

**City of South Lyon, Downtown Development Authority Board Meeting
Thursday, June 9, 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 May 12, 2022 DDA Board Meeting Minutes
- V. Citizens' Comments
- VI. Budget Report
- VII. Presentation: National Main Street Conference, Richmond, VA, May 15-18

- VIII. New Business:
 - A. Design Committee Application – Tyler Finnegan
 - B. DDA Board Application Process – Questionnaire

- IX. Old Business:
 - A. Farmers Market Report
 - B. EV Charging Stations
 - C. Committee Reports
 - D. Storm Sewer Along S. Lafayette St. between Liberty St. & McHattie St.

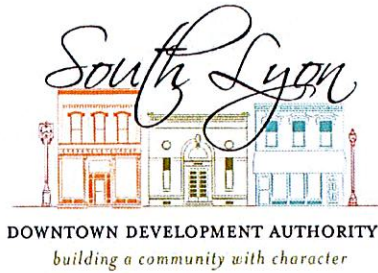
- X. Board Member Comments
- XI. Adjournment

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.

The next Board Meeting is 8:00 a.m., Thursday, June 9, 2022 in person at South Lyon City Hall.

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



MEETING MINUTES – MAY 12, 2022

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:08 am.
- II. **Roll Call.** Present: Dereck Mashburn, Mark Childs, Paul Zelenak, Tracey Murphy, Jeff Heinenen, Gary Fagin, Norm Fultz, Tanya Nevitt. Also present: DDA Director Nate Mack. Excused: Gene Carroll. Guests: Diana Regan and Debbie Howitt.
- III. **Approval of the Agenda.** Mashburn would like to move the Farmers Market report up to before the Budget Report on today's Agenda. Heinenen would like to add item B. under New Business, "Process for New DDA Candidates". Nevitt would like to add item C. under New Business, "Official DDA Board Response to Public Inquiry". Zelenak made a motion to amend the agenda to include the amended / added items. Supported by Heinenen. Motion passed unanimously.
- IV. **Approval of the April 14, 2022 DDA Board Meeting Minutes.** Motion by Heinenen, supported by Childs to approved the minutes as submitted. Motion passed unanimously.
- V. **Citizen's Comments.** None.
- VI. **Farmers Market Report.** Market Manager, Diana Regan, reported that the Farmers Market Opening Day on May 7 was a huge success. There were 50 vendors, 2 food trucks and a live band. The May 12 market is scheduled to have 45 vendors and 3 food trucks. June 25th will be First Responder's Day at the market.
- VII. **Budget Report.**

Mack reported that the State of Michigan is requiring changes to the Chart of Accounts. Account Descriptions will stay the same, but account numbers will change. Farmers Market Revenue, including vendor and sponsor fees and Ladies Night Out proceeds totaled \$4,340.85. An additional \$4,600 in seasonal and daily vendor fees was received after the first market of the season. Market expenses included monthly Farmers Market wages, education and training and the cost for the National Main Street Conference next month.
- VIII. **New Business**
 - A. **DDA District Expansion Discussion.** Mack reported that he explored the DDA District Expansion Process and discovered that the County can limit the amount of taxes captured and also reset the DDA base year. The County can also set a sunset date for the DDA. Other taxing jurisdictions can opt out from DDA TIF

capture as well. Mack recommends against expanding the DDA boundaries because it may cause us to lose TIF Funds and cause other issues. If the DDA is looking to capture more revenue, we could levy an additional 2 mills in the DDA district which would bring in around \$8,000. There are other ways to make up lost revenue in a DDA District. Mashburn suggested that the Economic Vitality Committee could send out a Request for Development (RFD) on the Veteran's Lot to generate additional revenue.

- B. Process for new DDA Candidates.** Heinanen feels we need a structured process for new DDA Candidates that is fair for all and streamlines the process. Where can someone find the application? How do they apply? What is entailed in being on the board? The Candidate Questionnaire and Application are available on the city website. A person would fill out the application and submit it to the DDA Board who would then make a recommendation to the mayor who would present the application and recommendation at a City Council Meeting. Council would then approve or disapprove the application. It would be nice to meet applicants face to face by having them attend a DDA Board Meeting. Mashburn suggests we look to committee members first to fill vacancies. The Organization Committee will put together a draft of the process for new members.
- C. Official Board Response to Public Inquiry.** Nevitt stated that she gets lots of questions from the community about activities in the downtown area and she finds it sometimes difficult to respond and sometimes feels she is blindsided by the questions. Mack stated that the public needs to realize that the city and the DDA cannot dictate what types of business can be opened in town. Business owners must comply with local ordinances and building codes. Mack reminded board members that we need to focus on the positive investment in our community and welcome the building owners and new businesses. Zelenak suggested that Mack give a report to the DDA Board each week regarding recent activities related to new businesses or building modifications. Mack agreed that a weekly report to board members will be good for communication in a timely manner.

IX. Old Business

- A. Farmers Market Report.** Moved up on the agenda.
- B. Ladies Night Out Report.** Nevitt reported that the May 6 Ladies Night Out was an awesome night! \$2,000 in sponsor money was brought in with 18 businesses participating. The ladies loved that the road was closed and there was good participation. Discussion of how to get participants to move south of Lake Street. Neither Third Monk Brewing nor South Lyon Cycle had any visitors on Ladies Night. Perhaps add more signage with businesses south of Lake Street that are participating? Add food trucks and live music at the Farmers Market Lot? Zelenak feels that where the road closure sign was located created a perception that there were not businesses participating south of Lake Street. Maybe close the

block south of Lake Street? Zelenak also suggested a punch card that participants take to each business for a punch and when the participant has received a punch from each participating business, they can enter a drawing to win a prize. Nevitt says they are starting the planning phase for the fall 2022 Ladies Night and the Promotions Committee will meet to discuss details for this event.

C. Committee Reports. Organization. Mashburn and Mack met to discuss the Redevelopment Ready Communities (RRC) program and training. The training does not take as long as first reported and we are looking for 2 members of the Planning Commission and 2 members of City Council to participate in addition to 2 members of the DDA Board. Councilmembers Kennedy and Kivell have volunteered to participate in this program. Mack reported that we will need to renew our TIF before 2025 and he wants to make sure we have this on our radar and make sure that our plans match our vision. **Economic Vitality.** The committee met last week. Plans are progressing to have the Italian restaurant open in the RCA Building in June or July. Mack hopes to get County Executive David Coulter out to visit South Lyon and see everything that we have going on. **Promotions.** Nevitt says the committee will meet soon to start the planning for the Fall Ladies Night and the Holiday Spectacular. **Design.** Two members of the Design Committee have resigned. Committee member Emily Gray is working on cleaning up the pocket park and get that ready for warmer weather.

D. Storm Sewer Along S. Lafayette between Liberty St. & McHattie St. Zelenak reported that he met with the engineers last week and there have been some changes to the final report. He will be scheduling a meeting with the Water Resource Commission to develop a cost estimate for the repairs which are expected to be around \$1 million. The time-frame for completion is 3-4 years out when Pontiac Trail is scheduled to be redone. The streetscape will need to be redone at the same time.

X. Board Member Comments. Zelenak reported that a Consent Judgement has been filed against 110 Detroit Street and the owner has applied for a permit to begin repairs. Zelenak also reported that City Council has approved the ballot language for the proposed Road Improvements that will be on the August Primary ballot. Mack reported that our event calendar will be available soon. Fagin and Mashburn welcomed Tracey Smith to the DDA Board.

XI. Adjournment. Childs made a motion to adjourn. Supported by Heinanen. Meeting adjourned 9:44 am.

06/06/2022

REVENUE AND EXPENDITURE REPORT FOR CITY OF SOUTH LYON

PERIOD ENDING 05/31/2022

FINANCIAL REPORT FOR MAY 2022

GL NUMBER	DESCRIPTION	2021-22	YTD BALANCE		ACTIVITY FOR MONTH 05/31/2022 INCREASE (DECREASE)	AVAILABLE		% BDGT USED
		AMENDED BUDGET	NORMAL (ABNORMAL)	05/31/2022 NORMAL (ABNORMAL)		BALANCE NORMAL (ABNORMAL)		
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 000.000								
248-000.000-402.000	REAL PROPERTY TAX	51,705.00	49,238.49		0.00	2,466.51	95.23	
248-000.000-582.100	PATRONICITY FUNDS ECONOMIC DEVELOPMENT	0.00	0.00		0.00	0.00	0.00	
248-000.000-665.000	INTEREST	100.00	7.65		0.00	92.35	7.65	
248-000.000-674.300	CONTRIBUTION - GIFT CERTIFICATE	500.00	0.00		0.00	500.00	0.00	
248-000.000-675.100	FARMERS MARKET SPONSOR FEES	7,350.00	4,625.00		700.00	2,725.00	62.93	
248-000.000-675.200	CONTRIBUTIONS-WINTER EVENTS	2,000.00	3,128.66		0.00	(1,128.66)	156.43	
248-000.000-675.300	LADIES NIGHT OUT SPONSORSHIP	2,000.00	5,000.00		0.00	(3,000.00)	250.00	
248-000.000-675.410	FARMERS MARKET VENDOR FEES	6,000.00	15,220.00		7,535.00	(9,220.00)	253.67	
248-000.000-675.700	CONTRIBUTION - STREET BANNER	0.00	370.00		0.00	(370.00)	100.00	
248-000.000-675.900	CONTRIBUTION - MURALS	5,000.00	500.00		0.00	4,500.00	10.00	
248-000.000-675.910	CONTRIBUTION BUSINESS DIRECTORY	500.00	0.00		0.00	500.00	0.00	
248-000.000-680.000	MISCELLANEOUS	0.00	0.00		0.00	0.00	0.00	
248-000.000-680.200	MISC CONTRIBUTION EV CHARGING STATIONS	0.00	0.00		0.00	0.00	0.00	
248-000.000-682.000	GRANT MONEY	5,500.00	0.00		0.00	5,500.00	0.00	
248-000.000-699.101	TRANSFER IN-GENERAL FUND	4,000.00	0.00		0.00	4,000.00	0.00	
248-000.000-699.401	TRANSFER IN- CAP. IMPROVEMENT	0.00	0.00		0.00	0.00	0.00	
Total Dept 000.000		84,655.00	78,089.80		8,235.00	6,565.20	92.24	
TOTAL REVENUES								
		84,655.00	78,089.80		8,235.00	6,565.20	92.24	
Expenditures								
Dept 000.000								
248-000.000-702.000	WAGES SALARY	0.00	0.00		0.00	0.00	0.00	
248-000.000-702.200	FARMER'S MARKET	12,500.00	3,456.20		0.00	9,043.80	27.65	
248-000.000-740.000	OPERATING EXPENSE	1,000.00	952.33		0.00	47.67	95.23	
248-000.000-740.200	SEASONAL IMPROVEMENTS	7,700.00	8,798.22		4,761.00	(1,098.22)	114.26	
248-000.000-801.000	PROFESSIONAL SERVICE	5,500.00	263.00		0.00	5,237.00	4.78	
248-000.000-802.000	CONTRACTUAL SVCS	0.00	0.00		0.00	0.00	0.00	
248-000.000-802.100	CONTRACTUAL SERVICES	0.00	0.00		0.00	0.00	0.00	
248-000.000-880.000	COMMUNITY PROMOTIONS	2,500.00	207.20		0.00	2,292.80	8.29	
248-000.000-880.100	COMM. PROM. CBD WINTER	2,000.00	0.00		0.00	2,000.00	0.00	
248-000.000-880.200	COMMUNITY PROMOTION DESIGN	7,500.00	2,000.00		0.00	5,500.00	26.67	
248-000.000-880.300	COMMUNITY PROMOTION-FACADE/SIGN	0.00	0.00		0.00	0.00	0.00	

248-000.000-880.400	COMMUNITY EVENT	8,850.00	11,837.33	0.00	(2,987.33)	133.76
248-000.000-880.500	COMMUNITY PROMO. GIFT CERTIFICATE	500.00	0.00	0.00	500.00	0.00
248-000.000-886.000	SUPPORT DOWNTOWN SOUTH LYON MINIGRANT	0.00	0.00	0.00	0.00	0.00
248-000.000-888.000	GRANT EXPENDITURES	5,500.00	0.00	0.00	5,500.00	0.00
248-000.000-900.000	PRINTING	5,600.00	998.45	0.00	4,601.55	17.83
248-000.000-957.000	EDUCATION & TRAINING	4,000.00	1,865.55	0.00	2,134.45	46.64
248-000.000-962.000	MISCELLANEOUS EXPENSE	1,000.00	660.64	0.00	339.36	66.06
248-000.000-972.000	CAPITAL IMPROVEMENTS	15,000.00	2,784.89	0.00	12,215.11	18.57
248-000.000-995.101	TRANSFER TO GENERAL FUND	0.00	0.00	0.00	0.00	0.00
248-000.000-995.369	CONTRIBUTION TO BLDG.ATHOR DR	0.00	0.00	0.00	0.00	0.00
Total Dept 000.000		79,150.00	33,823.81	4,761.00	45,326.19	42.73
TOTAL EXPENDITURES		79,150.00	33,823.81	4,761.00	45,326.19	42.73
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		84,655.00	78,089.80	8,235.00	6,565.20	92.24
TOTAL EXPENDITURES		79,150.00	33,823.81	4,761.00	45,326.19	42.73
NET OF REVENUES & EXPENDITURES		5,505.00	44,265.99	3,474.00	(38,760.99)	804.11

06/06/2022

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON
FROM 248-000.000-001.000 TO 248-000.000-995.369
TRANSACTIONS FROM 05/01/2022 TO 05/31/2022

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
248-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
136855	05/26/2022	SUMMARY CD 05/26/2022		Multiple		4,761.00
		Journal Totals			0.00	4,761.00
Journal GJ: Journal Entry						
136488	05/03/2022	TO CORRECT TRANSFER ERROR FROM 12 10938		Multiple	3,426.45	
136869	05/26/2022	CHECKING TRANSFER	10970	Multiple	4,761.00	
		Journal Totals			8,187.45	0.00
Totals for 248-000.000-001.000					8,187.45	4,761.00
		Balance 05/01/22:	5,642.96 CR			
		Net Change:	3,426.45			
		Balance 05/31/22:	2,216.51 CR			
248-000.000-002.008 DDA/TIFA PNC BANK						
Journal CR: Journal Entry						
136479	05/04/2022	SUMMARY CR POSTING: 05/04/2022 FARMV		248-000.000-675.410	325.00	
136496	05/05/2022	SUMMARY CR POSTING: 05/05/2022 FARMS		248-000.000-675.100	225.00	
136507	05/06/2022	SUMMARY CR POSTING: 05/06/2022 FARMV		248-000.000-675.410	390.00	
136518	05/09/2022	SUMMARY CR POSTING: 05/09/2022 FARMS		248-000.000-675.100	225.00	
136519	05/09/2022	SUMMARY CR POSTING: 05/09/2022 FARMV		248-000.000-675.410	4,195.00	
136592	05/10/2022	SUMMARY CR POSTING: 05/10/2022 FARMS		248-000.000-675.100	250.00	
136648	05/11/2022	SUMMARY CR POSTING: 05/11/2022 FARMV		248-000.000-675.410	325.00	
136658	05/12/2022	SUMMARY CR POSTING: 05/12/2022 FARMV		248-000.000-675.410	365.00	
136702	05/16/2022	SUMMARY CR POSTING: 05/16/2022 FARMV		248-000.000-675.410	700.00	
136811	05/23/2022	SUMMARY CR POSTING: 05/23/2022 FARMV		248-000.000-675.410	460.00	
136894	05/31/2022	SUMMARY CR POSTING: 05/31/2022 FARMV		248-000.000-675.410	775.00	
		Journal Totals			8,235.00	0.00
Journal GJ: Journal Entry						
136488	05/03/2022	TO CORRECT TRANSFER ERROR FROM 12 10938		Multiple		3,426.45
136869	05/26/2022	CHECKING TRANSFER	10970	Multiple		4,761.00
		Journal Totals			0.00	8,187.45
Totals for 248-000.000-002.008					8,235.00	8,187.45
		Balance 05/01/22:	108,193.53			
		Net Change:	47.55			
		Balance 05/31/22:	108,241.08			
248-000.000-202.000 ACCOUNTS PAYABLE						
Journal AP: Journal Entry						
136841	05/25/2022	DONAHEE ENTERPRISES, INC.	15032	Multiple		4,761.00
		Journal Totals			0.00	4,761.00
Journal CD: Cash Disbursements						
136855	05/26/2022	SUMMARY CD 05/26/2022		Multiple	4,761.00	
		Journal Totals			4,761.00	0.00
Totals for 248-000.000-202.000					4,761.00	4,761.00
		Balance 05/01/22:	100.00			
		Net Change:	0.00			
		Balance 05/31/22:	100.00			
248-000.000-675.100 FARMERS MARKET SPONSOR FEES						
Journal CR: Journal Entry						
136496	05/05/2022	SUMMARY CR POSTING: 05/05/2022 FARMS		248-000.000-002.008		225.00

136518	05/09/2022	SUMMARY CR POSTING: 05/09/2022 FARMS	248-000.000-002.008	225.00	
136592	05/10/2022	SUMMARY CR POSTING: 05/10/2022 FARMS	248-000.000-002.008	250.00	
Journal Totals				0.00	700.00
Totals for 248-000.000-675.100				0.00	700.00
		Balance 05/01/22:	3,925.00		
		Net Change:	700.00		
		Balance 05/31/22:	4,625.00		

248-000.000-675.410 FARMERS MARKET VENDOR FEES

Journal CR: Journal Entry

136479	05/04/2022	SUMMARY CR POSTING: 05/04/2022 FARMV	248-000.000-002.008	325.00	
136507	05/06/2022	SUMMARY CR POSTING: 05/06/2022 FARMV	248-000.000-002.008	390.00	
136519	05/09/2022	SUMMARY CR POSTING: 05/09/2022 FARMV	248-000.000-002.008	4,195.00	
136648	05/11/2022	SUMMARY CR POSTING: 05/11/2022 FARMV	248-000.000-002.008	325.00	
136658	05/12/2022	SUMMARY CR POSTING: 05/12/2022 FARMV	248-000.000-002.008	365.00	
136702	05/16/2022	SUMMARY CR POSTING: 05/16/2022 FARMV	248-000.000-002.008	700.00	
136811	05/23/2022	SUMMARY CR POSTING: 05/23/2022 FARMV	248-000.000-002.008	460.00	
136894	05/31/2022	SUMMARY CR POSTING: 05/31/2022 FARMV	248-000.000-002.008	775.00	
Journal Totals				0.00	7,535.00

Totals for 248-000.000-675.410

Balance 05/01/22:	7,685.00
Net Change:	7,535.00
Balance 05/31/22:	15,220.00

248-000.000-740.200 SEASONAL IMPROVEMENTS

Journal AP: Journal Entry

136841	05/25/2022	DONAHEE ENTERPRISES, INC.	15032	Multiple	4,761.00	
Journal Totals					4,761.00	0.00
Totals for 248-000.000-740.200					4,761.00	0.00

Balance 05/01/22:	4,037.22
Net Change:	4,761.00
Balance 05/31/22:	8,798.22

06/06/2022

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON
 FROM 248-000.000-001.000 TO 248-000.000-995.369
 TRANSACTIONS FROM 06/01/2022 TO 06/30/2022

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
248-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
136984	06/02/2022	SUMMARY CD 06/02/2022		Multiple		5,576.21
		Journal Totals			0.00	5,576.21
Journal GJ: Journal Entry						
136989	06/02/2022	CHECKING TRANSFER FOR PPE 6/2/2022	10978	Multiple	5,576.21	
		Journal Totals			5,576.21	0.00
Totals for 248-000.000-001.000					5,576.21	5,576.21
		Balance 06/01/22:	2,216.51	CR		
		Net Change:	0.00			
		Balance 06/30/22:	2,216.51	CR		
248-000.000-002.008 DDA/TIFA PNC BANK						
Journal CR: Journal Entry						
136986	06/01/2022	SUMMARY CR POSTING: 06/01/2022 FARMS		248-000.000-675.100	500.00	
136997	06/02/2022	SUMMARY CR POSTING: 06/02/2022 FARMS		248-000.000-675.100	225.00	
		Journal Totals			725.00	0.00
Journal GJ: Journal Entry						
136989	06/02/2022	CHECKING TRANSFER FOR PPE 6/2/2022	10978	Multiple		5,576.21
		Journal Totals			0.00	5,576.21
Totals for 248-000.000-002.008					725.00	5,576.21
		Balance 06/01/22:	108,241.08			
		Net Change:	(4,851.21)			
		Balance 06/30/22:	103,389.87			
248-000.000-202.000 ACCOUNTS PAYABLE						
Journal AP: Journal Entry						
136923	06/01/2022	PNC BANK	5/19/22	Multiple		1,325.54
136980	06/02/2022	MICHIGAN DOWNTOWN ASSOCIATION	E2472, E2509	248-000.000-957.000		235.00
136981	06/02/2022	DIANA REGAN	APRIL/MAY 2022	248-000.000-702.200		1,780.00
136982	06/02/2022	VENUE SOUTH LYON	G6JH4WAY33	248-000.000-880.400		2,125.00
136983	06/02/2022	ALEXANDER'S FARM MARKET	221522	248-000.000-962.000		110.67
		Journal Totals			0.00	5,576.21
Journal CD: Cash Disbursements						
136984	06/02/2022	SUMMARY CD 06/02/2022		Multiple	5,576.21	
		Journal Totals			5,576.21	0.00
Totals for 248-000.000-202.000					5,576.21	5,576.21
		Balance 06/01/22:	100.00			
		Net Change:	0.00			
		Balance 06/30/22:	100.00			
248-000.000-675.100 FARMERS MARKET SPONSOR FEES						
Journal CR: Journal Entry						
136986	06/01/2022	SUMMARY CR POSTING: 06/01/2022 FARMS		248-000.000-002.008	500.00	
136997	06/02/2022	SUMMARY CR POSTING: 06/02/2022 FARMS		248-000.000-002.008	225.00	
		Journal Totals			0.00	725.00
Totals for 248-000.000-675.100					0.00	725.00
		Balance 06/01/22:	4,625.00			
		Net Change:	725.00			
		Balance 06/30/22:	5,350.00			

248-000.000-675.200 CONTRIBUTIONS-WINTER EVENTS

Journal AP: Journal Entry

136923	06/01/2022	PNC BANK	5/19/22	Multiple	50.00	
		Journal Totals			50.00	0.00

Totals for 248-000.000-675.200

Balance 06/01/22:	3,128.66
Net Change:	(50.00)
Balance 06/30/22:	3,078.66

248-000.000-702.200 FARMER'S MARKET

Journal AP: Journal Entry

136981	06/02/2022	DIANA REGAN	APRIL/MAY 2022	248-000.000-202.000	1,780.00	
		Journal Totals			1,780.00	0.00

Totals for 248-000.000-702.200

Balance 06/01/22:	3,456.20
Net Change:	1,780.00
Balance 06/30/22:	5,236.20

248-000.000-740.000 OPERATING EXPENSE

Journal AP: Journal Entry

136923	06/01/2022	PNC BANK	5/19/22	Multiple	15.89	
		Journal Totals			15.89	0.00

Totals for 248-000.000-740.000

Balance 06/01/22:	952.33
Net Change:	15.89
Balance 06/30/22:	968.22

248-000.000-880.400 COMMUNITY EVENT

Journal AP: Journal Entry

136982	06/02/2022	VENUE SOUTH LYON	G6JH4WAY33	248-000.000-202.000	2,125.00	
		Journal Totals			2,125.00	0.00

Totals for 248-000.000-880.400

Balance 06/01/22:	11,837.33
Net Change:	2,125.00
Balance 06/30/22:	13,962.33

248-000.000-957.000 EDUCATION & TRAINING

Journal AP: Journal Entry

136923	06/01/2022	PNC BANK	5/19/22	Multiple	1,223.12	
136980	06/02/2022	MICHIGAN DOWNTOWN ASSOCIATION	E2472, E2509	248-000.000-202.000	235.00	
		Journal Totals			1,458.12	0.00

Totals for 248-000.000-957.000

Balance 06/01/22:	1,865.55
Net Change:	1,458.12
Balance 06/30/22:	3,323.67

248-000.000-962.000 MISCELLANEOUS EXPENSE

Journal AP: Journal Entry

136923	06/01/2022	PNC BANK	5/19/22	Multiple	36.53	
136983	06/02/2022	ALEXANDER'S FARM MARKET	221522	248-000.000-202.000	110.67	
		Journal Totals			147.20	0.00

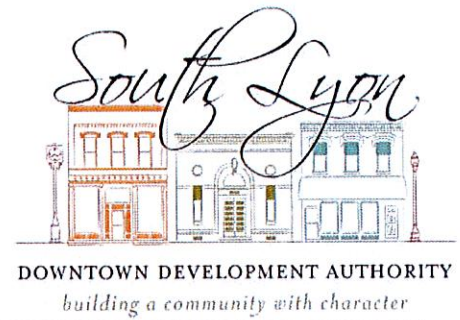
Totals for 248-000.000-962.000

Balance 06/01/22:	660.64
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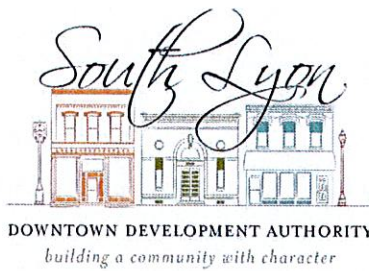
Net Change:	147.20
Balance 06/30/22:	807.84

Memorandum

To: Chairperson Mashburn and South Lyon DDA Board of Directors
From: Nate Mack, DDA Director
Subject: DDA Board Member Questionnaire
Date: June 9, 2022



This memorandum pertains to the DDA board's desire to develop a more streamlined and fairer approach to determining new board members for the DDA. During the Organization Committee meeting, it was determined a questionnaire should be developed to obtain additional information from perspective board members. Any subtractions or additions are welcomed. This is a first draft after the meeting last month. The questionnaire is attached on a separate sheet.



Thank you for your interest in serving on the South Lyon DDA Main Street board of directors! We are seeking to maintain a diverse board of downtown business and property owners, design professionals, downtown residents, and those interested in the downtown. The South Lyon DDA Main Street utilizes the Main Street Four-Point Approach for downtown development/revitalization, which includes: Design, Promotions, Economic Vitality, and Organization.

Please fill out this questionnaire and include it with your application, resume, and references. The materials can be emailed to Nate Mack, DDA Executive Director, at nmack@southlyonmi.org or Lisa Deaton, South Lyon City Clerk, at lideaton@southlyonmi.org. You may call City Hall at (248) 437-1735 if you have questions. Office hours are 8:30am – 5:00pm.

1. Which field(s) do you specialize in? Check all that apply.

- | | | |
|--|--------------------------------------|---|
| <input type="checkbox"/> Architecture | <input type="checkbox"/> Real Estate | <input type="checkbox"/> Nonprofit Management |
| <input type="checkbox"/> Law | <input type="checkbox"/> Marketing | <input type="checkbox"/> Events/Promotions |
| <input type="checkbox"/> Business Attraction | <input type="checkbox"/> Fundraising | <input type="checkbox"/> Other _____ |

2. Do you have any experience in the following fields? Check all that apply.

- | | | |
|---|---|---|
| <input type="checkbox"/> Finance/Accounting | <input type="checkbox"/> Legal | <input type="checkbox"/> Graphic Design |
| <input type="checkbox"/> Web Development | <input type="checkbox"/> Public Relations | <input type="checkbox"/> Event Management |
| <input type="checkbox"/> Other _____ | | |

3. What do you see as central to building a strong downtown?

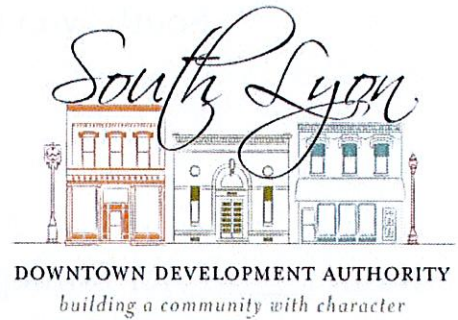
4. What fundraising experience do you have?

5. How do you see yourself furthering the mission of the South Lyon DDA Main Street?

6. From your perspective, what is the function of the Board of Directors?
7. Why are you particularly interested in South Lyon DDA Main Street board membership?
8. Please list any other skills not listed here you feel would serve to advance the South Lyon DDA Main Street's goals and objectives.
9. What connections or contacts can you contribute?
10. What do you know about the South Lyon DDA Main Street?

Memorandum

To: Chairperson Mashburn and South Lyon DDA Board of Directors
From: Nate Mack, DDA Director
Subject: Design Committee Appointment – Tyler Finnegan
Date: June 9, 2022



Attached is an application from Tyler Finnegan for the design committee. Mr. Finnegan currently serves on the Planning Commission. His resume and committee application are attached. When the organization committee met over the last month, the committee recommended he be appointed to the design committee.

Attachments:

1. DDA Committee Application
2. Resume

Summary of Qualifications

Driven automotive and design enthusiast and industry analyst with dynamic written and verbal communication skills offering professional experience with both Original Equipment Manufacturer and a Tier One automotive supplier including experience with strategic research, due diligence, mega-trends analysis, and a capstone thesis project. Leadership style emphasizes creativity, communication, as well as team and personal development. Career goals and passion tends toward strategy, marketing, and branding.

Education

The University of Michigan // *Stephen M. Ross School of Business*, Ann Arbor, MI

Master of Business Administration, Spring 2017

- o Multi-Disciplinary Action Project (MAP): Impro Industries, Wuxi, China, Summer 2016 – Awarded highest and only grade of “Excellent” among several project candidates
- o Winner-First Place: General Motors Marketing Case Competition, Fall 2014

Kettering University // *formerly GMI Engineering & Management Institute*, Flint, MI

Hochschule Esslingen // *INTAP: International Automotive Engineering Program*, Germany, Fall 2012

B.S. Mechanical Engineering, Spring 2013

B.S. Management // Information Systems concentration // Economics minor, Spring 2009

- o Selected as Undergraduate Student Commencement Speaker, June 2009
- o Senior Thesis: *Emerging Powertrain Technologies due to Advancing CAFE Legislation*
- o Thesis received University’s highest grade of “Pass with Distinction”; Outstanding Thesis Award nominee

Began second Bachelor’s degree in Engineering as a full-time co-op student, completed while working full-time

Experience

Fiat Chrysler Automobiles LLC // Technical Center & Headquarters; August 2019-Present

Sr. Portfolio Planning Manager // *North American Competitive Intelligence*, August 2019-Present

- o Leading a team of three Competitive Intelligence Managers to identify the next-generation competitive strategy and vision as it relates to future product and mobility initiatives
- o Develop, publish, and present strategic analysis and point-of-view directly supporting C-suite leadership and a network of over 500 key product decision owners including design, engineering, and portfolio planning
- o Serve as Luxury Segment Leader providing advanced, actionable intelligence and insights in support of the premium luxury portfolio of products and brands within FCA including Alfa Romeo and Maserati

General Motors Co. // Technical Center & World Headquarters; April 2010-August 2019

Manager, Global Product Planning // *Features & Technology Optimization*, January 2018-August 2019

- o Directly managed a team of analysts to identify order guide optimization opportunities using state-of-the-art analytics and subject matter expertise to maximize both profit and customer appeal
- o Global Voice-of-the-Customer leader studying feature presence and packaging on twenty-three programs cross-functionally between Product Marketing, Market Research, and Research & Development
- o Identified a combined annual \$450M in actionable business case improvements while better aligning global vehicle order guides to customer expectations

Signature__Tyler Finnegan_____Date__7.February.2022

Asst. Marketing Manager // Buick Marketing & Cross Brand Initiatives, September 2015-December 2017

- o Marketing and launch leader for the all-new Regal Sportback and first-ever TourX vehicle lines
- o Identified and pursued new nameplate, segment, and customer opportunities for first-ever TourX wagon
- o Led marketing and launch activity of all-new LaCrosse sedan to ensure market strength in down segment
- o Provide thought leadership with market insights and competitor analysis to comprehend threats to and opportunities for the brand and product portfolio
- o Creative lead for new product, feature, and attribute naming: led roll-out of new trim level naming strategy
- o Co-developed future feature and technology roadmap as Buick brand leader for brand technology strategy

Senior Market Research Analyst // Vehicle Competitor Intelligence; March 2014-August 2015

- o Developed and shared key insights, trends, and competitor assessments to program and planning teams to better guide future product and brand strategy and direction
- o Continuously identified strengths, weaknesses, opportunities, and threats to GM based on global automotive intelligence and marketplace trends and presented findings to senior program leadership
- o Developed competitive landscapes for product teams including content and strategy recommendations for several upcoming product programs across all North American brands of General Motors
- o Attended and reported on competitor and supplier activity at major global motor shows, technology shows and symposiums to identify implications to future product and brand strategy

Lead Engineer // Seat Content Strategy & Complexity Reduction; January 2013-February 2014

- o Assistant to the Engineering Business Architect focusing on seat content and complexity optimization
- o Emphasis is on benchmarking, current and future product complexity, and program content alignment as part of the greater General Motors global brand strategies
- o Served as the Voice-of-the-Customer Champion for Seat Engineering content initiatives including market research and interpreting the competitor condition
- o Complexity optimization and right-contenting initiatives resulted in nearly \$50M in annual savings

Leadership // Organizations // Involvement

Lecturer of Marketing and Management, Oakland University; January 2019-Present

- o Adjunct faculty lecturer of general marketing and management survey coursework

Planning Commissioner, City of South Lyon; October 2020-Present

- o Appointed by the Mayor and City Council to study and recommend growth and development opportunities

Immediate Past Chairman, Young Professionals Network of the Society of Automotive Analysts

- o Plan and execute industry-specific symposiums and networking events
- o Increase automotive industry interest among college students and new graduates by expanding presence and partnerships at key regional universities

Board Member & Chair, Kettering LEADERS

- o Plan and execute yearly leadership retreat for LEADERS Fellows and alumni benefactors
- o Alumni benefactor and mentor to current LEADERS Fellows

Founding Director of KAR, the Kettering Automotive Roundtable

- o Responsible for bringing automotive industry insight to the campus via guest lecturers and events
- o Led to renewed interest in automotive corporate partnerships with Kettering University

