

**City of South Lyon, Downtown Development Authority Board Meeting**  
**Thursday, March 10, 2022, 8:00 a.m., City Council Chambers, 335 S. Warren St.,**  
**South Lyon, MI 48178**

**AGENDA**

- I. Call to Order
- II. Roll Call
- III. Approval of the Agenda
- IV. Approval of the February 10, 2022 DDA Board Meeting Minutes
- V. Citizens' Comments
- VI. Budget Report
  
- VII. New Business:
  - A. Pumpkinfest Discussion
  - B. Main Street Oakland County Associate Level Assessment – 2/22/22
  
- VIII. Old Business:
  - A. DDA Budget Fiscal Year 2022-2023
  - B. South Lyon Carnivale After Event Report
  - C. Committee Reports
  - D. Storm Sewer Along S. Lafayette St. between Liberty St. & McHattie St.
  
- IX. Board Member Comments
- X. Adjournment

**Procedures by which persons may contact members of the DDA Board of Directors prior to the meeting:**

Members of the public may contact members of the public body prior to the electronic meeting by email. Email addresses for the DDA Board of Directors may be found on the City's website at [www.southlyonmi.org](http://www.southlyonmi.org).

The next Board Meeting is 8:00 a.m., Thursday, April 14, 2022 in person at South Lyon City Hall.

***All Regular Board Meetings shall end no later than 10:00 a.m.***



## 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](mailto: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.

03/04/2022

REVENUE AND EXPENDITURE REPORT FOR CITY OF SOUTH LYON  
PERIOD ENDING 02/28/2022  
FINANCIAL REPORT FOR FEBRUARY 2022

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 02/28/2022 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 02/28/2022 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 280 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000						
280-000.000-402.000	REAL PROPERTY TAX	51,705.00	49,154.00	442.56	2,551.00	95.07
280-000.000-664.000	INTEREST	100.00	5.13	0.00	94.87	5.13
280-000.000-674.300	CONTRIBUTION - GIFT CERTIFICATE	500.00	0.00	0.00	500.00	0.00
280-000.000-675.100	FARMERS MARKET SPONSOR FEES	7,350.00	2,000.00	0.00	5,350.00	27.21
280-000.000-675.200	CONTRIBUTIONS-WINTER EVENTS	2,000.00	3,025.00	2,525.00	(1,025.00)	151.25
280-000.000-675.300	LADIES NIGHT OUT SPONSORSHIP	2,000.00	3,000.00	0.00	(1,000.00)	150.00
280-000.000-675.401	TRANSFER IN- CAP. IMPROVEMENT	0.00	0.00	0.00	0.00	0.00
280-000.000-675.410	FARMERS MARKET VENDOR FEES	6,000.00	3,635.00	0.00	2,365.00	60.58
280-000.000-675.700	CONTRIBUTION - STREET BANNER	0.00	0.00	0.00	0.00	0.00
280-000.000-675.900	CONTRIBUTION - MURALS	5,000.00	500.00	0.00	4,500.00	10.00
280-000.000-676.101	TRANSFER IN-GENERAL FUND	4,000.00	0.00	0.00	4,000.00	0.00
280-000.000-688.000	PATRONICITY FUNDS ECONOMIC DEVELOPMENT	0.00	0.00	0.00	0.00	0.00
280-000.000-692.000	GRANT MONEY	5,500.00	0.00	0.00	5,500.00	0.00
280-000.000-698.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
280-000.000-698.110	CONTRIBUTION BUSINESS DIRECTORY	500.00	0.00	0.00	500.00	0.00
Total Dept 000.000		84,655.00	61,319.13	2,967.56	23,335.87	72.43
TOTAL REVENUES		84,655.00	61,319.13	2,967.56	23,335.87	72.43
Expenditures						
Dept 000.000						
280-000.000-702.000	WAGES SALARY	0.00	0.00	0.00	0.00	0.00
280-000.000-702.200	FARMER'S MARKET	12,500.00	2,696.20	0.00	9,803.80	21.57
280-000.000-740.000	OPERATING EXPENSE	1,000.00	606.18	0.00	393.82	60.62
280-000.000-740.200	SEASONAL IMPROVEMENTS	7,700.00	4,037.22	0.00	3,662.78	52.43
280-000.000-801.000	PROFESSIONAL SERVICE	5,500.00	131.50	131.50	5,368.50	2.39
280-000.000-802.000	CONTRACTUAL SVCS	0.00	0.00	0.00	0.00	0.00
280-000.000-802.100	CONTRACTUAL SERVICES	0.00	0.00	0.00	0.00	0.00
280-000.000-880.000	COMMUNITY PROMOTIONS	2,500.00	0.00	0.00	2,500.00	0.00
280-000.000-880.100	COMM. PROM. CBD WINTER	2,000.00	0.00	0.00	2,000.00	0.00
280-000.000-880.200	COMMUNITY PROMOTION DESIGN	7,500.00	2,000.00	0.00	5,500.00	26.67
280-000.000-880.300	COMMUNITY PROMOTION-FACADE/SIGN	0.00	0.00	0.00	0.00	0.00
280-000.000-880.400	COMMUNITY EVENT	8,850.00	9,800.04	672.25	(950.04)	110.73
280-000.000-880.500	COMMUNITY PROMO. GIFT CERTIFICATE	500.00	0.00	0.00	500.00	0.00
280-000.000-886.000	SUPPORT DOWNTOWN SOUTH LYON MINIGRANT	0.00	0.00	0.00	0.00	0.00
280-000.000-888.000	GRANT EXPENDITURES	5,500.00	0.00	0.00	5,500.00	0.00
280-000.000-900.000	PRINTING	5,600.00	998.45	0.00	4,601.55	17.83
280-000.000-957.000	EDUCATION & TRAINING	4,000.00	1,216.03	170.00	2,783.97	30.40
280-000.000-962.000	MISCELLANEOUS EXPENSE	1,000.00	374.78	0.00	625.22	37.48
280-000.000-969.101	TRANSFER TO GENERAL FUND	0.00	0.00	0.00	0.00	0.00
280-000.000-969.369	CONTRIBUTION TO BLDG.ATHOR DR	0.00	0.00	0.00	0.00	0.00
280-000.000-970.000	CAPITAL IMPROVEMENTS	15,000.00	2,784.89	0.00	12,215.11	18.57
Total Dept 000.000		79,150.00	24,645.29	973.75	54,504.71	31.14
TOTAL EXPENDITURES		79,150.00	24,645.29	973.75	54,504.71	31.14
Fund 280 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		84,655.00	61,319.13	2,967.56	23,335.87	72.43
TOTAL EXPENDITURES		79,150.00	24,645.29	973.75	54,504.71	31.14
NET OF REVENUES & EXPENDITURES		5,505.00	36,673.84	1,993.81	(31,168.84)	666.19

03/04/2022

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON  
FROM 280-000.000-001.000 TO 280-000.000-970.000  
TRANSACTIONS FROM 02/01/2022 TO 02/28/2022

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
280-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
135142	02/10/2022	SUMMARY CD 02/10/2022		Multiple		907.50
		Journal Totals			0.00	907.50
Journal GJ: Journal Entry						
135159	02/10/2022	CHECKING TRANSFER	10803	Multiple	907.50	
		Journal Totals			907.50	0.00
Totals for 280-000.000-001.000					907.50	907.50
		Balance 02/01/22:	5,831.96 CR			
		Net Change:	0.00			
		Balance 02/28/22:	5,831.96 CR			
280-000.000-002.008 DDA/TIFA PNC BANK						
Journal CR: Journal Entry						
135029	02/07/2022	SOUTH LYON CARNIVALE 02/07/2022		280-000.000-675.200	750.00	
135155	02/10/2022	SOUTH LYON CARNIVALE 02/10/2022		280-000.000-675.200	1,500.00	
135196	02/14/2022	SOUTH LYON CARNIVALE 02/14/2022		280-000.000-675.200	250.00	
135204	02/15/2022	SOUTH LYON CARNIVALE 02/15/2022		280-000.000-675.200	25.00	
		Journal Totals			2,525.00	0.00
Journal GJ: Journal Entry						
135062	02/09/2022	TAX DISBURSEMENT	10796	Multiple	442.56	
135159	02/10/2022	CHECKING TRANSFER	10803	Multiple		907.50
		Journal Totals			442.56	907.50
Totals for 280-000.000-002.008					2,967.56	907.50
		Balance 02/01/22:	102,270.57			
		Net Change:	2,060.06			
		Balance 02/28/22:	104,330.63			
280-000.000-202.000 ACCOUNTS PAYABLE						
Journal AP: Journal Entry						
135015	02/07/2022	HR MANAGEMENT GROUP, INC.	AR-27740	Multiple		131.50
135108	02/10/2022	FAIRYTALE ENTERTAINMENT PARTYS INC 2/9/2022		280-000.000-880.400		156.00
135109	02/10/2022	MICHIGAN DOWNTOWN ASSOCIATION E2355		280-000.000-957.000		170.00
135110	02/10/2022	DETROIT CIRCUS, LLC	23	280-000.000-880.400		450.00
135380	02/25/2022	PNC BANK	2/16/2022	Multiple		66.25
		Journal Totals			0.00	973.75
Journal CD: Cash Disbursements						
135142	02/10/2022	SUMMARY CD 02/10/2022		Multiple	907.50	
		Journal Totals			907.50	0.00
Totals for 280-000.000-202.000					907.50	973.75
		Balance 02/01/22:	100.00			
		Net Change:	66.25			
		Balance 02/28/22:	166.25			
280-000.000-402.000 REAL PROPERTY TAX						
Journal GJ: Journal Entry						
135062	02/09/2022	TAX DISBURSEMENT	10796	Multiple		442.56
		Journal Totals			0.00	442.56
Totals for 280-000.000-402.000					0.00	442.56
		Balance 02/01/22:	48,711.44			

Net Change:		442.56			
Balance 02/28/22:		49,154.00			
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280-000.000-675.200 CONTRIBUTIONS-WINTER EVENTS					
Journal CR: Journal Entry					
135029	02/07/2022	SOUTH LYON CARNIVALE 02/07/2022	280-000.000-002.008	750.00	
135155	02/10/2022	SOUTH LYON CARNIVALE 02/10/2022	280-000.000-002.008	1,500.00	
135196	02/14/2022	SOUTH LYON CARNIVALE 02/14/2022	280-000.000-002.008	250.00	
135204	02/15/2022	SOUTH LYON CARNIVALE 02/15/2022	280-000.000-002.008	25.00	
Journal Totals				0.00	2,525.00
Totals for 280-000.000-675.200				0.00	2,525.00
Balance 02/01/22:		500.00			
Net Change:		2,525.00			
Balance 02/28/22:		3,025.00			
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280-000.000-801.000 PROFESSIONAL SERVICE					
Journal AP: Journal Entry					
135015	02/07/2022	HR MANAGEMENT GROUP, INC.	AR-27740	Multiple	131.50
Journal Totals				131.50	0.00
Totals for 280-000.000-801.000				131.50	0.00
Balance 02/01/22:		0.00			
Net Change:		131.50			
Balance 02/28/22:		131.50			
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280-000.000-880.400 COMMUNITY EVENT					
Journal AP: Journal Entry					
135108	02/10/2022	FAIRYTALE ENTERTAINMENT PARTYS INC 2/9/2022	280-000.000-202.000	156.00	
135110	02/10/2022	DETROIT CIRCUS, LLC	23	280-000.000-202.000	450.00
135380	02/25/2022	PNC BANK	2/16/2022	Multiple	66.25
Journal Totals				672.25	0.00
Totals for 280-000.000-880.400				672.25	0.00
Balance 02/01/22:		9,127.79			
Net Change:		672.25			
Balance 02/28/22:		9,800.04			
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280-000.000-957.000 EDUCATION & TRAINING					
Journal AP: Journal Entry					
135109	02/10/2022	MICHIGAN DOWNTOWN ASSOCIATION	E2355	280-000.000-202.000	170.00
Journal Totals				170.00	0.00
Totals for 280-000.000-957.000				170.00	0.00
Balance 02/01/22:		1,046.03			
Net Change:		170.00			
Balance 02/28/22:		1,216.03			
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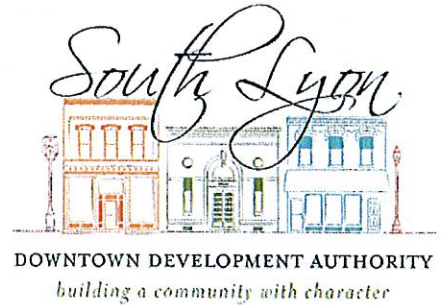
03/04/2022

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON  
 FROM 280-000.000-001.000 TO 280-000.000-970.000  
 TRANSACTIONS FROM 03/01/2022 TO 03/31/2022

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
280-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
135452	03/03/2022	SUMMARY CD 03/03/2022		Multiple		66.25
135461	03/03/2022	SUMMARY CD 03/03/2022		Multiple		1,273.00
		Journal Totals			0.00	1,339.25
Journal GJ: Journal Entry						
135471	03/03/2022	CHECKING TRANSFER	10828	Multiple	1,339.25	
		Journal Totals			1,339.25	0.00
Totals for 280-000.000-001.000					1,339.25	1,339.25
		Balance 03/01/22:	5,831.96 CR			
		Net Change:	0.00			
		Balance 03/31/22:	5,831.96 CR			
280-000.000-002.008 DDA/TIFA PNC BANK						
Journal GJ: Journal Entry						
135471	03/03/2022	CHECKING TRANSFER	10828	Multiple		1,339.25
		Journal Totals			0.00	1,339.25
Totals for 280-000.000-002.008					0.00	1,339.25
		Balance 03/01/22:	104,330.63			
		Net Change:	(1,339.25)			
		Balance 03/31/22:	102,991.38			
280-000.000-202.000 ACCOUNTS PAYABLE						
Journal AP: Journal Entry						
135453	03/03/2022	DETROIT CIRCUS, LLC	3/1/2022	280-000.000-880.400		450.00
135454	03/03/2022	FAIRYTALE ENTERTAINMENT PARTYS INC	3/1/2022	280-000.000-880.400		234.00
135455	03/03/2022	JONATHAN LACHANCE	3/1/2025	280-000.000-880.400		400.00
135456	03/03/2022	SPIRITUAL WISDOM	0152	280-000.000-880.400		189.00
		Journal Totals			0.00	1,273.00
Journal CD: Cash Disbursements						
135452	03/03/2022	SUMMARY CD 03/03/2022		Multiple	66.25	
135461	03/03/2022	SUMMARY CD 03/03/2022		Multiple	1,273.00	
		Journal Totals			1,339.25	0.00
Totals for 280-000.000-202.000					1,339.25	1,273.00
		Balance 03/01/22:	166.25			
		Net Change:	(66.25)			
		Balance 03/31/22:	100.00			
280-000.000-880.400 COMMUNITY EVENT						
Journal AP: Journal Entry						
135453	03/03/2022	DETROIT CIRCUS, LLC	3/1/2022	280-000.000-202.000	450.00	
135454	03/03/2022	FAIRYTALE ENTERTAINMENT PARTYS INC	3/1/2022	280-000.000-202.000	234.00	
135455	03/03/2022	JONATHAN LACHANCE	3/1/2025	280-000.000-202.000	400.00	
135456	03/03/2022	SPIRITUAL WISDOM	0152	280-000.000-202.000	189.00	
		Journal Totals			1,273.00	0.00
Totals for 280-000.000-880.400					1,273.00	0.00
		Balance 03/01/22:	9,800.04			
		Net Change:	1,273.00			
		Balance 03/31/22:	11,073.04			



# Memorandum



To: Chairperson Mashburn and South Lyon DDA Board of Directors  
From: Nate Mack, DDA Director  
Subject: Farmers' Market Parking Lot During Pumpkinfest 2022  
Date: March 10, 2022

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On February 22, I had a meeting with the Police Chief and the President of Pumpkinfest, Kathy Swan. The purpose of the meeting was to discuss the location of the farmers' market during Pumpkinfest. I expressed to Ms. Swan the expectation of our farmers to remain in their normal location during Pumpkinfest as they are paying the DDA to be there.

I am aware the farmers' market has shifted locations in the past, however, it is my belief the market should remain in its normal location as the DDA has an obligation to its paying vendors to not move them. The Liberty Street Parking Lot was offered as an alternative location as well as closing Liberty Street for Pumpkinfest. The DDA would not have a food truck parked on the street to create more space for the pumpkin patch that is a part of Pumpkinfest. The food truck for the farmers' market that day would be placed near the shed where no vendors currently park.

Based off of feedback I have received from our farmers' market vendors, it would be in the best interest of the DDA and the farmers' market to have the vendors remain in their same place for the entirety of the season.

**Possible courses of action include:** to recommend or not recommend that the farmers' market stays in the farmers' market parking lot during Pumpkinfest as it was in 2021.

## **Meeting Notes from Main Street Oakland County Associate Level Program Assessment – Feb. 22, 2022**

**Present:** Nate Mack, South Lyon DDA Director, Jerry Detloff, Community Heart and Soul, Jill Bahm, Giffels Webster, Jeff Heinanen, DDA Vice-Chairperson, John Bry, Supervisor, Local Business Development Oakland County, Erick Phillips, Senior Business Development Representative, Local Business Development Oakland County, Annaka Norris, Senior Planner/South Lyon Main Street Liaison, Oakland County, Paul Zelenak, City Manager, Dereck Mashburn, DDA Chairperson

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First, Jill brought up the DDA's TIF Plan expires in 2025. Now is the time to start working on an update for the TIF plan. It was also noted that we need to include everything we want to do within the plan. This includes: façade grants/loans, business grants, business technical assistance, and other items that the board can identify that should be a part of the plan.

One of the first steps mentioned by County team was to establish a Vision and Mission statement for the DDA. The county is able to assist with the facilitation and development of a mission and vision for South Lyon.

Much of the discussion focused around the Organization arm of the Four Points of the Main Street Approach. Organization's main focus is on the DDA organization itself and building its capacity for effectiveness. It seeks to position the DDA as an organization that is vital to the community's success and can be an avenue for residents, business, and property owners to have their voices heard.

One suggestion was to host a monthly or quarterly listening session to discuss happenings in the DDA and hear from residents and other stakeholders in the downtown. Jeff noted these had taken place prior to the pandemic, but have not since 2019. It was recommended these begin again. Jeff stated the feedback received during these meetings was invaluable and is one of the things he valued most when they were held.

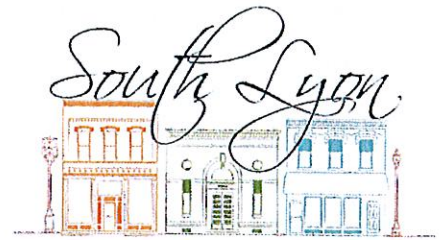
There was also discussion on board members and how those are selected. The Main Street Oakland County (MSOC) team suggested to target working board members with some sort of expertise and access to funds and/or the ability to raise funds. Additionally, diversity was also mentioned and what it means for the South Lyon community and to have the board reflect the diversity in the community.

The Redevelopment Ready Communities (RRC) Program through the Michigan Economic Development Corporation (MEDC) was also discussed. Jill Bahm encouraged us to become engaged with the program and followed up with me after the meeting with the contact person for the RRC.

Overall, the meeting was very productive and it was good to have the Main Street Oakland County folks here to give us some feedback on how to improve the DDA as an organization. With the positive momentum we have coming out of the pandemic, their suggestions will serve to push even further ahead.

Finally, the South Lyon DDA has officially moved from the Affiliate Level in the Main Street program to the Associate Level, which is the second of three tiers in the program. We will need to develop work plans and update the TIF plan if we are to advance to the highest tier, which is Select Level. At this level, we will get access to what the county values as \$75,000 in funding and other resources on annual basis.

# Memorandum



To: Chairperson Mashburn and South Lyon DDA Board of Directors

From: Nate Mack, DDA Director

Subject: Fiscal Year 2022-2023 Budget Approval & Recommendation for City Council Approval

Date: March 10, 2022

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The DDA Budget for Fiscal Year 2022-2023 is presented for the Board's discussion and approval. The budget was presented to the board last month for its examination. The budget is presented today for the DDA Board's further discussion and approval. While there are many items in the budget the DDA traditionally has undertaken, there are some new items. These new items include the following: producing a high-quality, professional marketing video for the downtown that highlights the quality businesses and events, electric vehicle charging stations, the addition of the Carnivale and Food Truck Rally events, increased sponsorship dollars for the Ladies' Night Out events, additional murals, funds for the pocket park, new DDA light pole banners, and a façade/building improvement program.

The grant Nate submitted is not included in the budget as of now because we do not know if we have been selected to receive the funds as of yet. If we are successful, a budget amendment can be made to receive the grant funds and have it reflected in the 2022-2023 fiscal year budget.

Possible courses of action: Approve/not approve the fiscal year 2022-2023 for the South Lyon DDA.

Recommend/not recommend the City Council approve the DDA Budget for fiscal year 2022-2023.

## DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

The DDA is under the day-to-day direction of the Executive Director, currently an employee of the City of South Lyon, with the title "DDA & Economic Development Director." The DDA operates according to PA 57 of 2018 (formerly Public Act 197 of 1975) as the management organization of the historic core downtown and the South Lyon DDA District. The purpose of the DDA is to manage the downtown and DDA district by utilizing a comprehensive, community involved, volunteer driven program known as "Main Street." The Main Street Program is a trademarked program of the National Trust for Historic Preservation. The DDA shall make recommendations to the City on all issues/projects in the DDA District. The DDA Board of Directors is appointed by the Mayor and approved by the City Council. The budget is prepared by the DDA Executive Director and the DDA Board of Directors. The South Lyon DDA is an Associate Level Member of the Oakland County Main Street Program.

The Main Street Approach is a four-point management strategy including:

- **Organization** – Builds leadership and strong organizational capacity, ensuring broad community engagement, and forging partnerships across sectors.
- **Design** – Adhering to a set of design principles and guidelines which protect and preserve the unique sense of place which defines downtown South Lyon through ongoing respect for its historic architecture. Conformance with the City's overall Community Master Plan, Zoning Ordinance, *National Main Street Design Guidelines*, and the *U.S. Secretary of the Interior's Standards for Historic Preservation Projects with Guidelines for Applying Standards*. Respect for the existing historic buildings is a key element of maintaining the City's unique sense of place which is now recognized as a major component of economic development in communities across America.
- **Promotion** – Provides a wide range of promotional and marketing activities which include, but are not limited to, special events and business promotions, including use of social media, websites, printed materials (print media, brochures, posters, billboards, magazine advertising, and editorials), broadcast media, networking, organizational partnerships, volunteer outreach, and marketing the district's defining assets.
- **Economic Vitality** – Defines and understands the following items which include, but are not limited to: demographics of the City and surrounding communities; detailed market data of the City's market area that is regularly updated, which supports different specific types of businesses for retention, expansion, and recruitment; collecting and publishing annual benchmarking statistics to measure success which include: buildings sold, sale price, buildings rehabilitated, cost of rehabilitation, square footage of buildings rehabilitated, costs of associated rehabilitation, new and expanded construction, data on all existing buildings including square footage, age of the building, types of use, zoning and master plan designation, jobs retained, jobs created, and other indicators of private and public investment in the DDA District. Also, a knowledge of economic development programs and incentives available for developers of new buildings and for rehabilitation of existing buildings at the local, county, state, national, and private levels.

Thus, the DDA budget includes items which relate to the four points noted above.

## DDA REVENUE

### **402 – Current Property Taxes (Captured)** **\$53,780**

Tax increment financing (TIF) revenue is generated by the increase in value of the district (from the base year 2000) from all tax jurisdictions and all properties within the boundary of the DDA district. Oakland County Equalization will have a final estimate for TIF increase and total TIF revenue for 2021/2022 at the end of March after all Board of Review activity. Current estimate is based on a 4% increase from 2021-2022 fiscal year.

### **570 – State Shared Revenues** **None**

### **664 - Interest Income** **None**

The final amount of estimated interest on TIF tax capture to be determined after receipt of final information from Oakland County Equalization.

### **674.300 – Contribution – Gift Certificates** **\$500**

Revenue generated by individuals purchasing downtown gift certificates. This revenue will be used to reimburse businesses for gift certificates that are redeemed in their store.

### **675 – Contribution – Private Sources** **None**

### **675.100 – Contribution – FM Sponsorship Fees** **\$7,500**

Revenue from Farmers Market sponsorship fees. Sponsorship planning is currently in progress by the Farmers Market Manager and the DDA Executive Director for the 2022 market season (May – October 2022).

### **675.200 – Contribution – Winter Events** **\$2,000**

Revenues expected from local business sponsors for the Mardi Gras and Holiday Spectacular events.

### **675.300 – Contribution – Ladies Night Out Sponsorship Fees** **\$4,000**

Revenues from Ladies Night Out sponsorship fees for May and November.

### **675.410 – Contribution – FM Vendor Fees** **\$7,500**

Revenue from vendor fees at the Farmers Market. Projected revenues for 2022-2023 are a conservative estimate based on a 25% increase in vendor fees along with a 30% discount for seasonal vendors.



**675.900 – Contribution – Murals** **\$5,000**

Private donations will be sought for the installation of murals in the downtown.

**676.101 – Transfer In – General Fund** **\$4,000**

\$4,000 donation from the General Fund toward the Cool Yule winter event.

**692 – Grant Funds** **None**

**698.110 – Contribution – Business Directory** **\$500**

Revenues expected from at least two different local business sponsors for the annually updated brochure.

**698.200 – Contribution – Electric Vehicle Charging Station Fees** **\$2,200**

Projected revenues from the two electric vehicle charging stations at the Wells Street Parking Lot.

## **DDA Expenditures**

### **702.200 – Wages/Salaries** **\$12,500**

Farmers market Manager hourly wages are based upon the high quality, professional and creative work ethic of the current Market Manager. The current Wages/Salaries for the Farmers Market Manager is based on \$20/hour pay rate.

### **740 – Operating Expenses** **\$1,000**

Purchase of supplies and materials for events and projects.

### **740.200 – Seasonal Improvements** **\$8,250**

Holiday garland, lighting, cornstalks, and pumpkins:

- Flowers purchased for light poles and sidewalk planters: \$ 4,500
- Corn stalks and pumpkins: \$ 750
- DDA winter garland for placement on all DDA light poles: \$ 3,000
- \$ 8,250

### **801 – Professional Services Contractual** **\$6,500**

Consultants for the DDA for promotions and marketing, design (window display and store interior merchandising, etc.), business improvement, business recruitment, and to create a professional downtown marketing video.

### **880 – Community Promotion** **\$2,500**

Miscellaneous promotional expenses for DDA projects and programs, other than major events, including ribbon cuttings, etc. Funds for training provided through Main Street Oakland County or other downtown related educational opportunities.

### **880.100 – Community Promotion CBD Winter** **\$2,000**

New lighting in trees within the DDA streetscape along Lake and Lafayette Streets, in addition to lighting on the pedestrian light poles.

### **880.200 – Community Promotion Design** **\$9,000**

- Professional graphic design of promotional materials: \$ 1,000
- Sign Grants (50% of total sign cost up to a maximum of \$500 each): \$ 1,500
- Downtown Murals (2 at estimated cost of \$2,500 per mural): \$ 5,000
- Pocket Park on E. Lake. St. enhancements (plants, flowers, upkeep) \$1,500
- \$9,000

**880.400 – Community Events****\$14,500**

Mardi Gras in March, Ladies Night Out in May and November, Food Truck Rally in August, Kids Trick or Treat, Holiday Spectacular:

- Ladies Night Out – May: \$ 2,000
- Ladies Night Out – November: \$ 2,000
- Kids Trick or Treat – October: \$ 500
- Holiday Spectacular: \$ 6,000
- Mardi Gras – March \$ 2,000
- Food Truck Rally – August \$ 2,000

**880.500 – Community Promotion – Gift Certificates****\$500**

Reimbursement to downtown businesses for gift certificates.

**888-Grant Expenditures****None****900 – Printing/Publishing****\$6,500**

Advertising/promotion for major DDA projects and events including the Downtown Business Directory annual update, Holiday Gift Guide, Events Guide, over-the-road banner pole hardware, and other related items:

- Downtown business directory, annual update: \$1,400
- Holiday Gift Guide, Lyon Today, and overrun: \$3,500
- Events guide: \$500
- Downtown gift certificate printing: \$100
- New Banners for DDA light poles: \$1,000
- \$6,500**

**957 – Education and Training****\$4,000**

Continuing education for the DDA/Economic Development Director, Farmers Market Manager and DDA board members including workshops, conferences and professional organizations such as: the Michigan Downtown Association, Michigan's Farmers Market Association and Main Street America.

**962 – Miscellaneous Expense****\$1,000**

Items such as parking shuttle for events, supplies for events, etc.

**970 – Capital Expenditures****\$18,700**

Holiday lighting for streetscape trees and over E. Lake St., and new holiday lighting on trees in downtown, new trash cans for downtown, Façade/Building Improvement Program:

- Lights over E. Lake St. and cable (Lafayette to Wells Street): \$3,000
- Fall and holiday lights for trees: \$2,000
- Trash cans for downtown area: \$1,500
- Façade/Building Improvement Program \$10,000
- EV Charging Station Fees \$2,200
- \$18,700**

**280 DOWNTOWN DEVELOPMENT AUTHORITY  
OPERATING FUND**

<b>Revenue</b>	<b>Description</b>	<b>Audited 2020-2021</b>	<b>Adopted 2021-2022</b>	<b>Amended 2021-2022</b>	<b>Draft 2022-2023</b>	<b>Proposed 2023-2024</b>
402.000	Current Property Taxes (Captured)	54,862	51,705		<b>53,780</b>	
664.000	Interest Income	21	100		-	
674.300	Contribution - Gift Certificate	-	500		<b>500</b>	
675.100	Contribution - FM Sponsorship Fees	6,273	7,350		<b>7,500</b>	
675.200	Contribution - Winter Events	-	2,000	-	<b>6,000</b>	
675.300	Ladies Night Out Sponsorship Fees	-	2,000	-	<b>4,000</b>	
675.410	Contribution - FM Vendor Fees	6,721	6,000		<b>7,500</b>	
675.700	Contribution - Street Banner	-	-	-	-	
675.900	Contribution - Murals	-	5,000		<b>5,000</b>	
676.101	Transfer In - General Fund	-	4,000	-	<b>4,000</b>	
688.000	Patronicity Funds Economic Development	7,183	-		-	
692.000	Grant Money	-	5,500		-	
698.000	Miscellaneous	(7,631)			-	
698.110	Contrib. Business Directory	-	500	-	<b>500</b>	
698.200	Contrib. EV Charging Stations				<b>2,200</b>	

**Total Revenues** 67,429 84,655 - **90,980** -

<b>Expenditure</b>	<b>Description</b>	<b>Audited 2020-2021</b>	<b>Adopted 2021-2022</b>	<b>Amended 2021-2022</b>	<b>Draft 2022-2023</b>	<b>Proposed 2023-2024</b>
702.200	Wages/Salaries	11,146	12,500		<b>12500</b>	
715.000	Fringe Benefits	-				
740.000	Operating Expense	2,570	1,000		<b>2500</b>	
740.200	Seasonal Improvements	6,139	7,700		<b>8250</b>	
801.000	Professional Services	-	5,500		<b>6500</b>	
880.000	Community Promotion	1,083	2,500		<b>2500</b>	



880.100	Community Prom. CBD Winter	-	2,000	2000
880.200	Community Promo. Design	-	7,500	9000
880.400	Community Events	669	8,850	14500
880.500	Community Promo. Gift Certificate	-	500	500
888.000	Grant Expenditures	11,992	5,500	0
900.000	Printing/Publishing	2,945	5,600	6500
957.000	Education & Training	1,534	4,000	4000
962.000	Miscellaneous Expense	(4,865)	1,000	1000
969.101	Transfer to General Fund	-		
970.000	Capital Expenditure	1,955	15,000	18,700
<b>Total Expenditures</b>				
		35,169	79,150	88,450
<b>BEGINNING FUND BALANCE</b>				
		29,399	61,659	61,659
<b>TOTAL FISCAL YEAR REVENUES</b>				
		67,429	84,655	90,980
<b>TOTAL EXPENDITURES</b>				
		35,169	79,150	88,450
<b>ENDING FUND BALANCE</b>				
		61,659	67,164	64,189

Printed: 3/8/2022

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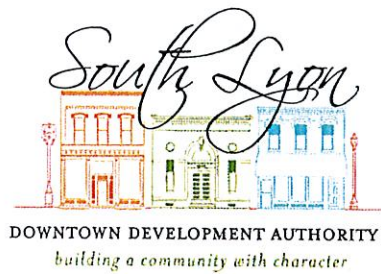
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## Memorandum

**To:** DDA Board of Directors

**From:** Nate Mack, DDA Director

**Date:** March 10, 2022

**Subject:** Carnivale Event Report – March 5, 2022

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The first downtown Carnivale event took place on Saturday March 5, 2022 from 4:00 – 7:00PM. Overall, the event was a success. The weather couldn't have been much nicer. Patrons started to show up around 3:30PM in the farmers' market parking lot as the vendors and sponsors were still getting set up. By the official start time of the event, the farmers' market parking lot was full of people.

We had three food vendors and another vendor that sold crystals and rocks set up in the farmers' market parking lot, which included Reno's Dogz, Spun Sugar Detroit, and Detroit Mini Donuts. Additionally, there were three of the sponsors that set up a tent. The crystal vendor was Michigan Mining who is a regular farmers' market vendor. Reno's Dogz was entirely sold out by 5:30PM. The other food vendors were equally as busy for the entirety of the event. All of them were extremely successful and have said they would be interested in participating again.

The street performer from the Detroit Circus began the event by doing a juggling performance and hundreds of people gathered around to watch. He then switched to stilts after about an hour and walked around downtown, which alleviated some of the congestion in the farmers' market lot. Shortly after 4 o'clock there was a wait at every bar and restaurant that participated in the event.

The stores and food and beverage establishments that participated were equally as busy. There were waits at every food and beverage establishment downtown as they were all offering a special for the event. The line for Princess Tiana went from The Lemon Tree to the South Lyon Hotel. The caricature artist and the tarot card reader had equally long lines. Some people waited more than two hours to have a tarot card reading completed.

There was one slight hiccup prior to the start of the event – the tarot card reader we originally booked was unable to attend because they tested positive for COVID. We were able to get another tarot reader from Detroit Circus. Fortunately, they were kind enough to give us a discount on the tarot card reader with such short notice because we had booked them for so much during the event. The discounted, coupled with the \$5 per tarot reading and caricature drawing collected helped offset this unexpected additional cost. There was a total of \$245 brought in from the tarot readings and caricature artist. We also charged \$25 for each vendor/food truck, totaling \$345 in additional revenue for the event.

Overall, the event went extremely well. Better than I imagine it would be. We will definitely be looking to expand this event into something bigger next year due to how well this event was received by the community.