



## Meeting Minutes - February 13, 2020

- I. **Call to Order.** Meeting called to order at 6:17 pm by Chairperson, Dereck Mashburn.
- II. **Roll Call.** Present: Dereck Mashburn, Mark Childs, Paul Zelenak, Norm Fultz, Jeff Heinanen, Annie Buchtrup. Excused: Tanya Nevitt, Gary Fagin, Gene Carroll. Also present, Bob Donohue, Tim Davids, Jim Hamade.
- III. **Approval of the Agenda.** Paul made a motion to approve the agenda. 2<sup>nd</sup> by Norm. Motion passed unanimously.
- IV. **Approval of January 9, 2020 DDA Board Meeting minutes.** Paul made a motion to approve the minutes of the January 9, 2020 DDA Board Meeting. 2<sup>nd</sup> by Jeff. Motion passed unanimously.
- V. **Citizens Comments:** None.
- VI. **New Business:**
  - A. Approval of Two DDA Board Members to attend Michigan Downtown Association Lansing Day and Workshop on March 11 and 12. Dereck and Jeff are interested in attending. Cost includes registration, hotel and meals, up to \$1,000.00 total for two people. There will be more money in July for workshop attendance. Paul made motion to approve. 2<sup>nd</sup> by Norm. Motion passed unanimously.
  - B. 20/21 DDA Budget discussion and approval. Community Promotion amount should be \$2,500 not \$1,000 and Community Promotion Design should be \$1,000, not \$2,500. Jeff made a motion to approve the budget as amended. 2<sup>nd</sup> by Norm. Motion passed unanimously. We need two major sponsors for Farmers Market, but GFL is back.
  - C. Interim Executive Director Duties Discussion. Bob is retiring Feb. 28. This is his last official DDA Board Meeting. Bob will continue to be involved with the Veterans Memorial Committee. The job has been posted and deadline to apply is February 14. The hope is to have someone in place and working by April 1 or May 1. Around 10 resumes have been received.
  - D. Paul made a motion to adjourn the regular meeting. 2<sup>nd</sup> by Jeff. Motion passed unanimously. Meeting adjourned at 6:50 pm.

\*\*\*\*\*DDA Board Retreat \*\*\*\*\*

Roll Call. Present: Dereck Mashburn, Mark Childs, Paul Zelenak, Norm Fultz, Jeff Heinanen, Annie Buchtrup. Excused: Tanya Nevitt, Gary Fagin, Gene Carroll. Also present, Bob Donohue, Tim Davids, Jim Hamade.

No Citizens Comments

Discussion Items:

1. Farmers Market. Tim Davids provided a summary and final report on the 2019 Market Report which included events held, sponsors, volunteers, entertainment, non-profit organizations who participated, public and government organizations, as well as vendors. Tim will be making a push with marketing including Lyon Today, Taste the Local Difference, and Facebook. Discussion of sponsorship fee structure. Get two or three \$1000 sponsors, make the bulk of the money on the returning sponsors and new sponsors. Annie made a motion to sell sponsorships for \$250 each and \$1000 for major sponsors. 2<sup>nd</sup> Jeff. Motion failed. Paul motion to sell sponsorships for \$225 for returning sponsors, \$250 for new, and \$1,000 for returning major sponsors. 2<sup>nd</sup> by Mark. Motion passed unanimously. We will need a board member to work with Tim in the absence of the DDA Director.
2. 2019 Accomplishments. Tim provided a list of Farmers Market accomplishments for 2019.
3. Business Forecast. Bob is waiting to hear from the potential buyer for the Draft Street building. Drew Johnson is a developer out of Royal Oak. He plans to spend \$400,000-500,000 on renovations. The Lyon Theatre has submitted a formal request for a redevelopment liquor license. The RCA Building will also get a redevelopment liquor license. Draft Street also going with the redevelopment liquor license. Response to the theatre request will be presented at the March meeting.
4. Projects and priorities. Dereck feels the single biggest thing DDA can do is sponsoring events in the downtown. Events should be a partnership with the city and the city should provide infrastructure. Should also include non-profit events with assistance from city and DDA, and smaller events with no city or DDA help. The 2020 Business Directory will be ready Feb. 24. The 2020 Event Guide should be ready to go by end of March. Beautification (flowers) looked great downtown this past summer.
5. DDA Committees:
  - A. Economic Vitality: Gary, Jeff, Scott Lanam, Don Beagle, the DDA Director, City Manager, Eric Szerlag

- B. Downtown Ladies Night. Annie & Tanya
  - C. Kids Trick or Treat. Norm and \_\_\_\_\_
  - D. Cool Yule. Jeff and Dereck
  - E. SL Eve – Jeff and Dereck
6. Downtown Business and Property Owners Meetings. Meetings take place the 3<sup>rd</sup> or 4<sup>th</sup> Thursday of each month, 1 hr. maximum. 8-20 people typically attend. Short agenda. Update on building projects. Sometimes a topic. Next meeting Feb. 27, then March 26.
7. Other Items. Dereck and Jeff will be gone 3/11 and 3/12 for the DDA Retreat in Lansing. Jeff made a motion to move the meeting to Friday, March 13. 2<sup>nd</sup> by Paul. Carol will check availability. Motion passed unanimously. Jim Hamade provided Cool Yule sponsor master list. Thank You. Cool Yule wrap up meeting will take place on Tuesday, February 26 at 6 pm at City Hall, with partners. No participant meeting has been scheduled at this time. Not everything was run through the chairpersons for Cool Yule 2019, so there was some disconnect. Mark would like to see more accountability on sponsorship money for events. Who paid? Would like to see a list. Board members would like to see a breakdown of sponsorship fees and expenses.

Meeting ended 8:20 pm