



MEETING MINUTES – APRIL 8, 2021

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:04 am via Zoom video conferencing.
- II. **Roll Call.** Jeff Heinanen joined the meeting from South Lyon, MI, Paul Zelenak joined the meeting from South Lyon, MI, Mark Childs joined the meeting from South Lyon, MI, Annie Buchtrup joined the meeting from South Lyon, MI, Tanya Nevitt joined the meeting from South Lyon, MI, Gene Carroll joined the meeting from Southfield, MI, Gary Fagin joined the meeting from South Lyon, MI, Dereck Mashburn joined the meeting from South Lyon, MI, Norm Fultz joined the meeting from South Lyon, MI. Also present, Nate Mack, Tim Davids, Steve Kennedy, and Jim Hamade.
- III. **Approval of the Agenda.** Dereck requested to add an Item C under New Business, the redevelopment of 222 S. Lafayette Street. Nate said that he would not be able to discuss any Recovery Planning Dates for the National Main Street Organization which is Item A under New Business. Annie made a motion to approve the agenda as amended. Supported by Paul. Motion approved unanimously
- IV. **Approval of the March 11, 2021 DDA Board Meeting Minutes.** Mark stated that when he asked about the different TIF amounts cities received that he was bringing it up for comparison purposes. Paul also clarified for John Allen that he supports redevelopment in the downtown area. Jeff made a motion to approve the minutes as amended. Supported by Paul. Motion passed unanimously.
- V. **Citizens Comments.** None
- VI. **Budget Report.** Nate shared financial reports provided by the Accounting Department. Farmers Market Vendor and Sponsor fees continue to be received. Expenses this month were for education and training.
- VII. **New Business.**
 - A. Set Recovery Planning Dates – National Main Street Organization. Main Street Oakland County and the National Main Street Center are offering Recovery Planning services to Main Street Oakland County communities. The program will assist downtown management organizations so they can emerge from the pandemic stronger. However, Oakland County is still working on their budget so dates cannot be set at this time. Gary asked about grants from Oakland County. Nate said access to more assistance from Oakland County is possible as we

achieve the next level in the Main Street program. Nate hopes to set the recovery planning dates by next meeting.

- B. Promotions Committee Application. Nate shared an application for Blake Crady for the Promotions Committee. Tanya made a motion to accept the application. Supported by Jeff. Motion passed unanimously.
- C. Redevelopment of 222 S. Lafayette. Dereck brought up discussion of the property at 222 S. Lafayette. Gene and Jeff are working on a lot split for this property which is behind the South Lyon Bakery building. The Carl and Joann Foundation is trying to redevelop this property as a pavilion and event space in conjunction with the patio at Heinanen Engineering. Jeff says he is trying to bring new life to our town with this structure. Annie is very excited, and she would like to see the renderings. Jeff feels this site would be an asset to downtown. Nate said the ZBA will have this topic on their agenda at the next ZBA Meeting. The project needs five variances to move forward with redevelopment. The structure will have a solid wall in the back with glass roll up walls on the other three sides. The building is 87 years old and is non-conforming on the site. It will be a limited use building, but Gene feels it will be a good addition to downtown. Annie supports this project and would be happy to speak on their behalf. Dereck thinks this is a great project. Norm wonders if the city will sit back if this project is about the money. Paul says it is not a Planning Commission or City decision, but a ZBA decision because of the Zoning Ordinances involved and cautions Jeff and Gene to be careful to avoid a conflict of interest. Conflict with ordinances? Paul cautions against a conflict with influencing the DDA Board Members and feels it is inappropriate to ask for support or attempt to influence the board. Norm asks who the ZBA reports to. The City? No, the ZBA is self-directed, and Paul reminded everyone that if the ZBA approves the variances for this project, those variances will apply to this property going forward if it was sold and redeveloped into another type of business.

VIII. Old Business.

- A. Committee Reports. Nate reported that the Organization Committee met, and he and Dereck discussed the volunteer applications for Blake Crady and Jenna Walker. They discussed what needs to be done to have our DDA move up to the associate level in the Main Street Program.
The Promotions Committee met on April 1. Tanya, Andrea O'Keefe, and Karen Nagy discussed the brand of the South Lyon DDA and social media management. The committee would like to start an internship for social media starting with an Instagram account. The committee will be looking for a high school student to run the account and improve our social media presence.
The Design Committee met on April 7 and focused on sprucing up the alley between the 12 Kitchen Elves and Bob's Barber Shop. The committee is looking for inexpensive, easy, effective ideas for a gathering place like the alley in Howell. Ideas being considered include more plants, shade sails, and new stain

on the planters to brighten up the space. The committee will meet on site next week to discuss. Lots of potential at this site. Gary says that years ago, Bill Jarrett was willing to allow access to his vacant lot. Is this still viable? Can the city help alleviate risk? Paul says he would like to see a development on that site. Annie says that Jarrett was not receptive when Bob Donohue asked him about using the lot. Nate will contact Bill Jarrett to discuss. Gene suggested the city offer \$1,000 per year to encourage him to open the lot up for the city.

The Economic Vitality Committee met to discuss the Wells Street parking lot and the feasibility of revamping that lot. The committee also discussed the proposed park at 390 S. Lafayette. Ideas have been suggested and we hope to have proposed renderings by the June meeting. Dereck asks what the city would like to see on this property. Paul says the city would like to pursue a gateway park and the city will contribute \$5,000 towards this project and just need ideas from the Parks & Rec, Cultural Arts, and Economic Vitality committees to move forward. Funding is covered in next year's budget.

IX. Board Member Comments

Signage at Lefty's Cheesesteak and Archive Games was brought up. This issue has been referred to Ordinance Officer, Michael Carlson and Paul says the Ordinance Officer is working on it, but it takes time to follow up on these sign violations. The city was a lenient during the Covid year, but that is changing now going forward and there will be fines and we will follow the courts' recommendation. Annie wants people to follow the rules. Norm says you can't remove all signage, but Lefty's disregarded the rules even when they were new to town. Norm said he visited the old Draft Street building, and the interior is completely gutted. Part of the building will be the doctor's office and the other part is being completed as a "white box space" that can then be turned in to restaurant or retail space. No detailed plans have been submitted at this time. Dereck read the last two lines of the purpose and scope of the DDA Bylaws which read in part, "the purposes include but are not limited to the correction or prevention of deterioration in the downtown district, the encouragement of historic preservation, the creation and implementation of development plans in the downtown district, and the promotion of economic growth therein." Dereck respectfully disagrees with Paul that the DDA Board can discuss and support what falls in the DDA. Dereck clarifies, however, that we need to stay in our lane and not do the ZBA's job. Paul just wants to be sure that we stay separate from the ZBA to avoid legal issues.

The DDA Board Meeting ended board member comments at 9:11 am.

X. CLOSED SESSION – Closed session pursuant to MCL 15.268(d) of the Open Meetings Act to consider the purchase of real property.

Motion by Paul to enter into closed session. Supported by Norm. Motion passed unanimously.

The regular DDA Board Meeting reconvened at 9:35 am.

XI. Adjournment

Paul made a motion to adjourn. Supported by Jeff. Meeting adjourned at 9:36 am.