lives locally. Zelenak recommended using ZipRecruiter again. Other suggested avenues to pursue included posting the position at Colonial Acres, in local church papers and possibly through the MSU Extension Farmers Market list serve. Mack will check with former manager Tim Davids for any recommendations.

Vendor Rates. Mack canvassed local Farmers Markets in order to compare South Lyon's market rates with other markets in the area and our prices were in alignment with nearby communities. Discussion of rates. Mack is concerned we may lose vendors if we raise our prices. Zelenak made a motion to increase daily market fees from \$15 to \$25 and seasonal fees from \$310 to \$325. Supported by Heinanen. Motion passed unanimously.

2022 Market Season. Market season will stay the same, beginning of May until the end of October.

- B. DDA Goals and Objectives for 2022.** Mack reported that the first draft of the 2022 DDA Budget is due to City Council by the end of March. Mack envisions a façade / building program, additional money for the pocket park on E. Lake Street to allow decorations to change seasonally, additional funds for the Holiday Spectacular, improvements to the downtown Christmas lights in the trees and on the light poles. A professional marketing video is being considered. A 45-second to 1-minute video costs approximately \$2250-\$4500. This video could be used for business recruitment or on the Downtown South Lyon Facebook Page. New banners are needed on the downtown light poles and should include South Lyon brand imaging. An approximate 4% increase in TIF Funding could provide more money for Food Trucks, a Mardi Gras event, electric vehicle charging stations, an updated business directory, and one more mural in town. The DDA could partner with the Cultural Arts Commission on some projects. Mark Childs recommends replacing garbage cans and cross walk signs.
- C. DDA Budget Presentation – First Draft.**
Mack provided the first draft of the 2022 DDA Budget. This first draft will be presented to City Council at the end of March.

VIII. Old Business:

- A. Main Street Oakland County Associate Level Assessment.** Mack reported that Main Street Oakland County representatives will be in town on Tuesday, February 22 from 12-2 pm to perform an assessment to move up to Associate Level in the Main Street Program. If board members are available, they should stop by. Nate will be reporting on our TIF plan and representatives will be providing information to assist us in moving up a level. A walk-thru of downtown is planned.
- B. Committee Reports.**
 - Promotions Committee.** Mack reported that the Promotions Committee has been meeting every two weeks to work on plans for the upcoming Mardi Gras event – Carnivale. There will be street performers, a Tarot card reader, a magician, two food trucks and five restaurants are participating. Event runs from 4-7 pm on Saturday, March 5. \$3,000 in sponsorships has been received. Food Trucks will be located in the Liberty Street Parking Lot along with some sponsor tables. Childs is concerned that tasks were completed out of order for the Carnivale event. Advertising was created and shared on social media before sponsors were sought and the DDA was not notified of the event until after plans

were already in place. Childs feels that the DDA should know about an event first and discuss it as a board before the event is publicized. What does a business get for their sponsorship dollars? What are the sponsorship levels? This information needs to be communicated. Mashburn noted that the event had been discussed at the December and January meetings. Mack said he would provide sponsorship information to Childs.

Design Committee. Mack reported that the Design Committee has been meeting and is working on ideas for a downtown clean-up day at the end of May. They will soon be walking through downtown to identify areas that need attention.

Economic Vitality. Gary Fagin reported that the committee has met to discuss downtown parking, 110 Detroit Street, and Wells Street parking lot striping. The committee is meeting later this morning to continue discussions of a possible apartment building on Pontiac Trail. The RCA building passed its rough inspections in January.

C. Storm Sewer Along S. Lafayette between Liberty Street and McHattie Street.

Zelenak reported that he is meeting with the county next week and will provide an updated report at next month's DDA Board Meeting.

D. Recap of the South Lyon Community School Focus Group. Mashburn reported that he, Gene Carroll, and Tanya Nevitt participated in the South Lyon Community School Focus Group last month. Mashburn was in a focus group with local business owners, Troy Powe, Brian Gutierrez, and Carissa Canfield. They discussed experiences with students and what skills they need to be good employees. South Lyon Schools has a Special Education program that takes the kids from 18-26 and they are looking for businesses that would allow students to participate in specialized work tasks. Primarily life skills based for these mentally and physically challenged students. Amy Atwell (atwella@slcs.us) is the school coordinator for this program. We will need to hear about the sessions that Gene and Tanya participated in.

IX. Board Member Comments.

Gary asked about the resident who participated in several Zoom meetings last year. Dereck reported that he sent the person an application to be on one of our committees, but he was only interested in being on the DDA Board which currently has no openings. Mack reported that he contacted Donahee Farms to place our order for flower baskets. He also participated in a Pumpkinfest meeting last night and they are requesting use of the Farmers Market parking lot for Pumpkinfest. Mack reported that he will be meeting with Kathy Swan regarding this issue because he doesn't feel the market should have to move for the Pumpkinfest. A service request has been filed for repair of the clock downtown and we are waiting for them to come out.

X. Adjournment. Motion by Fultz, supported by Childs to adjourn. Motion passed unanimously. Meeting adjourned at 9:25 am.