



## MEETING MINUTES – SEPTEMBER 8, 2022

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:04 am.
- II. **Roll Call.** Present: Tanya Nevitt, Dereck Mashburn, Jeff Heinanen, Tracey Smith, Mark Childs, Gary Fagin, Paul Zelenak, Norm Fultz. Also present: Nate Mack and Diana Regan.
- III. **Approval of the Agenda.** Motion by Childs to approve the agenda. Supported by Heinanen. Motion passed unanimously.
- IV. **Approval of the August 11, 2022 DDA Board Meeting Minutes.** Motion by Heinanen to approve the August 11, 2022 minutes. Supported by Smith. Motion passed unanimously.
- V. **Citizen Comments.** None
- VI. **Budget Report.** Mack reported \$3,900 in TIF revenue and \$3,700 revenue from Farmers Market vendor and sponsorship fees. Expenses were for Farmers Market wages and operating expenses, education training, and miscellaneous expenses.
- VII. **Farmers Market.** Market Manager, Diana Regan, reported that the market is doing very well. There was a slight decline in vendors at the end of August, but the market will be at full capacity this coming weekend. Regan stated that several vendors are requesting a Winter Market. The local VFW said they are willing to host this event and their space would hold approximately 20-30 vendors. Would the DDA be willing to sponsor this winter market? Market is being proposed to start around Thanksgiving and run every week until Christmas, then every other week from Mid-January until May. Vendors would supply meat, eggs, body care items, crafts, breads, jams, greens, and winter crops. **Childs made a motion that the DDA Board explore having a winter market and put together a budget. Supported by Heinanen. Motion passed unanimously.** Regan will meet with Mack before the next DDA Board Meeting to discuss details and come for final approval at the October DDA Board Meeting. There will be a food truck rally at a Farmers Market in the beginning of October with 6-7 trucks which will be concentrated on W. Liberty Street or at the entry to the Farmers Market lots.
- VIII. **New Business**

- A. 2023 National Main Street Accreditation Standards.** Mack shared the Main Street Accreditation Standards and reported that the accreditation process runs from January to March. There are six standards whereby the South Lyon DDA must obtain a minimum score of 3/5 for each of the standards in order to be considered accredited. 1. Broad-Based Community Commitment to Revitalization. 2. Inclusive Leadership and Organizational Capacity. 3. Diversified Funding and Sustainable Program Operations. 4. Strategy-Driven Programming. 5. Preservation-Based Economic Development. 6. Demonstrated Impact and Results. Mack asked each board member to fill out the Community Assessment Worksheet to determine what everyone wants and where we can go. Some other communities in Oakland County have gone through the accreditation and 3-4 other communities are looking to achieve Select Level. Moving forward with the accreditation process would provide approximately \$75,000 worth of services and technical assistance and make other grant money available. Mack feels this is a good opportunity for the DDA and Mashburn feels that we are already 40-50% of the way to achieving the standards required.
- B. Redevelopment Ready Communities Program – Trello Demonstration.** The city is working towards Certified Status in the RRC Program and the deadline to complete the self-assessment is September 23. The MEDC reviews and reports what else is needed. This is currently a staff project, but Mack will seek input from the DDA Board. Mashburn pointed out that these projects parallel each other.

**IX. Unfinished Business.**

- A. Committee Reports. Economic Vitality.** Mack reported that he met with Oakland County representatives to present a market snapshot of South Lyon. Demographic information is being utilized to develop a strategy for who to attract to our downtown. Mack also reported that the committee will create a mission statement at their next meeting and do a deeper dive into data for the Placer.ai system. Zelenak brought up creating another business survey. Board members can provide questions for the survey and Zelenak asked Mack to resend the last survey to board members to determine what questions to use going forward. **Promotions.** Nevitt reported that there was a meeting to discuss the upcoming Holiday Spectacular on December 3 and Ladies Night on November 11. \$3,500 in cash sponsors and \$1,500 in-kind sponsorships have already been received for the Holiday Spectacular. A free ad has been placed in the calendar section of an upcoming issue of Lyon Today. Sponsors are being asked to sponsor a specific item at the Spectacular. Family-friendly events will be held from 11am-2pm and then transition to nighttime events. **Organization.** Mack and Mashburn met and are working on getting the Design Committee going. Mack will create a short list of project types and develop a profile of who is needed for the committee. Two people are currently on the committee. The

Design Committee would be in charge of the Façade Program and the Streetscape. Mashburn asked about creating a non-profit within the DDA so people could donate to the DDA. Mack stated that a non-profit could be used if the DDA ends in 2025. Possible name is the South Lyon Main Street Program.

**B. Storm Sewer – S. Lafayette St. between Liberty and McHattie Streets.** Zelenak stated he had no update to report.

**X. DDA Director Report**

Mack reported that Lefty's Cheesesteaks will be having a Grand Re-opening on Tuesday, September 13 at 4 pm. This store has been reacquired by corporate. The deadline for the RCA Building tax abatement is September 30. Building owner stated that they are waiting for a Final Fire Alarm Inspection and a Final Elevator Inspection this week or next. If these inspections pass, they should be able to get their Certificate of Occupancy by September 30. Owner will advise Mack if this deadline cannot be met. Duo Vina is hoping for a soft opening in October or November followed by a full opening. If the inspections fail, owner can request another extension. Mack reported that he has been asked to participate in an Oakland County Downtown Alliance that will be an external arm that will have three primary goals: Identify and pursue funds to support Main Street Oakland County programming, devise and implement advocacy and awareness efforts to support the work of MSOC programs, and provide technical assistance from a select group of individuals to communities when requested. The next Downtown Business and Property Owner meeting will take place on Thursday, September 22, 8:30 am, at the Corner Social.

**XI. Board Member Comments**

Childs asked Zelenak for an update on the electronic crosswalk signs. Zelenak reported that those signs should be installed in October. Heinanen asked for an update of 110 Detroit Street. Zelenak reported that the case is back in court because the owner has not complied with the Consent Judgement. No outside work has been completed on the property, only inside. The judge will rule on fines.

**XII. Adjournment.** Motion by Heinanen. Supported by Smith to adjourn. Meeting adjourned at 9:28 am.