



Meeting Minutes – March 13, 2020

- I. **Call to Order.** Meeting called to order at 8:04 am by Chairperson, Dereck Mashburn.
- II. **Roll Call.** Present: Dereck Mashburn, Mark Childs, Gary Fagin, Paul Zelenak, Jeff Heinanen, Tanya Nevitt. Excused: Gene Carroll, Annie Buchtrup, Norm Fultz. Guests: Tim Davids, Jim Hamade, Steve Kennedy.
- III. **Approval of the Agenda.** Gary made a motion to approve the agenda. Supported by Paul. Motion passed unanimously.
- IV. **Approval of February 13, 2020 DDA Board Meeting and Retreat Minutes.** Paul made a motion to approve the minutes as corrected. Supported by Jeff. Motion passed unanimously.
- V. **Citizens Comments.** None
- VI. **Budget Report.** Monthly financial reports provided by accounting department.
- VII. **New Business:**
 - A. DDA/Economic Development Director Interview Process. Paul reported that he and Dereck would be conducting interviews today. They are looking for someone with a wide variety of experience to meet our needs.
 - B. Transparency of DDA Events. Mark would like to see more transparency for the DDA Events and he created a template/worksheet for chairpersons to use at events that would be used for sponsorship tracking. Paul feels this is a good model that can be used along with a work plan. Members are reminded that sponsorship checks need to be made out to the City of South Lyon.
 - C. DDA Annual Report. Outgoing DDA Director, Bob Donohue, put together the 2019 Annual Report and provided it to members today. We are compliant with current State of Michigan requirements.
- VIII. **Old Business:**
 - A. Farmers Market. Tim Davids shared the current market sponsorship tracking list and proposed event calendar. Members held discussion of sponsors currently listed on the Farmers Market sign. Tim reported that some vendors are asking to sell CBD products at the market, but we are not allowing it. The Veteran's Parking Lot condition needs to be addressed. There are some areas that are

unlevel. Tim would like the market to be able to accept SNAP benefits from customers by 2021. This would be an area to address with the new DDA Director.

- B. Economic Vitality Committee. Gary reported that the committee met recently and discussed parking lot availability. Our DDA is growing and more parking is needed. Existing parking lots also need maintenance. Paul says this issue is being addressed. Soil borings are being performed on the vacant lot at 390 S. Lafayette (next to Heinanen Engineering).
 - C. Spring Ladies Night. Currently scheduled for Friday, May 8, but Tanya is concerned that Coronavirus issues will prevent this event from happening. Tanya has created the graphic, but feels it would be irresponsible and insensitive to move forward with the event at this time. Perhaps the event could be moved later in spring or do a spring/summer combined? Paul made a motion to approve Tanya's graphic, but put the event on hold. Supported by Gary. Motion passed unanimously. Board members discussed ways to support local businesses during this time. Suggest purchase of gift cards for downtown businesses which puts money in their pockets now. Promote through Facebook and word of mouth.
 - D. Status of 333 S. Lafayette (Mo's). Paul is working with their builder and structural engineer. They have until May 12, 2020 to present a plan for repair or demolition of the building.
 - E. South Lyon Eve/Cool Yule. Cool Yule Wrap-up Meeting is scheduled for 6 pm on Wednesday, March 18, 2020. This meeting will be open to the public. Bob will run the meeting.
 - F. Downtown South Lyon Facebook Page and City Website Update. Carol reported that Bob gave her "admin. rights" before he left. Carol is working on getting more posts for Downtown South Lyon.
 - G. S. Lafayette Brickscape. No update
 - H. Status of Drainage District for S. Lafayette Street. Paul has an upcoming Strategic Planning meeting at Oakland County and will provide an update after.
 - I. Business Directory. The 2020 Downtown Business Directory is available. Contact Carol at City Hall to get some for distribution at your business.
 - J. 2020 Events Calendar. We are currently working on the 2020 Events Calendar, but waiting for a few additional dates before we finalize and send to the printer.
- IX. **Board Member Comments.** Mark questioned the March 31 date requesting sponsorship money for the Farmers Market sponsors. Dereck reported that the MDA Conference he and Jeff attended was very information. They met with State Legislator, Kathy Crawford and her assistant Mindy Fernandes. Learned a lot about Treasury and the requirements of PA 57 and the importance of transparency. Jeff also reported receiving good information that he plans to share in a presentation to board members. In addition to information, there was also discussion of what other communities are doing to handle various issues and what is working. The MDA Conference was a reasonable cost and Dereck said it was better than he expected.

- X. Closed Session.** Paul made a motion to enter into closed session to discuss acquisition of property. Supported by Jeff. Motion passed unanimously. Entered into closed session at 9:25 am.

Return from closed session at 9:41 am.

Gary wanted to continue the discussion of 390 S. Lafayette property. Soil borings are being done. Can we get someone to invest in this property? Paul says once soil borings are complete, we will evaluate the property and keep moving forward. The City would have a say in what happens there. Gary would like to see more walkability and a greenbelt in our downtown.

- XI. Motion to adjourn.** Paul made a motion to adjourn. Supported by Jeff. Meeting adjourned at 9:48 am.