



MEETING MINUTES – AUGUST 11, 2022

- I. **Call to Order.** Meeting was called to order by Chairperson Dereck Mashburn at 8:02 am.
- II. **Roll Call.** Present: Dereck Mashburn, Mark Childs, Jeff Heinanen, Tracey Smith, Paul Zelenak, Tanya Nevitt, Gary Fagin. Excused: Norm Fultz, Diana Regan. Also Present: Nate Mack, Police Chief Sovik, Sgt. Sederlund.
- III. **Approval of the Agenda.** Heinanen made a motion to approve the agenda. Supported by Zelenak. Motion passed unanimously.
- IV. **Approval of the July 14, 2022 DDA Board Meeting Minutes.** Tracey Smith commented that her name was wrong in the minutes. Her last name is Smith, not Murphy. Recording Secretary apologized for the error and will use Smith going forward. Motion by Zelenak to approve the minutes as submitted. Supported by Childs. Motion passed unanimously.
- V. **Citizen's Comments.** None
- VI. **Budget Report.** Mack reported \$2800 in Farmers Market revenue from vendor fees, expenses of \$175 for education and training, and a \$50 monthly fee for a database to manage the downtown activities.
- VII. **Farmers Market Report.** Diana Regan was excused. In the absence of Diana Regan, Mack reported that the July 30 Farmers Market had 61 vendors and four food trucks. It was a very successful day for vendors and the community.
- VIII. **Police Chief Report.** Chairperson Mashburn welcomed Police Chief Sovik to the meeting and stated that he would like the Chief to attend a DDA Board Meeting approximately twice per year. Chief stated he is willing to attend quarterly. Childs asked about retail fraud and counterfeit money. Chief stated that business owners should contact the Police Department for help if something feels "off". Chief reminded everyone that it is a felony to write a "bad check". Mack brought up truck turns at the main intersection in town (Lafayette and Lake Street)—maybe we need to have an officer at that corner more often. Mashburn asked about the Cadet Program. Chief stated the program offers an introduction to a career in law enforcement and is ideal for a person who is interested in law enforcement in college or just out of college. The Police Department is using Nixle for notification of road closures and other emergencies. A person can sign up for text or email notification and the Police Department is also posting road closure and other information on their Facebook page.
- IX. **New Business**

A. Downtown Streetscape. Mack reported that he is compiling a DDA wish list of options for the upcoming streetscape project. Zelenak reminded us that cost will be a factor with some items. The Pontiac Trail reconstruction project is scheduled to start in 2025-2026. Our cost will be approximately \$2 million plus additional funds for the storm sewer. The city will need to coordinate amenities such as bike racks, planters, benches and light poles. We will need to take time to discuss what we want/need and make good choices and advanced planning will be very important. Mack is looking into any grants that can offset expenses and compiling a list. Board members should contact Mack if they have any additions for the list.

X. Unfinished Business

- A. Committee Reports. Organization.** Mack and Mashburn met to discuss the Main Street accreditation. Mack will update the board on the accreditation at the next meeting. Mack reported that he has completed Redevelopment Ready Community (RRC) training. City Council has passed a resolution to participate in the RRC program. Main Street Oakland County presented us with an affiliate certificate for 2022. The National Main Street Program is issuing new standards for 2023.
- Economic Vitality.** The committee met and went through the requirements for the RRC program. The committee looked at properties for sale or lease in the downtown. Mack will update the properties for sale or lease information on the city website. **Promotions.** The committee is working on plans for the Holiday Spectacular and discussion has also started for Fall Ladies Night which is scheduled for Friday, November 11, 2022. The **Design** committee did not meet.
- B. Storm Sewer – S. Lafayette St. between Liberty St. & McHattie St.** Zelenak reported that the county sent numbers on the project. The Storm Sewer and the Streetscape projects will be coordinated. Zelenak is also meeting with the County Water Resource Commission to request funds to assist with this project. Liberty and Wells Streets will be included with these projects.

XI. DDA Director Report

Mack reported that there were 370 classic cars at the Motorfest and the Carl & Joanne Foundation held their Christmas in July event as well. The Promotions Committee is working on plans for the December 3 Holiday Spectacular. RRC participation was approved by City Council and the program will provide a baseline report with five best practices recommendations. Once the report is completed and presented to the DDA, Planning Commission, and City Council, council will determine if the City of South Lyon will no longer continue with the program or pursue RRC Essentials or RRC Certified designation. The RRC Certified designation will result in greater funding being available to the City/DDA/Planning Commission. Mack reported attending a training regarding building codes on Main Street and how they can be utilized in historic buildings. Mack is waiting for a proposal for the downtown branding refresh. The next business and building owners meeting will take place on Thursday, August 25 beginning at 8:30 am at the Corner Social. The meetings will continue to take place on the fourth Thursday of

the month at the Corner Social. There is an interested buyer for the properties at 134 E. Lake Street and 110 N. Lafayette Street. The theater owners are looking for someone to lease the theater or they will run it themselves. The open seat on the DDA Board will be filled soon. The closing for the Lyon Book Den, 116 E. Lake St., is scheduled for Friday, August 19. Mack reported that he will be on vacation August 17-22 and Friday, August 26.

XII. Board Member Comments

Childs noted that the crosswalk sign near the Farmers Market lot needs to be replaced. Zelenak reported that electronic crosswalk signs will be installed at that location soon. An electronic crosswalk sign will also be installed at the crosswalk at Wells and E. Lake Streets. Zelenak reported that the roads millage passed and work should start in the Spring. Mashburn reported attending the council meeting this week to receive the MSOC award. Mashburn also reported that council suggested setting up an advisory board to research new businesses for empty buildings in town. This would be covered under Economic Vitality. Council gave unanimous support of the RRC program through the Michigan Economic Development Corporation (MEDC). Council questioned our commitment to the RRC. First, we engage with the RRC and then they provide a report to which we may say yes or no.

XIII. Adjournment. Motion by Childs to adjourn. Supported by Heinanen. Meeting adjourned at 8: 53 am.