



MEETING MINUTES – FEBRUARY 9, 2023

- I. **Call to Order.** Meeting called to order at 8:00 am by Secretary, Mark Childs.
- II. **Roll Call.** Present: Tanya Nevitt, Norm Fultz, Tracey Smith, Mark Childs, David Barton, Melissa Borgman, Paul Zelenak. Also present, Nate Mack, Diana Regan, Lori Mosier
Excused: Jeff Heinanen and Abe Ayoub.
- III. **Approval of the Agenda.** Motion by Borgman to approve the agenda. Supported by Smith. Motion passed unanimously.
- IV. **Approval of January 12, 2023 DDA Board Meeting Minutes.** Motion by Zelenak to accept the minutes as corrected. Supported by Fultz. Motion passed unanimously.
- V. **Citizens Comments.** None.
- VI. **Budget Report.** Mack reported revenue from TIF capture of \$790, interest of \$282, and \$1,880 in Farmers Market Vendor Fees. Expenses of \$1,100 were incurred with the Holiday Spectacular.
- VII. **Farmers Market Report.** Market Manager, Diana Regan reported that the January markets did very well with the number of vendors averaging around 33 and providing a variety of goods. We have received 17 applications for full season vendors, 5 for half-season, and several daily applications have been received for the Summer Farmers Market. Food Truck slots for the season are mostly filled. There has been discussion of having music at the summer market and there is a small amount of money available for this.
- VIII. **New Business**
 - A. **Fiscal Year 2023-2024 Draft Budget.** Mack stated that the budget needs to be approved by the end of May. The bulk of the DDA funds come from TIF revenue, and Farmers Market vendor and sponsor fees. Mack reviewed the draft budget line by line. One item Mack would like to complete this year is to improve the Christmas lights downtown. He has received quotes from three lighting companies with estimates ranging from \$9,000 to \$25,000. Borgman asked if the quote for the tree lights includes removal of the existing lights. Zelenak reported that a firm will be hired for tree maintenance downtown. We will not vote on the draft budget today, but wait until next month when all board members are present.
- IX. **Unfinished Business**
 - A. **Social District Recommendation.** Mack reported that he and some other DDA Board Members took a field trip to visit the Farmington Social District called The

Syndicate. Very positive response from the merchants and residents. No reports of disorderly behavior. Borgman said The Syndicate tour with DDA Director, Kate Knight, was a positive experience. The Syndicate brings a positivity to downtown Farmington. The Syndicate is open 8 am to 10 pm, seven days a week. There is great signage with rules and the area covered. Nevitt was shocked by how large their social district is. Childs noted a resurgence in the downtown area and felt their heated and covered downtown pavilion was a huge asset to the community. The proposed South Lyon Social District (The Sidecar) commons area and rules would be submitted to council as part of a packet. Mack brought up the proposed social district at the monthly downtown business owners meeting and there was good response from business owners. The initial map of the social district shows the VFW included, but it has been decided to only include the DDA District in the Social District, so we will remove the portion of the district that goes in front of the VFW on the map provided. Proposed hours for The Sidecar are 9 am to 10 pm, seven days a week, year-round. Paul is concerned that council may not like the 9 am start. Borgman stated that DDA Board members met with the DPW regarding parameters and expect to meet 2-3 months after it starts. Mack stated the DDA role is to educate the public on rules in the Social District and feels that 9 am to 10 pm is a good time frame. We need consistency in the hours whether it is a weekday or weekend. Childs stated he liked the hours of 10 am to 10 pm. Borgman and Nevitt would like to see the Social District stay open until 11 pm. Smith feels the social district is a good concept to bring and keep people downtown. Barton feels that people will self-regulate in the morning hours. City liability insurance policy will cover the social district and businesses will cover themselves. Mack is looking for the DDA Board to make a recommendation to City Council. Nevitt prefers 11 pm close. Borgman likes 9 am to 11 pm to match the hours of the Farmers Market and restaurant hours. **Borgman made a motion to establish a social district with the hours of 9 am to 11 pm, Monday thru Sunday, and to remove the area on McHattie Street east of Lafayette as part of the Social District. Supported by Fultz.**

Roll Call Vote:

Fultz – yes

Smith – yes

Childs – yes

Barton – yes

Borgman – yes

Nevitt – yes

Zelenak – yes

Motion passed unanimously.

Discussion of the logo and name of the Social District. The round logo is too busy. Childs likes the simple SL Sidecar logo. Most board members like the round logo sticker and feel that it could be easily put on signage in the district. Mack will bring a

cleaned up circular logo to next month's meeting that includes the DDA logo. **Nevitt made a motion for the DDA Board to make a recommendation to City Council for the City of South Lyon to establish a Social District and to direct city staff to establish a management and maintenance plan and to speak with the city attorney and insurance company regarding details. Supported by Fultz.**

Roll Call Vote:

Fultz – yes

Smith – yes

Childs – yes

Barton – yes

Borgman – yes

Nevitt – yes

Zelenak – yes

Motion passed unanimously.

B. Committee Reports. The **Promotions Committee** is working on plans for the Carnivale event on March 4. Approximately, \$2,000 has been received in sponsorships. The Facebook promotion of this event will start soon. The event will feature street performers and food trucks in the Farmers Market lot, a Tarot card reader, a caricature artist, Meet and Greets with Princess Tiana and Batman in the Venue Lot, and live music at Diane's Doll House. Street closure will be on S. Lafayette between Lake Street and Liberty. Promotional materials will be available soon. Advertising will be on Facebook and printed materials.

X. DDA Director Report

Mack reported that he will be going to Rochester next week to participate in their National Main Street Accreditation and to review the process for us. Main Street orientation will take place on March 7 from 8:30 am to 1 pm if anyone wants to attend and learn more about the Main Street approach and how it works. Carnivale is on the City Council Agenda for February 13. We will be requesting a street closure on S. Lafayette from Lake Street to Liberty Street. Mack reported he is working on the Social District and will be working on a business survey at the next Economic Vitality meeting in March. Dua Vino passed their health inspection and are hoping to open in the next few weeks. No word on the status of the Draft Street building.

XI. Board Member Comments

Childs stated that he would like to thank Gary Fagin for his years on the DDA Board. He also stated that the Farmers Market sign needs updating for the coming season.

XII. Adjournment. Borgman made a motion to adjourn. Supported by Smith. Meeting adjourned at 9:39 am.