



MEETING MINUTES – MARCH 14, 2019

- I. **Call to Order:** Meeting called to order at 8:10 am by Dereck Mashburn.
- II. **Approval of Agenda:** Jennifer made a motion to approve the agenda. Supported by Annie. Motion passed unanimously.
- III. **Roll Call:** Present: Dereck Mashburn, Anne Buchtrup, Tanya Nevitt, Mark Childs, Jennifer Dunigan, Norm Fultz, Jeff Heinanen, Gene Carroll (8:12 am arrival), Paul Zelenak. Also present, Bob Donohue, Tim Davids.
- IV. **Approval of February 7 DDA Board Meeting Minutes:** On page 2, Item D, the word month should be year. Motion by Dereck to accept minutes as corrected. Supported by Jennifer. Motion passed unanimously.
- V. **Citizen Comments:** None.
- VI. **DDA Budget Report:**
 1. Paul shared the budget report for February. Discussion on line items. This report will be provided monthly. Need sponsors for the Farmer's Market. PNC Bank is a possible sponsor. Norm wants to make sure sponsors know that the sponsorship fee includes market each week plus Pumpkinfest. It is critical that the Farmer's Market Vendor Fees and Sponsorships are received before the first market on May 4. We need to receive at least \$7,000 before May 4 to make up for a lack of sponsorship last season and the loss of vendor fees for five rainouts.
 2. TIF Info from Oakland County Equalization. Board of Review just finished so we are waiting on final numbers.
- VII. **New Business:**
 - A. Welcome to new DDA Board Member Tanya Nevitt. Board members welcomed Tanya and look forward to working with her.
 - B. Farmer's Market Update
 1. Discussion of budget for Farmer's Market. Discussed income to be received from tax revenue and sponsor fees. Need to get a handle on sponsorship fees since this is our largest revenue source other than taxes. (See comments noted above in the DDA budget discussion).
 2. Tim shared a list of potential sponsors for 2019 season. Levels of donation proposed are \$250, \$500, \$1,000, \$2,500. Sponsor would get recognition on social media, signage, and access to a booth at the market depending on sponsorship level.

3. Market plans and status of vendors. Tim shared the calendar and vendor list. The majority of vendor spaces are taken but a few more could be squeezed in. Discussion of sponsorship fees. Tanya thinks \$250 is too high. Her business is constantly receiving donation requests and she would likely pass on a \$250 request. Other board members felt that \$250 was good for 26 weeks of advertising. Gene suggested dividing the list of potential sponsors among multiple members to cover the list in a timely manner. Norm thought we could get more sponsors if we lowered the price of sponsorships. We could also create a sign or banner that would be in the Farmer's Market parking lot 24 hours a day, 7 days a week, so that sponsors would get continual advertising during the market season even when the market is not open. Business sponsors could also receive a small window cling sign that they could put in their business window showing that they are a sponsor for the Farmer's Market. We would change the \$250 category to a \$150 category. Tim thinks the sign is a good idea. Norm suggests a sponsorship price of \$195. We need to put the value of the sponsorship on the form so sponsors know exactly what they are getting for their donation. We would need to get the sponsorship information together by early next week and decisions would need to be made by approximately April 12 so banner and advertising could be completed before the market opening day of May 4. Jennifer made a motion to lower the sponsorship fee from \$250 to \$195. Supported by Dereck. Motion passed unanimously. Dereck made a motion to form a four-person subcommittee to provide an organized approach to potential market sponsors. Supported by Paul. Motion passed unanimously. Dereck will chair the committee formed with board members Annie, Tanya, and Gene.
- C. New DDA/TIF Annual Report Requirements. Bob provided information from the Michigan Downtown Association regarding new reporting requirements and timeline for the Tax Increment Financing Act-Act 57 of 2018. Bob and Paul will handle.
- D. DDA – Economic Development Activity Update. Bob reported that a purchase offer of \$135,000 has been accepted on the RCA building. Purchaser has applied for a loan through PNC Bank and the Small Business Administration (SBA) through Oakland County. Proposed retail, restaurant and office space. Sale should be announced to the public in the next two weeks. Possible offer coming in on the Art Craft building in the next 30 days. 110 Detroit Street has two offers pending. One offer is for a proposed restaurant. Should know more within the next 30 days. Price of the Draft Street building has been reduced from \$850,000 to \$685,000. There are two potential buyers interested. The BP Car Wash sale should be complete soon. Discussion of the situation at Mo's. Lots of finger pointing between Mo and the building owner. Norm will try to talk with owner about building improvements. Next step would be for the city to meet with the property owner to discuss use violations, structural condition of the building, and other building code violations.

VIII. Old Business:

- A.** Bob provided the revised meeting list showing an 8 am start time for monthly DDA Board meetings.
- B.** Business and Property Owner Meeting update. The February meeting had 18 in attendance, which is very good. Dereck says each meeting attracts a different crowd but results in good communication.
- C.** Ladies Night Out. Next Ladies Night Out is scheduled for Friday, May 10. Tanya is working on the advertising graphics. A & E Jewelers, Grande Trunke, The Lemon Tree, and Venue have signed on as sponsors. Annie asked if there was a digital work plan? Bob said not yet. Email will be sent to businesses with deadline reminder. The South Lyon Hotel needs to stop using the “Ladies Night” theme because it confuses people. Issue needs to be addressed. Bob will contact Cory.
- D.** 2019 Events Calendar. Bob expects to have the calendar updated and available by the end of April. Need a few more dates from various committees and then Carol will update. Bob and Paul will put together a brochure and provide at the April meeting for approval.

IX. Board Member Comments: Jennifer reminded everyone that her email address is: TheChristmashouse1@gmail.com. People have been leaving off the number “1” and she has missed out on a couple of important emails.

X. Adjournment. Paul made a motion to adjourn. Supported by Dereck. Meeting adjourned at 9:44 am.