



MEETING MINUTES – SEPTEMBER 10, 2020

- I. **Call to Order.** Meeting called to order at 8:03 am via Zoom Video Conferencing by Chairperson, Dereck Mashburn.
- II. **Roll Call.** Present: Dereck Mashburn, Paul Zelenak, Annie Buchtrup, Mark Childs, Norm Fultz, Jeff Heinanen, Gary Fagin, Gene Carroll, Tanya Nevitt. Also present, Tim Davids, Jim Hamade.
- III. **Approval of Agenda.** Jeff made a motion to approve the minutes. Supported by Mark. Motion passed unanimously.
- IV. **Approval of August 13, 2020 DDA Board Meeting Minutes.** Motion by Jeff. Supported by Paul. Motion passed unanimously.
- V. **Citizens Comments.** None
- VI. **Budget Report.** The Accounting Department provided the monthly budget reports for the month of August. Nate reported that TIF funds are coming in. Approximately \$6,600. Not a lot of expenditures, mainly printing costs and training.
- VII. **New Business:**
 - A. **Downtown Trick or Treat.** The city has been getting some calls regarding the Downtown Trick or Treat and the board needs to discuss whether to have this event or not. Nate would prefer to not have it. Norm agrees. Mark and Jeff agree. We get a lot of kids and adults in town for this popular event. Jeff made a motion to cancel the DDA-sponsored Downtown Trick or Treat. Supported by Norm. Motion passed unanimously. Paul reported that SLARA is looking at a trick or treat event. Cornstalks, hay bales, and scarecrows will still be placed around downtown. Will there be a scarecrow contest? Yes, information about the contest will be coming from the Chamber of Commerce today or tomorrow.
- VIII. **Old Business:**
 - A. **Farmers Market.** Tim reported that the markets have been very successful this summer. A third farm, Cardinal Farms, has been added and they are willing to share a portion of their proceeds with the market. There have been no COVID complaints in the past month. The market should begin to slow down around the beginning of October. There will be no advertised Trick or Treat at the market on October 31, but vendors will have the option to give out candy.
 - B. **Downtown South Lyon Committees.** Nate sent out information to each committee. He also spoke with Main Street Oakland County and they said there

is no need to meet regularly, but we still need to use the four-point approach. Gary and Nate will head up the Economic Vitality Committee, Gene and Annie will be on the Design Committee, and Dereck will try to recruit some people from the community. We need people on the Promotions Committee and volunteers for the Organization Committee. Annie will chair the Design Committee. Paul suggests that we write something up for the city website that we are seeking volunteers for these committees. Interested people can use the Candidate Questionnaire application for this committee. When is the next Economic Vitality Committee meeting? September 17 at 8 am. Nate will schedule. Paul and Nate are meeting with the Soil Boring people today. Dereck would like to see the committees meet monthly.

C. Support Downtown South Lyon Mini-Grants. Nate reported that we finally received the remaining funds so we can get the checks cut and he will deliver them next week. Nate will take pictures so that we can publicize how the grant money was shared.

D. Lyon Area Task Force – Show Your Love for Lyon. Nate reported that the Task Force created the Show Your Love for Lyon marketing campaign to support local businesses and we are working with the township to distribute signs and information to local businesses. Photos with local businesses are being shared on social media. Mark asked about the feather flags and if he can do those for his business. He will talk with Nate after the meeting.

IX. Board Member Comments. Mark apologized about missing meetings and asked about the status of Mo's. Paul reported that the building will be demolished but we do not have a timeframe and do not know what will go there. Just be sure they keep moving forward. Annie brought up the issue of employees parking on Lafayette. How can we get them to park elsewhere? We need these spots open for customers. Paul suggested using peer pressure. Tanya said that previously the DDA had sent a letter – maybe we could do another letter. Mark likes the letter and suggested we reiterate where else parking is available. Dereck likes a letter to business owners. Annie suggested we send it out quarterly. Nate will put together a letter and get it out to business owners. Mark asked if we could meet in person, maybe in council chambers. Paul said not enough room to social distance when we meet in person. Tanya asked about signs with flashing lights. She thought this was against the sign ordinance, yet she sees some in local windows. We need to be fair and enforce the rules to everyone equally. Perhaps a review of the ordinance can be done by the design committee and they can make a recommendation for changes. Discussion of the sign ordinance and enforcement. Lefty's Cheesesteak is taking over the Good Day Café building. Mark asked about the status of Gary's building on E. Liberty Street, the Draft Street building, and Gene's building. All are available.

X. Adjournment. Mark made a motion to adjourn. Supported by Jeff. Meeting adjourned at 9:16 am.