



MEETING MINUTES – MARCH 10, 2022

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:00 am.
- II. **Roll Call.** Present: Jeff Heinanen, Dereck Mashburn, Mark Childs, Tanya Nevitt, Paul Zelenak. Excused: Gene Carroll, Gary Fagin, Norm Fultz. Also present: Nate Mack, DDA Director. Guests: Kathy Swan and Lori Mosier, representing Pumpkinfest Committee.
- III. **Approval of the Agenda.** Mashburn asked to amend the agenda with the addition of Item C under New Business, “DDA Board Vacancy”. Childs requested to add Item E under Old Business, “Farmers Market Manager”. Zelenak made a motion to approve the agenda as amended. Supported by Nevitt. Motion passed unanimously.
- IV. **Approval of the February 10, 2022 DDA Board Meeting Minutes.** Motion by Zelenak to approve the minutes as submitted. Supported by Heinanen. Motion passed unanimously.
- V. **Citizen Comments:** Kathy Swan, Pumpkinfest President, presented information to the board regarding moving the Farmers Market to the Veteran’s Lot or elsewhere during the 2022 Pumpkinfest. She stated that the Farmers Market has **always** moved and shared some diagrams of previous festival locations as proof. Contracts have not been signed with vendors for the 2022 market season and she feels that this issue is still open for discussion despite the committee being informed that the Farmers Market would not be moving for Pumpkinfest. The committee feels that using the Farmers Market lot allows a proper flow of the festival activities. Police Chief Sovik said he would close W. Liberty Street between Pontiac Trail and Washington Street to aid Pumpkinfest and allow the Farmers Market to maintain their present location. Many options were brought into discussion to support Pumpkinfest’s request to move the Farmers Market.
- VI. **Budget Report.** Mack gave the budget report. Mashburn asked if revenues would increase once the Italian restaurant is open. Mack reported revenues will increase but not until the tax abatement expires in 3-4 years. Mack reported that the future increase in TIF funds is due to inflation.
- VII. **New Business**
 - A. **Pumpkinfest Discussion.** Mack provided a recap of his February 22 meeting with Kathy Swan and Police Chief Sovik regarding Farmers Market location during

Pumpkinfest. Mack feels very strongly that the market should not change location during Pumpkinfest. The vendors have paid for a specific location for the season and he feels they should be able to use what they have paid for.

Heinanen made a motion to recommend that the Farmers Market stay in the Farmers Market lot just like they did in 2021. Supported by Nevitt. Discussion.

Heinanen feels we have an obligation to the vendors to keep them in the Farmers Market lot—it's the right thing to do. Nevitt stated that the Farmers Market in South Lyon is now a destination. Childs agreed with Heinanen and Nevitt. Zelenak stated that it feels like the Pumpkinfest Committee has not thought out where the Farmers Market would relocate to, which will lead to reduced sales for the vendors. Roll Call vote:

Mark Childs – yes

Dereck Mashburn – yes

Jeff Heinanen – yes

Tanya Nevitt – yes

Paul Zelenak – yes

Motion passed unanimously.

- B. Main Street Oakland County Associate Level Assessment.** Mack provided a report from the Main Street Oakland County visit. The South Lyon DDA has officially moved to the Associate Level in Main Street Oakland County. It was pointed out that the DDA's TIF Plan expires in 2025 and we should begin working on an update. This update should include everything we want to do within the plan and we should start by creating a Vision and Mission Statement for the DDA. Much discussion focused on the Organization arm of the four points of the Main Street Approach. This focus is on the DDA organization itself and building its capacity for effectiveness. The committee suggested that the DDA host a monthly or quarterly listening session to discuss happenings in the DDA and hear from residents and other stakeholders in the downtown. It was noted that this type of meeting did take place prior to the pandemic. Heinanen stated that feedback received during these sessions was invaluable and one of the things he valued most when they were held. There was discussion of the DDA board members and how they are selected, seeking out working board members with some sort of expertise and access to funds or the ability to raise funds, diversity of the board and what it means to have the DDA Board reflect the diversity in the community. Mack felt that the meeting was very productive and it was good to get feedback from the MSOC team on how to improve our organization. The DDA Board noted that for a DDA of our size, we are performing above average.
- C. DDA Vacancy.** Mack reported that 3 of 4 board members up for reappointment have chosen to remain on the board--Dereck Mashburn, Gene Carroll, Gary Fagin. Annie Vuillemot has stepped down from the DDA Board. An application has been received from David Barton, owner of the Twisted Cork. Group

consensus was to wait to see if there are more applications received and discuss them at next month's meeting. The Mayor will then recommend Council to approve or not approve any applications the DDA Board provides. Nevitt reported that she is attempting to recruit more women to be on the DDA Board. Mack reported that he will put together an attendance list for the current fiscal year and two prior years. Discussion about board member attendance at monthly meetings and adhering to the DDA Bylaws regarding attendance. Heinanen stated that he doesn't want to see the attendance issues drag on and wants the board to create a policy and stick to it.

VIII. Old Business

- A. DDA Budget Fiscal Year 2022-2023.** Mack presented the proposed DDA Budget for Fiscal Year 2022-2023. Heinanen made a motion to approve the proposed budget as presented. Supported by Childs. Roll Call vote:

Childs – yes

Mashburn – yes

Heinanen – yes

Nevitt – yes

Zelenak – yes

Motion passed unanimously.

Childs made a motion to recommend that Council adopt the proposed DDA Budget Fiscal Year 2022-2023. Supported by Heinanen. Roll Call vote:

Childs – yes

Mashburn – yes

Heinanen – yes

Nevitt – yes

Zelenak – yes

Motion passed unanimously.

- B. South Lyon Carnivale After Event Report.** Mack reported that the event was extremely successful and there were more people than expected. The food trucks sold out and the other vendors did well selling their products. There were many activities downtown and the local restaurants offered drink / dinner specials in keeping with the Carnivale theme. It has been suggested to close streets for next year to allow easier movement of the participants. Kudos to the Promotions Committee on this awesome event!
- C. Committee Reports. Organization Committee.** Mashburn and Mack met to discuss moving up to Affiliate Level in MSOC. **Promotion Committee.** Nevitt reported on the Carnivale event. Spring Ladies Night will be Friday, May 6, 2022 and sponsor packets will be going out within the week. The committee is putting together 500 swag bags for this event. **Economic Vitality.** This committee did not meet this month. **Design Committee.** The Design Committee did not meet this month, but they are working on creating a Downtown property inventory.

D. Storm Sewer Along S. Lafayette between Liberty and McHattie Street. Zelenak had no update.

E. Farmers Market Manager. Mack reported that Diana Regan of Diana's Heirloom Produce, has been hired as the 2022 Farmers Market Manager. She is also the Market Manager in Holly and has some other vendors who are interested in participating in the South Lyon Farmers Market. She has already booked all of the food trucks for the season.

IX. Board Member Comments.

Childs offered congratulations to Mack, Nevitt, and Committee for their successful Carnivale event. Childs suggested that all on-street parking be removed for Pumpkinfest Parade. Childs also suggested that the DDA Board send a thank you letter to Annie Vuillemot for her years of service. Mack reported on the 50-unit apartment development proposed on N. Lafayette (south of Pullum Windows) and this project will be seeking site plan approval during the April Planning Commission meeting. 106 S. Lafayette (former Draft Street building) has passed rough plumbing and electrical inspections and work is progressing. Zelenak brought up the Carnivale date for 2023 and suggested that the committee may want to select a "Spring Carnivale" name for next year to keep the same timeframe in March. Nevitt reported that the committee is already looking at dates for 2023. More kudos to the Promotions committee on the successful Carnivale event and comments about the potential for this event. Fall Ladies' Night date is set for Friday, November 11, 2022.

X. Adjournment. Motion by Heinanen, supported by Zelenak to adjourn. Motion passed unanimously. Meeting adjourned at 9:59 am.