



MEETING MINUTES – SEPTEMBER 12, 2019

- I. **Call to Order:** Meeting called to order at 8:02 am by Chairperson, Gene Carroll.
- II. **Approval of Agenda:** Due to a time restriction, Annie is requesting Ladies Night be moved up on the agenda from D to A under Old Business. Paul so moved. Supported by Norm. Approved to change agenda.
- III. **Roll Call:** Present: Mark Childs, Dereck Mashburn, Jeff Heinanen, Norm Fultz, Gene Carroll, Annie Buchtrup, Paul Zelenak. Excused: Bob Donohue, Tanya Nevitt. Also present, Tim Davids, Lisa Dilg, Gary Fagin.
- IV. **Approval of the August 8, 2019 DDA Board Meeting Minutes.** Mark commented that the flooding on Pontiac Trail, specifically the 200 and 300 blocks, is not a recent occurrence, but has been ongoing for many years. Minutes corrected. Jeff made a motion to accept the minutes as corrected. Supported by Paul. Motion passed unanimously.
- V. **Citizens Comments:** Lisa Dilg, candidate for City Council, was present at the DDA Board meeting. She is sitting in on board and commission meetings to get a better idea of what each committee handles.
- VI. **Budget:** Budget reports were included in the DDA packet. Paul said very little has been collected at this point since taxes are not due until September 30.
- VII. **New Business:**
 - A. Election of DDA Board Officers. By-Laws suggest a 1-year term for officers and it is recommended as a best practice that the vice-chair move up to chairperson. Nominations: Annie nominated Dereck Mashburn for chairperson. No other nominations. Dereck approved unanimously. Dereck nominated Jeff Heinanen for vice-chair. No other nominations. Jeff approved unanimously. Mark nominated for secretary. No other nominations. Mark approved unanimously. Gene nominated for treasurer. No other nominations. Gene approved unanimously. Term starts in October.
 - B. Gary Fagin introduced himself as a potential board member. He submitted his application to the clerk's office in August. He was previously on the DDA Board, is very pro-South Lyon, and feels he can bring positive action to the board. Norm

made a motion to recommend Gary Fagin for the open position on the DDA Board. Supported by Annie. Motion passed unanimously. Gary's application will be presented to the Mayor, possibly at the next city council meeting.

- C. Downtown Kids Trick or Treat. Event is scheduled for Thursday, October 24, 6-8 pm. Abe Ayoub still wants to be involved, but we need a DDA Board Member to co-chair. Norm says he will co-chair. Norm needs to contact Bob and Abe and schedule a meeting to discuss the event and what Norm will be responsible for.
- D. DDA Economic Development Activity Update. Bob's report that he presented to City Manager and Council last week was included in the packet. He is continuing to work on Cool Yule and South Lyon Eve events with Jeff Heinanen; continuing to work with local veteran's organizations for in-kind donations for dedication of the new Veteran's Memorial; all local businesses have been notified that the Business Survey is available online at Survey Monkey and responses are due by September 30; Bob is continuing to meet with realtors and prospective developers regarding property on N. and S. Lafayette; held a pre-development meeting with Superb Fabricating to discuss a proposed addition to their building on Reese Street; began planning for Downtown Kids Trick or Treat; continued planning for Fall Downtown Ladies Night. Dereck brought up the upcoming DDA Meetings that will be open to the public. October 10 will be a regularly scheduled meeting and then there is a possible meeting on Monday, November 4 in the evening. Location to be determined.

VIII. Old Business:

- A. Ladies Night, Friday, November 15, 2019. Annie reported that the graphics were emailed to board members for approval. Approved. Unfortunately, the billboard is not available, so the committee is looking into the poke-in-the-ground signs. They will also be doing the over-the-road banner. Working hard to get more businesses involved in this event. 700 goodie bags have been ordered. Window posters will also be ordered once sponsors are confirmed. Board recommends checking with Bob to confirm amount available from the DDA Board vs. what's allotted in the City annual budget. Norm asked if there will ever be sole sponsorship by the DDA for this event. Yes, possibly down the road.
- B. Farmers Market. Tim Davids reported that there were five markets in August and they were all successful. Weather has been great. August 24 was Dog Day at the market. Pet Supplies Plus sponsored this rescheduled event. Unfortunately, not everyone who committed to the original date was able to make the reschedule. The August 31 Kids Day was a success. Looking forward to some great events coming up at the Market. September 28 will be Farmer & Artisans Day. October 5 will be Cultural Arts. October 26 will be Trick or Treat at the Market. Like our page on Facebook and be sure to share our posts so we can increase our coverage. September 21 will be Breast Cancer Awareness at the market. Tim shared the Taste the Local Difference Guide and he would like us to be listed in

the 2020 event guide. The cost is \$85 annually. The guide features local farmers markets, but it also highlights local restaurants. Guide comes out twice a year. Gene asked Tim to put together a recommendation and send it out to the DDA Board Members for review.

- C. Enforcement of Maintenance Ordinance Update:
 - 1. Inspection of 110 Detroit Street and 333 S. Lafayette to be reviewed. Follow up with engineer for 333 S. Lafayette.
- D. Lake Street Cruise-In Car Show. Last show of the season will be Wednesday, September 25, 2019.
- E. Cool Yule, December 6 & 7. Cool Yule update covered earlier in Bob's report to City Manager. Bob and Jeff are working on a budget and to get sponsorships. A fireplace is being fabricated and will be located on the Heinanen Patio.
- F. Streetscape Brick Repairs. Recent rains have affected the bricks even more. This is an ongoing issue that must be addressed in conjunction with drainage repairs to Pontiac Trail.
- G. Drainage issues near S. Lafayette and McHattie Street. Drainage issues continue to be an ongoing problem with heavy rainfall. Paul is trying to schedule a meeting with Oakland County and Lyon Township regarding this issue. The entirety of Pontiac Trail, from Lyon Township through the City of South Lyon, needs to be addressed with regard to the impact on our community.
- IX. Board Member Comments. Paul reported that he is participating in Real Men Wear Pink to help raise funds for breast cancer awareness. He will be sitting in a big pink chair in the Farmers Market parking lot from Noon on Friday, September 20 until Noon on Saturday, September 21. Flyers and posters will be distributed soon.
- X. Adjournment. Dereck made a motion to adjourn. Supported by Paul. Meeting adjourned at 9:12 am.