



Meeting Minutes – May 14, 2020

- I. **Call to Order.** Meeting called to order, via Zoom Video Conferencing, at 8:28 am by Chairperson, Dereck Mashburn.
- II. **Roll Call.** Present: Dereck Mashburn, Jeff Heinanen, Tanya Nevitt, Annie Buchtrup, Paul Zelenak. Absent: Norm Fultz, Gary Fagin, Gene Carroll. Excused: Mark Childs.
- III. **Approval of the Agenda.** Tanya made a motion to approve the agenda. Supported by Annie. Motion passed unanimously.
- IV. **Approval of the April 9, 2020 DDA Board Meeting Minutes.** Motion by Paul to approve the minutes. Supported by Annie. Motion passed unanimously.
- V. **Citizens Comments.** Carol is participating on a task force committee comprised of Kensington Valley Chamber of Commerce director, Andrea Meyer, Lyon Twp. DDA Director, Tina Archer, along with Mayor Pelchat, Councilmember Dilg, and Councilmember Kennedy. This team is currently putting together a survey to find out what local businesses need as they look to reopen. Carol needs emails for city businesses. Annie has a list to share. Tim said he has some email addresses as well.
- VI. **Budget Report.** Reports were provided by the Accounting Department. Paul reported that the 2020-21 budget is in process. There are no big expenses expected, no events are planned, and there is no revenue coming from Farmers Market at this time. The 2020-21 budget will be voted on at the next City Council meeting May 26.
- VII. **Old Business:**
 - A. DDA/Economic Development Director Hiring Process. Paul reported that he has contacted the top three applicants. The #1 choice understands the delay in hiring. Paul has concerns about revenue reduction. There has been no reduction in staff but there are also no projects and the shutdown may go until July 4. It is difficult to bring someone new on when there are restrictions in place. Paul wants the person to be able to come in the office more than just one day per week. Dereck would like to see us bring the new person on sooner rather than later, but understands the limitations.
 - B. Farmers Market. Tim reported that the Farmers Market has been deemed essential by the Governor and when it reopens, market will be comprised of growers and producers only, no non-food vendors. Many market openings have

been delayed or postponed. Our tentative open date is June 6 and Dereck feels we should move forward with this date. What will the market look like? Vendor tents will be spaced further apart. Market will be set up as one way in and one way out. No touching of food. Vendors will have one person handling money and one person handling food. Will masks be required? Yes, masks for customers and vendors. Other markets are opening with pre-order/pre-package pick-up. Annie says we need to clearly post our expectations for customers. These guidelines should be published prior to our market opening. Tim will wait until May 28 to see what changes from the Governor, but will still publish our opening date of June 6. There will be a Facebook post with bullet point expectations. Tim will be visiting other markets as they open to see how they are handling things. He has also participated in state-wide conference calls with other market managers and is collecting information and ideas. Tim needs a volunteer to hand out masks, collect fees, etc. Dereck will help at the first market.

- C. Economic Vitality Committee. Jeff reported that the committee has not met recently. Paul added money to the budget for soil testing at 390 S. Lafayette, but the testing will not take place until after July 1, 2020.
- D. Spring Ladies Night Out. Tanya expressed concerns about having an organized event at this time. Paul suggested a Ladies Night "In". Tanya said local businesses are doing their own thing to generate business right now. Annie suggested we revisit this event once everything reopens. There is a small amount of money in the budget for this event, but Tanya feels we should save it for our fall events.
- E. Oakland County Stabilization Grants. Carol reported that she represented the City of South Lyon in our District for grants being provided through Oakland County. The city received a total of \$40,500 during the first round of distribution and 20 businesses deemed non-essential that were forced to close received \$2,025 each. Round 2 is in process and the city will receive \$133,835 in grant money. This money is being shared in a variety of amounts with some of the original 20, plus 12 more local businesses. Names of businesses receiving money will be released once the program is complete.
- F. Main Street Oakland County Crowdfunding Campaign. Through the Main Street Oakland County program, Carol was able to create a Crowdfunding Campaign that will raise funds for our downtown businesses who have been financially affected by COVID-19. Main Street Oakland County will match up to \$4,000 in donations. This money can be used to help business owners with rent, payroll, utilities, supplies, etc. Currently, \$1,265 has been raised, but we have a couple of weeks remaining. Carol will email the link to DDA Board Members to share. The link is also on our Downtown South Lyon Facebook Page.

VIII. Board Member Comments. Dereck said this week was his first time back in the office since mid-March and it was very strange. Tanya said business owners are concerned they once they are allowed to reopen, customers would not be out

shopping. Annie is concerned that once businesses reopen, they won't have enough PPE, sanitizer or wipes. She's trying to buy in bulk, but the supplies are still hard to come by. Carol recommended checking with Oakland County as they are supposed to be putting together a program for local business owners to acquire supplies. Paul reported that DTE has scheduled a planned power outage for Tuesday, May 19 starting around 9 am to replace poles. Outage should only last about 15 minutes and affects primarily the downtown area. Jeff asked if there was any word from Mo's owner. Paul said he hadn't heard anything, but they had until May 15 to respond.

- IX. Adjournment.** Jeff made a motion to adjourn. Supported by Paul. Meeting adjourned 10:08 am.