



MEETING MINUTES – AUGUST 13, 2020

- I. **Call to Order.** Meeting called to order at 8:03 am via Zoom video conference, by Chairperson, Dereck Mashburn.
- II. **Roll Call.** Present: Dereck Mashburn, Norm Fultz, Gene Carroll, Jeff Heinanen, Gary Fagin, Tanya Nevitt, Annie Buchtrup, Paul Zelenak. Also present: Nate Mack, Tim Davids, Jim Hamade. Excused: Mark Childs.
- III. **Approval of the Agenda.** Motion by Gene to approve the agenda. Supported by Jeff. Motion passed unanimously.
- IV. **Approval of July 9, 2020 DDA Board Meeting Minutes.** Motion by Paul to approve the minutes as submitted. Supported by Jeff. Motion passed unanimously.
- V. **Citizens Comments.** None.
- VI. **Budget Report.** The Accounting Department provided monthly budget reports for the month of July.
- VII. **New Business:**
 - A. DDA Budget Projections for Fiscal Year 2020-2021. Nate reported that he expects to see a 30% decline in revenues, but costs will be down since we are not having any events at this time. TIF is projected to be the same, but could go down in the next Fiscal Year.
 - B. Discussion of South Lyon DDA/Main Street Committees. Nate provided some background on the Main Street Oakland County program. There are three levels of membership – Select, Associate, Affiliate. We are currently at Affiliate, but Nate would like to see us move up to Associate. In order to move up, we need to create some committees made up of DDA Board Members and community members. The four committees we need are: Organization, Design, Promotion, and Economic Restructuring. There is no size designation for the committees, but a minimum of 4 participants would be good, if we can get them. Annie asked how much time commitment this would involve. Nate thinks maybe 1 hour per month. Paul commented that these committees relate to the work plans that have been suggested for our DDA-sponsored events. Annie is interested and so is Gene. Dereck wants to know what the Oakland County requirements are. Regular meetings? Monthly? Yes. Paul recommends one board member on each

committee for communication purposes. To start, Gene will lead the Design committee, Annie will lead the Promotions committee, and Dereck will lead the Organization committee. Start recruiting volunteers!

- C. **Discussion of Events for 2020.** The Cool Yule meeting took place on July 14 to wrap up the 2019 event and look forward to future events. The Police and Fire Chiefs recommend cancelling Cool Yule and South Lyon Eve this year in the best interest for public safety. Dereck reported that the Carl and Joann Foundation will not be participating this year. The Historical Society had some ideas for winter events. With consideration of other things and safety in mind, Jeff made a motion to cancel Cool Yule 2020. Supported by Norm. Discussion. Paul asked what would be the best way to convey this cancellation to the public? We want them to know that there might still be things to do even without a Cool Yule event. Annie suggested a window decorating competition or unveiling. House decorating? Need to be careful to not draw a crowd. Could do a vote competition to generate interest from businesses. Jeff says use the Cable Commission to get the word out. The Historical Society wants to participate in a festive holiday event. Motion passed unanimously. Will have Police put an announcement on their Facebook page. Dereck and Jeff will put together a Press Release. Tanya asked about cancelling Ladies Night. Was supposed to be November 13 or 20. Nate is thinking about creating a virtual event. Annie and Tanya stated that as a DDA event, Ladies Night is cancelled, but there will be an event around that time, it just won't be DDA-sponsored. Businesses can do their own thing.

VIII. Old Business:

- A. Farmers Market. Tim reported that the market is going well and should be sold out this week. We will be adding a third farmer next week. There have been few complaints. Norm asked how the vendors are doing. There seem to be more customers and vendors are doing well. COVID has not been a big deterrent. Nate says Tim is doing a great job enforcing mask-wearing.
- B. DDA Board Member Attendance. Everyone is in attendance today, except Mark, who is excused. Dereck said he spoke to Mark who said he couldn't make it to today's meeting, but he said he would be in attendance next month. Norm feels there is not enough communication in between meetings and asked about meeting in person again. Paul says if we meet in person, it would be in the auditorium not the conference room, but he expects we will be meeting via Zoom for at least one more month. Dereck hopes we will have regular attendance in the future. If you are thinking of dropping off of the DDA Board, please let Dereck know. Annie wants to know what the cut off is--If you miss 2 meetings, you're off? Dereck says the board would have to vote to remove someone. Nate says people need to just email to be excused.

- C. 333 S. Lafayette (Formerly Mo's) building progress. Nate reported that the owner is looking to demolish the building. There is been no change of ownership. It is not known what the owner intends to do once the building is down.
- D. Soil Boring Update 390 S. Lafayette. The Economic Vitality Committee is looking to see if the Master Plan still applies to this property. If the property is not buildable, then we would need to figure out a use for the property. Soil Boring, then Request for Proposal, then the Economic Vitality Committee will make a recommendation after reviewing to decide what to do. Gary will send an email to Economic Vitality Committee members to pick a date for the next meeting. Discussion of what is in the Master Plan.
- E. Support Downtown South Lyon Mini-Grants. Nate reported that a check for \$108 was received as part of a matching donation. We are still waiting for the \$4,000 from Main Street Oakland County. Gene asked how the money will be disbursed. Nate said 16 businesses who applied and qualified will each get approximately \$560.
- F. Lyon Area Task Force. Nate reported that the City of South Lyon, Lyon Twp, and Kensington Valley Chamber are part of a joint effort to promote Shop Local / Dine Local. Some feather flags are up in the city and there is a big marketing push coming. Nate is working closely with Tina Archer, Lyon Twp. DDA Director.
- IX. Board Member Comments. Gary, Gene, and Norm all apologized for their lack of attendance over the past few months. Jeff said he is glad to see everyone. Norm asked about the Farmers Market sign. Tim says there will be a refund or credit for this year for those who paid for 2020. All signs will come down at the end of this year.
- X. Adjournment. Jeff made a motion to adjourn. Supported by Paul. Motion passed unanimously. Meeting adjourned at 9:20 am.