



MEETING MINUTES – JULY 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.** Mark Childs joined the meeting from South Lyon, MI, Dereck Mashburn joined the meeting from South Lyon, MI, Paul Zelenak joined the meeting from South Lyon, MI, Jeff Heinanen joined the meeting from South Lyon, MI, Annie Buchtrup joined the meeting at 8:35am from South Lyon, MI, Tanya Nevitt joined the meeting from South Lyon, MI, Norm Fultz joined the meeting from South Lyon, MI. Also present, Nate Mack, Tim Davids, and Ken Michalek. Gene Carroll was absent.
- III. **Approval of the Agenda.** Motion by Jeff Heinanen, supported by Paul Zelenak to approve the agenda. Motion passed unanimously.
- IV. **Approval of the June 10, 2021 DDA Board Meeting Minutes.** Motion by Paul, supported by Jeff to approve the minutes. Motion approved unanimously.
- V. **Citizens Comments.** John Allen, South Lyon resident, stated the following, “Would the committee consider expanding membership of the DDA? There is not enough resident involvement, particularly younger people.”
- VI. **Budget Report.** Nate reported on the financial information provided by the accounting department. Revenue included a little more than \$6,300 was received from 2020 delinquent taxes. Nate also discussed stated the funds were spent for the hanging baskets downtown and the South Lyon events fliers. Nate said the 2020-2021 fiscal year had concluded and the DDA finished the year with a positive balance.
- VII. **New Business – None.**
- VIII. **Old Business**
 - A. **Pumpkinfest Event Application –** Nate stated the Pumpkinfest Event Application will be going before the City Council on Monday, July 12th. Nate informed the board after last month’s DDA Board meeting he had a discussion with the event organizer and the Police Department about the location of the farmers market and the Board’s desire to have it remain in its normal location during the event. The Pumpkinfest event organizer said to Nate the reason the farmers market had been moved in the past is because it was not part of the overall footprint of Pumpkinfest. Nate explained to the event organizer that the DDA has many seasonal vendors that pay for the space they are in and have the expectation to be where they have paid. Looking at the updated proposed map for the Pumpkinfest event, the pumpkin patch will be in the old Veterans’ Memorial Parking Lot with Liberty Street being

closed to traffic to provide pedestrians with a safer means of crossing the street. The farmers market will remain in its normal location.

Jeff asked if the farmers market had always piggybacked with the Pumpkinfest event. Tim Davids stated it had since at least 2016. Jeff stated he didn't realize the farmers market was operating for both days of the event, which was the part that concerned him as the vendors pay a fee to be at Pumpkinfest.

Tim stated the farmers market involvement is integral to making Pumpkinfest more successful. Tim also said the location for the farmers market used to be in the footprint of Pumpkinfest.

Paul stated his concern is moving farmers market vendors who are there for the entirety of the season. He believes they should be left in the same place. Paul also stated the farmers market should take precedence because they are there for almost 30 weeks every year. He went on to say the farmers market is very viable for the downtown and adds to Pumpkinfest. Paul stated he understands Jeff's point about organizing an event and considering everything that needs to happen.

Jeff agreed with Paul, he stated he did not realize it was Saturday and Sunday was all. Mark Childs stated we are just asking them to move across the street.

- B. Farmers Market Report** - Tim gave an update on the farmers market. He stated there was not a whole lot to report for June. There was a four-market month, which included two rain outs. The June 19 and 26 markets were rained out. Tim stated vendors packed up and left about an hour after the market opened. Both days brought in no revenue. Looking ahead to future markets, the market is filled to capacity, Tim said.
- C. City of South Lyon Millage Rate** – At the last DDA Board meeting, Nate updated the board on an additional mill that the City of South Lyon had approved because it was not levying the maximum mills allowed by law. Later that month, it was discovered that the City of South Lyon was levying the maximum mills allowed by law. Nate said this means the DDA will not be receiving additional funds as was said last month. At the June 28th City Council meeting, the City Council passed a budget amendment to reflect this change.

Paul stated the City is still looking at an additional road millage. The additional mill is no longer in place. The City is still looking at means to improve the roads. Paul said he expects something to come before the electorate in regards to a road improvement program for the City either this November, next August, or next November.

- D. Mural Guidelines** – Nate presented the guidelines for the DDA’s mural program to the board. He stated they have been created with the intent to objectively award DDA funds to business and/or property owners that may be seeking to have a mural on the side of their building. He stated that it is not the purview of the DDA Board of Directors to offer comment on the content of the mural(s). Just to determine if the artist(s) work will be high quality and if the project will have a positive public impact. He requested the DDA Board to approved, deny, or amend the presented guidelines.

Norm Fultz made a motion to approve mural grant guidelines with the addition of a maintenance plan to be provided by the applicant. Jeff Heinanen supported the motion. A roll call vote was taken. The motion passed unanimously.

Discussion of the Mural Guidelines – Mark noted there was nothing in the draft guidelines regarding maintenance of the murals and wanted to see something in the guidelines regarding maintenance. Nate said he would be adding a portion of the guidelines that addressed maintenance. Paul suggested a portion of the DDA’s funds could go toward mural maintenance. Possibly \$500.

There was also discussion around the life of the mural. Does the board want to see them be up and maintained for five years? Ten years? Tanya stated a reasonable expectation would be for the murals to be maintained for five years instead of 10. There was also mention of the medium in which the mural will be applied. Mark stated that he was concerned about a mural being painted on canvas and attached to the wall of a building because it can be moved. Nate said that the artist and the building owner as well as the DDA would be the ones funding the work so the likelihood of the mural being moved to another location is lessened. The general sentiment among DDA Board members was to have the mural painted directly on the side of a building.

- E. 390 S. Lafayette St.** – Nate stated that after the DDA Board meeting last month he sent out additional materials the board requested to help generate ideas for the city owned parcel at 390 S. Lafayette Street. The packet included depictions provided by the Cultural Arts Commission as well as a list of ideas that came about at the last meeting. Nate stated that he would like to finalize the ideas from the DDA Board of Directors in order to move ahead with the process. The next step will be to have plans drawn up for the space to serve as a downtown park.

Paul stated the Parks and Recreation Commission looked at installing a splash pad. However, they determined it would not be conducive for a splash pad because of its

size. Annie agreed, stating the size of the park and its location were not ideal for a splash pad and that McHattie Park was more protected for kids.

Jeff stated he has some concern regarding public parking for this proposed park. He does not want the parking lot for Heinanen Engineering to be a public parking lot for the park.

Paul stated that given the size of this particular property it will be more of a pocket park.

Nate asked the board if there were any additional ideas other than those previously mentioned. Additional ideas from DDA Board members were presented. They included lighting, green grass, benches, a sign or gateway, proper sidewalk, curb, benches, chairs, bike rack, proper grading with drainage, concrete sidewalks to match what is already in downtown, essentially something that is clean and simple that will be nice for people entering the downtown. Jeff mentioned that simpler may be best in this location. Norm stated the first point will be to make people aware there will be no parking at this location.

Annie mentioned the DDA could get the help of volunteers for the pocket park. She also mentioned there could be a fun contest to have the residents pick out a name for the park.

IX. Board Member Comments

Nate mentioned that Curvin's Creamery, located next to South Lyon Village Bakery and Third Monk Brewing Co. would be opening in a couple weeks after their final inspections were complete.

Mark stated he would like some of the event fliers that were mentioned in the budget report. Nate said he would stop by later that day and drop some off to him. Mark also mentioned there was a parking space on E. Liberty Street that was in need of repair. Nate said he would contact DPW and make them aware of the need for repair.

Jeff asked when the DDA Board will be transitioning from Zoom meetings to in-person as things begin to return to normal. Paul said August or September, most likely September.

- X.** Adjournment – Jeff made a motion to adjourn the meeting. Mark supported the motion. The motion to adjourn carried unanimously. The meeting adjourned at 9:38am.