

**City of South Lyon, Downtown Development Authority Board Meeting  
August 12, 2021, Thursday, 8:00 a.m. via ZOOM Video Conferencing**

**AGENDA**

- I. Call to Order
- II. Roll Call
- III. Approval of the Agenda
- IV. Approval of the July 8, 2021 DDA Board Meeting Minutes
- V. Citizens' Comments
- VI. Budget Report
- VII. New Business:
  - A. Final Approval DDA Mural Incentive Guidelines & Application
  - B. Grande Trunke Home Mural Incentive Application
  - C. Cool Yule 2021
  - D. September 2021 DDA Board Meeting – Change Meeting Date from Sept. 9 to Sept. 16
  - E. Check Request Form
- VIII. Old Business:
  - A. Farmers Market Report & Committee for Interviewing New Market Manager
  - B. Committee Reports
  - C. Storm Sewer Along S. Lafayette St. between Liberty St. & McHattie St.
- IX. Board Member Comments
- X. Adjournment

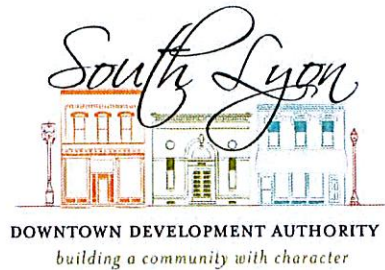
**Procedures by which persons may contact members of the DDA Board of Directors prior to the meeting:**

Members of the public may contact members of the public body prior to the electronic meeting by email. Email addresses for the DDA Board of Directors may be found on the City's website at [www.southlyonmi.org](http://www.southlyonmi.org).

Next Board Meeting is 8:00 a.m., Thursday, September 9, 2021 via Zoom video conferencing

*Until further notice, the DDA Board meets regularly on the 2<sup>nd</sup> Thursday of the month at 8:00 a.m. via Zoom video conferencing.*

***All Regular Board Meetings shall end no later than 10:00 a.m.***



## MEETING MINUTES – JULY 8, 2021

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:04 am via Zoom video conferencing.
- II. **Roll Call.** Mark Childs joined the meeting from South Lyon, MI, Dereck Mashburn joined the meeting from South Lyon, MI, Paul Zelenak joined the meeting from South Lyon, MI, Jeff Heinanen joined the meeting from South Lyon, MI, Annie Buchtrup joined the meeting at 8:35am from South Lyon, MI, Tanya Nevitt joined the meeting from South Lyon, MI, Norm Fultz joined the meeting from South Lyon, MI. Also present, Nate Mack, Tim Davids, and Ken Michalek. Gene Carroll was absent.
- III. **Approval of the Agenda.** Motion by Jeff Heinanen, supported by Paul Zelenak to approve the agenda. Motion passed unanimously.
- IV. **Approval of the June 10, 2021 DDA Board Meeting Minutes.** Motion by Paul, supported by Jeff to approve the minutes. Motion approved unanimously.
- V. **Citizens Comments.** John Allen, South Lyon resident, stated the following, "Would the committee consider expanding membership of the DDA? There is not enough resident involvement, particularly younger people."
- VI. **Budget Report.** Nate reported on the financial information provided by the accounting department. Revenue included a little more than \$6,300 was received from 2020 delinquent taxes. Nate also discussed stated the funds were spent for the hanging baskets downtown and the South Lyon events fliers. Nate said the 2020-2021 fiscal year had concluded and the DDA finished the year with a positive balance.
- VII. **New Business – None.**
- VIII. **Old Business**
  - A. **Pumpkinfest Event Application** – Nate stated the Pumpkinfest Event Application will be going before the City Council on Monday, July 12<sup>th</sup>. Nate informed the board after last month's DDA Board meeting he had a discussion with the event organizer and the Police Department about the location of the farmers market and the Board's desire to have it remain in its normal location during the event. The Pumpkinfest event organizer said to Nate the reason the farmers market had been moved in the past is because it was not part of the overall footprint of Pumpkinfest. Nate explained to the event organizer that the DDA has many seasonal vendors that pay for the space they are in and have the expectation to be where they have paid. Looking at the updated proposed map for the Pumpkinfest event, the pumpkin patch will be in the old Veterans' Memorial Parking Lot with Liberty Street being

closed to traffic to provide pedestrians with a safer means of crossing the street. The farmers market will remain in its normal location.

Jeff asked if the farmers market had always piggybacked with the Pumpkinfest event. Tim Davids stated it had since at least 2016. Jeff stated he didn't realize the farmers market was operating for both days of the event, which was the part that concerned him as the vendors pay a fee to be at Pumpkinfest.

Tim stated the farmers market involvement is integral to making Pumpkinfest more successful. Tim also said the location for the farmers market used to be in the footprint of Pumpkinfest.

Paul stated his concern is moving farmers market vendors who are there for the entirety of the season. He believes they should be left in the same place. Paul also stated the farmers market should take precedence because they are there for almost 30 weeks every year. He went on to say the farmers market is very viable for the downtown and adds to Pumpkinfest. Paul stated he understands Jeff's point about organizing an event and considering everything that needs to happen.

Jeff agreed with Paul, he stated he did not realize it was Saturday and Sunday was all. Mark Childs stated we are just asking them to move across the street.

- B. Farmers Market Report** - Tim gave an update on the farmers market. He stated there was not a whole lot to report for June. There was a four-market month, which included two rain outs. The June 19 and 26 markets were rained out. Tim stated vendors packed up and left about an hour after the market opened. Both days brought in no revenue. Looking ahead to future markets, the market is filled to capacity, Tim said.
- C. City of South Lyon Millage Rate** – At the last DDA Board meeting, Nate updated the board on an additional mill that the City of South Lyon had approved because it was not levying the maximum mills allowed by law. Later that month, it was discovered that the City of South Lyon was levying the maximum mills allowed by law. Nate said this means the DDA will not be receiving additional funds as was said last month. At the June 28<sup>th</sup> City Council meeting, the City Council passed a budget amendment to reflect this change.

Paul stated the City is still looking at an additional road millage. The additional mill is no longer in place. The City is still looking at means to improve the roads. Paul said he expects something to come before the electorate in regards to a road improvement program for the City either this November, next August, or next November.

- D. Mural Guidelines** – Nate presented the guidelines for the DDA’s mural program to the board. He stated they have been created with the intent to objectively award DDA funds to business and/or property owners that may be seeking to have a mural on the side of their building. He stated that it is not the purview of the DDA Board of Directors to offer comment on the content of the mural(s). Just to determine if the artist(s) work will be high quality and if the project will have a positive public impact. He requested the DDA Board to approved, deny, or amend the presented guidelines.

**Norm Fultz made a motion to approve mural grant guidelines with the addition of a maintenance plan to be provided by the applicant. Jeff Heinanen supported the motion. A roll call vote was taken. The motion passed unanimously.**

**Discussion of the Mural Guidelines** – Mark noted there was nothing in the draft guidelines regarding maintenance of the murals and wanted to see something in the guidelines regarding maintenance. Nate said he would be adding a portion of the guidelines that addressed maintenance. Paul suggested a portion of the DDA’s funds could go toward mural maintenance. Possibly \$500.

There was also discussion around the life of the mural. Does the board want to see them be up and maintained for five years? Ten years? Tanya stated a reasonable expectation would be for the murals to be maintained for five years instead of 10. There was also mention of the medium in which the mural will be applied. Mark stated that he was concerned about a mural being painted on canvas and attached to the wall of a building because it can be moved. Nate said that the artist and the building owner as well as the DDA would be the ones funding the work so the likelihood of the mural being moved to another location is lessened. The general sentiment among DDA Board members was to have the mural painted directly on the side of a building.

- E. 390 S. Lafayette St.** – Nate stated that after the DDA Board meeting last month he sent out additional materials the board requested to help generate ideas for the city owned parcel at 390 S. Lafayette Street. The packet included depictions provided by the Cultural Arts Commission as well as a list of ideas that came about at the last meeting. Nate stated that he would like to finalize the ideas from the DDA Board of Directors in order to move ahead with the process. The next step will be to have plans drawn up for the space to serve as a downtown park.

Paul stated the Parks and Recreation Commission looked at installing a splash pad. However, they determined it would not be conducive for a splash pad because of its

size. Annie agreed, stating the size of the park and its location were not ideal for a splash pad and that McHattie Park was more protected for kids.

Jeff stated he has some concern regarding public parking for this proposed park. He does not want the parking lot for Heinanen Engineering to be a public parking lot for the park.

Paul stated that given the size of this particular property it will be more of a pocket park.

Nate asked the board if there were any additional ideas other than those previously mentioned. Additional ideas from DDA Board members were presented. They included lighting, green grass, benches, a sign or gateway, proper sidewalk, curb, benches, chairs, bike rack, proper grading with drainage, concrete sidewalks to match what is already in downtown, essentially something that is clean and simple that will be nice for people entering the downtown. Jeff mentioned that simpler may be best in this location. Norm stated the first point will be to make people aware there will be no parking at this location.

Annie mentioned the DDA could get the help of volunteers for the pocket park. She also mentioned there could be a fun contest to have the residents pick out a name for the park.

**IX. Board Member Comments**

Nate mentioned that Curvin's Creamery, located next to South Lyon Village Bakery and Third Monk Brewing Co. would be opening in a couple weeks after their final inspections were complete.

Mark stated he would like some of the event fliers that were mentioned in the budget report. Nate said he would stop by later that day and drop some off to him. Mark also mentioned there was a parking space on E. Liberty Street that was in need of repair. Nate said he would contact DPW and make them aware of the need for repair.

Jeff asked when the DDA Board will be transitioning from Zoom meetings to in-person as things begin to return to normal. Paul said August or September, most likely September.

**X. Adjournment – Jeff made a motion to adjourn the meeting. Mark supported the motion. The motion to adjourn carried unanimously. The meeting adjourned at 9:38am.**

08/05/2021

REVENUE AND EXPENDITURE REPORT FOR CITY OF SOUTH LYON  
 PERIOD ENDING 07/31/2021  
 FINANCIAL REPORT FOR JULY 2021

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 07/31/2021 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 07/31/2021 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 280 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000						
280-000.000-402.000	REAL PROPERTY TAX	51,705.00	0.00	0.00	51,705.00	0.00
280-000.000-664.000	INTEREST	100.00	0.00	0.00	100.00	0.00
280-000.000-674.300	CONTRIBUTION - GIFT CERTIFICATE	500.00	0.00	0.00	500.00	0.00
280-000.000-675.100	FARMERS MARKET SPONSOR FEES	7,350.00	2,000.00	2,000.00	5,350.00	27.21
280-000.000-675.200	CONTRIBUTIONS-WINTER EVENTS	2,000.00	0.00	0.00	2,000.00	0.00
280-000.000-675.300	LADIES NIGHT OUT SPONSORSHIP	2,000.00	0.00	0.00	2,000.00	0.00
280-000.000-675.401	TRANSFER IN- CAP. IMPROVEMENT	0.00	0.00	0.00	0.00	0.00
280-000.000-675.410	FARMERS MARKET VENDOR FEES	6,000.00	730.00	730.00	5,270.00	12.17
280-000.000-675.700	CONTRIBUTION - STREET BANNER	0.00	0.00	0.00	0.00	0.00
280-000.000-675.900	CONTRIBUTION - MURALS	5,000.00	0.00	0.00	5,000.00	0.00
280-000.000-676.101	TRANSFER IN-GENERAL FUND	4,000.00	0.00	0.00	4,000.00	0.00
280-000.000-688.000	PATRONICITY FUNDS ECONOMIC DEVELOPMENT	0.00	0.00	0.00	0.00	0.00
280-000.000-692.000	GRANT MONEY	5,500.00	0.00	0.00	5,500.00	0.00
280-000.000-698.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
280-000.000-698.110	CONTRIBUTION BUSINESS DIRECTORY	500.00	0.00	0.00	500.00	0.00
Total Dept 000.000		84,655.00	2,730.00	2,730.00	81,925.00	3.22
TOTAL REVENUES		84,655.00	2,730.00	2,730.00	81,925.00	3.22
Expenditures						
Dept 000.000						
280-000.000-702.000	WAGES SALARY	0.00	0.00	0.00	0.00	0.00
280-000.000-702.200	FARMER'S MARKET	12,500.00	0.00	0.00	12,500.00	0.00
280-000.000-740.000	OPERATING EXPENSE	1,000.00	0.00	0.00	1,000.00	0.00
280-000.000-740.200	SEASONAL IMPROVEMENTS	7,700.00	94.40	94.40	7,605.60	1.23
280-000.000-801.000	PROFESSIONAL SERVICE	5,500.00	0.00	0.00	5,500.00	0.00
280-000.000-802.000	CONTRACTUAL SVCS	0.00	0.00	0.00	0.00	0.00
280-000.000-802.100	CONTRACTUAL SERVICES	0.00	0.00	0.00	0.00	0.00
280-000.000-880.000	COMMUNITY PROMOTIONS	2,500.00	0.00	0.00	2,500.00	0.00
280-000.000-880.100	COMM. PROM. CBD WINTER	2,000.00	0.00	0.00	2,000.00	0.00
280-000.000-880.200	COMMUNITY PROMOTION DESIGN	7,500.00	0.00	0.00	7,500.00	0.00
280-000.000-880.300	COMMUNITY PROMOTION-FACADE/SIGN	0.00	0.00	0.00	0.00	0.00
280-000.000-880.400	COMMUNITY EVENT	8,850.00	0.00	0.00	8,850.00	0.00
280-000.000-880.500	COMMUNITY PROMO. GIFT CERTIFICATE	500.00	0.00	0.00	500.00	0.00
280-000.000-886.000	SUPPORT DOWNTOWN SOUTH LYON MINIGRANT	0.00	0.00	0.00	0.00	0.00
280-000.000-888.000	GRANT EXPENDITURES	5,500.00	0.00	0.00	5,500.00	0.00
280-000.000-900.000	PRINTING	5,600.00	0.00	0.00	5,600.00	0.00
280-000.000-957.000	EDUCATION & TRAINING	4,000.00	0.00	0.00	4,000.00	0.00
280-000.000-962.000	MISCELLANEOUS EXPENSE	1,000.00	0.00	0.00	1,000.00	0.00
280-000.000-969.101	TRANSFER TO GENERAL FUND	0.00	0.00	0.00	0.00	0.00
280-000.000-969.369	CONTRIBUTION TO BLDG.ATHOR DR	0.00	0.00	0.00	0.00	0.00
280-000.000-970.000	CAPITAL IMPROVEMENTS	15,000.00	0.00	0.00	15,000.00	0.00
Total Dept 000.000		79,150.00	94.40	94.40	79,055.60	0.12
TOTAL EXPENDITURES		79,150.00	94.40	94.40	79,055.60	0.12
Fund 280 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		84,655.00	2,730.00	2,730.00	81,925.00	3.22
TOTAL EXPENDITURES		79,150.00	94.40	94.40	79,055.60	0.12
NET OF REVENUES & EXPENDITURES		5,505.00	2,635.60	2,635.60	2,869.40	47.88



08/05/2021

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON  
 FROM 280-000.000-001.000 TO 280-000.000-970.000  
 TRANSACTIONS FROM 07/01/2021 TO 07/31/2021

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
280-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
131204	07/08/2021	SUMMARY CD 07/08/2021		Multiple		1,585.62
131280	07/13/2021	SUMMARY CD 07/13/2021		Multiple		4,259.00
131534	07/22/2021	SUMMARY CD 07/22/2021		Multiple		74.47
131618	07/29/2021	SUMMARY CD 07/29/2021		Multiple		94.40
		Journal Totals			0.00	6,013.49
Journal GJ: Journal Entry						
131249	07/08/2021	CHECKING TRANSFER	10343	Multiple	1,585.62	
131286	07/13/2021	CHECKING TRANSFER	10350	Multiple	4,259.00	
131542	07/22/2021	CHECKING TRANSFER	10415	Multiple	74.47	
131632	07/29/2021	CHECKING TRANSFER	10422	Multiple	94.40	
		Journal Totals			6,013.49	0.00
Totals for 280-000.000-001.000					6,013.49	6,013.49
		Balance 07/01/21:	2,405.51 CR			
		Net Change:	0.00			
		Balance 07/31/21:	2,405.51 CR			
280-000.000-002.008 DDA/TIFA PNC BANK						
Journal CR: Journal Entry						
131109	07/01/2021	FARMERS MKT VENDOR FEES 07/01/2021		280-000.000-675.410	30.00	
131122	07/02/2021	FARMERS MKT SPONSOR FEES 07/02/2021		280-000.000-675.100	2,000.00	
131206	07/07/2021	FARMERS MKT VENDOR FEES 07/07/2021		280-000.000-675.410	195.00	
131276	07/12/2021	FARMERS MKT VENDOR FEES 07/12/2021		280-000.000-675.410	155.00	
131484	07/20/2021	FARMERS MKT VENDOR FEES 07/20/2021		280-000.000-675.410	180.00	
131623	07/29/2021	FARMERS MKT VENDOR FEES 07/29/2021		280-000.000-675.410	170.00	
		Journal Totals			2,730.00	0.00
Journal GJ: Journal Entry						
131249	07/08/2021	CHECKING TRANSFER	10343	Multiple		1,585.62
131286	07/13/2021	CHECKING TRANSFER	10350	Multiple		4,259.00
131542	07/22/2021	CHECKING TRANSFER	10415	Multiple		74.47
131632	07/29/2021	CHECKING TRANSFER	10422	Multiple		94.40
		Journal Totals			0.00	6,013.49
Totals for 280-000.000-002.008					2,730.00	6,013.49
		Balance 07/01/21:	70,083.18			
		Net Change:	(3,283.49)			
		Balance 07/31/21:	66,799.69			
280-000.000-202.000 ACCOUNTS PAYABLE						
Journal AP: Journal Entry						
131617	07/29/2021	QUICK SILVER MARKETING SOLUTIONS	20872	280-000.000-740.200		94.40
		Journal Totals			0.00	94.40
Journal CD: Cash Disbursements						
131204	07/08/2021	SUMMARY CD 07/08/2021		Multiple	1,585.62	
131280	07/13/2021	SUMMARY CD 07/13/2021		Multiple	4,259.00	
131534	07/22/2021	SUMMARY CD 07/22/2021		Multiple	74.47	
131618	07/29/2021	SUMMARY CD 07/29/2021		Multiple	94.40	
		Journal Totals			6,013.49	0.00
Totals for 280-000.000-202.000					6,013.49	94.40
		Balance 07/01/21:	6,019.09			
		Net Change:	(5,919.09)			
		Balance 07/31/21:	100.00			

280-000.000-675.100 FARMERS MARKET SPONSOR FEES

Journal CR: Journal Entry

131122	07/02/2021	FARMERS MKT SPONSOR FEES 07/02/2021	280-000.000-002.008	2,000.00
Journal Totals				0.00 2,000.00

Totals for 280-000.000-675.100

Balance 07/01/21:	0.00
Net Change:	2,000.00
Balance 07/31/21:	2,000.00

280-000.000-675.410 FARMERS MARKET VENDOR FEES

Journal CR: Journal Entry

131109	07/01/2021	FARMERS MKT VENDOR FEES 07/01/2021	280-000.000-002.008	30.00
131206	07/07/2021	FARMERS MKT VENDOR FEES 07/07/2021	280-000.000-002.008	195.00
131276	07/12/2021	FARMERS MKT VENDOR FEES 07/12/2021	280-000.000-002.008	155.00
131484	07/20/2021	FARMERS MKT VENDOR FEES 07/20/2021	280-000.000-002.008	180.00
131623	07/29/2021	FARMERS MKT VENDOR FEES 07/29/2021	280-000.000-002.008	170.00
Journal Totals				0.00 730.00

Totals for 280-000.000-675.410

Balance 07/01/21:	0.00
Net Change:	730.00
Balance 07/31/21:	730.00

280-000.000-740.200 SEASONAL IMPROVEMENTS

Journal AP: Journal Entry

131617	07/29/2021	QUICK SILVER MARKETING SOLUTIONS 20872	280-000.000-202.000	94.40
Journal Totals				94.40 0.00

Totals for 280-000.000-740.200

Balance 07/01/21:	0.00
Net Change:	94.40
Balance 07/31/21:	94.40



<b>Name</b>	<b>Address</b>	<b>City</b>
South Lyon Cycle & Sports, Inc.	209 Lafayette St.	South Lyon
The Corner Social	101 S. Lafayette St.	South Lyon
Michael Milarch	57460 10 Mile Road	South Lyon
Walkers Service, Inc.	402 Donovan	South Lyon
Norms Total Automotive Inc.	115 W. Lake St.	South Lyon
GFL		
Abbey Park at Mill River	28413 Abbey Lane	New Hudson
Mitten Junk Removal LLC	4337 E. Grand River Ave, Suite 130	Howell
Dayna Johnston	543 McMunn St.	South Lyon
Katie Wind Photography	10365 Royce Drive	South Lyon
Edith's Market		
Diane's Doll House	102 N. Lafayette St.	South Lyon
D & G Natures Way	12927 Silver Lake Road	Brighton
T-Mobile USA, Inc.	12920 SE 38th Street	Bellevue

State	Zip	Phone	Amount	Funds	Date Received
MI		48178 248-437-0500	\$ 225.00	ck #9681	2/17/2021
MI		48178 248-437-0686	\$ 225.00	ck #1052	3/11/2021
MI	48178-8321		\$ 250.00	ck #990	3/15/2021
MI		48178	\$ 250.00	ck #25581	3/15/2021
MI	48178-1303		\$ 225.00	ck #33420	3/26/2021
			\$ 1,000.00	CC	4/7/2021
MI		48165 248-437-6550	\$ 250.00	Ck #7538	4/12/2021
MI		48843 734-648-5865	\$ 500.00	ck #1108	4/7/2021
MI	48178-1330		\$ 235.00	ck #1018	5/3/2021
MI		48178	\$ 225.00	ck #1167	5/19/2021
			\$ 225.00	cash	5/19/2021
MI		48178 248-486-0450	\$ 100.00	ck #5966	5/19/2021
			\$ 125.00	ck #1151	6/5/2021
MI		48116 248-437-3759	\$ 500.00	ck #3239	5/28/2021
WA	98006		\$ 2,000.00	ck #10542904	7/2/2021

**Total Sponsorships    \$ 6,335.00**

**Contact**

Mark Childs

Mike Carano

James Walker

Sam

Kristi Reed

Austin Williams & Michael Mayernik

Dayna & Craig Johnston

Katie Wind

Lisa Malouf

Diane Roest

Diane Roest

Jim Jackson

**Seasonal Vendors**

<b><i>Name</i></b>	<b><i>Contact</i></b>	<b><i>Address</i></b>
Kona Ice of Brighton		3217 Manley Avenue
Michael Milarch		57460 10 Mile Road
Deborah Howitt		207 Norman Drive
Sharon's Crafts	Sharon Moen	8984 Ash Drive
Dayna's Creations	Dayna Johnston	543 McMunn St.
Alice's Gourmet Bags	Alice Davids	30065 Rondeau Avenue
City Girl Designs	Lori Mosier	205 Harvard Avenue
Inspirations by Jane	Harry & Mary Waynick	8056 Donna St.
Inspire Creations		
Dazzling Dahlias		
Grandmas Pantry		
Cheese People of Grand Rapids		1475 Michigan St. NE
Jennifer's Gift Bags	Jennifer L. Anderson	11462 Casa Loma
Stan & Ann's Glass & Beads		
Heart of the Hive LLC		6749 Vreeland Road
Roeske Farms	Patricia Roeske	2656 Clark Road

**Market Activity**

5/1/2021  
5/8/2021  
5/15/2021  
5/22/2021  
5/29/2021  
6/5/2021  
6/12/2021  
6/19/2021  
6/26/2021  
7/3/2021  
7/10/2021  
7/17/2021  
7/24/2021  
7/30/2021  
8/7/2021

**Total Vendor Income**

**Refunds**

**Total Revenue 2021**

<i>City</i>	<i>State</i>	<i>Zip</i>	<i>Phone</i>	<i>Amount</i>	<i>Funds</i>
Lansing	MI	48910	517-626-4116	\$ 270.00	check #2673
South Lyon	MI	48178-8321		\$ 292.50	check #989
Highland	MI	48357	248-461-7995	\$ 292.50	check #103
Whitmore Lake	MI	48981	715-828-2608	\$ 292.00	check #190
South Lyon	MI	48178-1330		\$ 390.00	check #1018
New Hudson	MI	48165		\$ 292.50	check #990
South Lyon	MI	48178		\$ 292.50	check #141
Westland	MI	48185		\$ 292.50	check #7310
				\$ 292.50	cash
				\$ 292.50	cash
				\$ 292.50	check #103
Grand Rapids	MI	49503	619-518-1661	\$ 292.50	check #52986065
Brighton	MI	48114		\$ 292.50	check #1028
				\$ 390.00	cash
Ypsilanti	MI	48198		\$ 292.50	check #1336
Hartland	MI	48353		\$ 375.00	ckeck #1735

\$ 4,934.50

\$ 115.00  
 \$ 135.00  
 \$ 130.00  
 \$ 100.00  
 \$ 145.00  
 \$ 175.00  
 \$ 165.00  
 \$ - rain out  
 \$ 30.00  
 \$ 195.00  
 \$ 155.00  
 \$ 180.00  
 \$ 170.00  
 \$ 260.00  
 \$ 170.00



\$ 2,125.00

\$ 7,059.50

\$ 7,059.50

***Date Received***

3/15/2021  
3/15/2021  
3/19/2021  
4/19/2021  
5/1/2021  
5/1/2021  
5/1/2021  
5/1/2021  
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5/1/2021  
5/10/2021  
5/10/2021  
5/10/2021  
5/19/2021  
6/3/2021

08/05/2021

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON  
 FROM 280-000.000-001.000 TO 280-000.000-970.000  
 TRANSACTIONS FROM 08/01/2021 TO 08/31/2021

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
280-000.000-002.008 DDA/TIFA PNC BANK						
Journal CR: Journal Entry						
131683	08/02/2021	FARMERS MKT VENDOR FEES 08/02/2021		280-000.000-675.410	260.00	
		Journal Totals			260.00	0.00
Totals for 280-000.000-002.008					260.00	0.00
		Balance 08/01/21:	66,799.69			
		Net Change:	260.00			
		Balance 08/31/21:	67,059.69			
280-000.000-202.000 ACCOUNTS PAYABLE						
Journal AP: Journal Entry						
131740	08/04/2021	JOHN'S SANITATION	I1699, I1700, I1803	Multiple		98.00
		Journal Totals			0.00	98.00
Totals for 280-000.000-202.000					0.00	98.00
		Balance 08/01/21:	100.00			
		Net Change:	98.00			
		Balance 08/31/21:	198.00			
280-000.000-675.410 FARMERS MARKET VENDOR FEES						
Journal CR: Journal Entry						
131683	08/02/2021	FARMERS MKT VENDOR FEES 08/02/2021		280-000.000-002.008		260.00
		Journal Totals			0.00	260.00
Totals for 280-000.000-675.410					0.00	260.00
		Balance 08/01/21:	730.00			
		Net Change:	260.00			
		Balance 08/31/21:	990.00			
280-000.000-740.200 SEASONAL IMPROVEMENTS						
Journal AP: Journal Entry						
131740	08/04/2021	JOHN'S SANITATION	I1699, I1700, I1803	Multiple	98.00	
		Journal Totals			98.00	0.00
Totals for 280-000.000-740.200					98.00	0.00
		Balance 08/01/21:	94.40			
		Net Change:	98.00			
		Balance 08/31/21:	192.40			



## **Memorandum**

**To: DDA Board of Directors**

**From: Nate Mack, Director, DDA/Economic Development**

**Date: August 12, 2021**

**Subject: South Lyon DDA Mural Incentive Program Guidelines and Application**

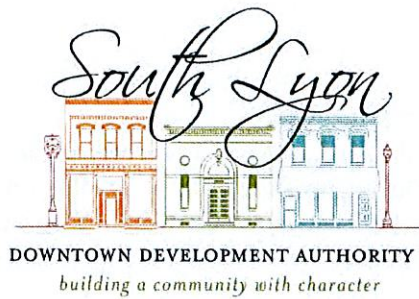
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At the July 8, 2021, DDA of Directors meeting, the first draft of the mural guidelines was presented to the DDA board. After receiving feedback from the board regarding the structure of the program, an application was developed and includes a section regarding maintenance of the mural. The application requests the applicant to state the type of maintenance the mural will require as well as when the mural will require maintenance.

Further, applicants will be required to show their selected artist's other works and locations and a rough draft of the proposed mural, if one is available. This is meant for the DDA Board to understand the muralist and the style of their work. I would strongly recommend the Board does not get too involved in the finer details of a proposed mural. This is a disincentive for a muralist to paint in the community, which may result in them declining the work. This is not to say, however, the DDA Board should not have input into what they would like to see generally, especially if DDA funds will be utilized to pay for part of the mural.

On page four of the application, I have included a detailed *Criteria for Recommendation* section that informs the applicant how the mural application will be judged. I removed the point system from the guidelines to allow for greater flexibility when judging the merits of a proposed project.

Finally, based off of the overwhelming positive feedback I have received from business owners as well as residents on the street and on social media, the South Lyon DDA has a chance to make a substantial, positive impact on the community through incentivizing high quality murals in the core downtown. This program will not only greatly enhance pride in the community, but it can also be an economic driver as more citizens will come downtown to look at the murals and, hopefully, frequent our stores. This will also serve to attract new businesses to the community that see the vibrancy public art brings.



## **South Lyon Downtown Development Authority Pilot Mural Grant Program Guidelines – Draft**

### **Purpose and Goals**

The South Lyon Downtown Development Authority has established a mural grant program in order to beautify public areas, enhance the quality of life for South Lyon residents, attract tourism, promote arts and culture, and encourage businesses to locate within the City – thus expanding South Lyon’s economic base. The guidelines below will be used to determine eligibility for South Lyon DDA Mural Grant Funds.

Please read these guidelines before filling out the application.

**The goals of the Mural Grant Program are to support innovative, creative, and artistic projects in the Downtown Development Authority District of the City of South Lyon that are of high artistic quality and merit, and:**

1. Engage those who live, work, and play in South Lyon through high quality artwork
2. Focus on creating destinations, building, and connecting clusters of cultural attractions and creative activity
3. Provide free, open, and accessible projects to the public, including those with disabilities

### **Funding**

A property or location for a mural must be located within the South Lyon Downtown Development Authority District boundaries. The program is open to property owners and commercial tenants; however, if the applicant is a tenant of a commercial building, the tenant must provide written permission from the property owner stating they are aware of the mural and are allowing it to be placed on their building. Applicants will be required to complete the attached application in its entirety and submit to the South Lyon DDA for review.

The DDA will be offering matching funds for a mural project, providing up to 50% of the cost of a mural or \$2,000, whichever is less. Further, if an applicant is granted funds from the DDA, they will be given \$500 for preventive maintenance of the mural. The timeframe for this project is from July 1, 2021 – June 30, 2022.

Funding for this grant program is based upon the availability of funds within the Downtown Development Authority organization.

### **Funding under this program MAY BE used for:**

Program costs, including but not limited to artist fees, travel costs, program supplies and materials, and wall preparation/cleaning.



**Funding under this program MAY NOT BE used for:**

Costs incurred prior to the program start date, fundraising events, food or beverages, projects that take place outside of the South Lyon DDA District, existing deficits, penalties, interest or litigation costs, scholarly or academic research, tuition, and activities which generate academic credit or formal study toward an academic professional degree. Salaries or wages, space, utilities, marketing, or promotional expenses is not an eligible expense.

**Grant Review Process**

Applications will be reviewed by the DDA Board of Directors. They will recommend rewards based on review and scoring of applications. Decisions of the DDA Board of Directors may not be appealed, however, you may ask for reviewer notes.

**Criteria for Scoring (listed in order of importance):**

- Artistic and Cultural Merit
- Project description, management, and feasibility
- Project budget, organizational capacity, and fiscal competence
- Overall project evaluation

**Requirements to Receive Funds for Mural Project**

- All City of South Lyon ordinances and State of Michigan laws must be followed.
- Receiving approval from the South Lyon DDA for mural funds does not equate to City of South Lyon approval. All proposed murals shall follow the City of South Lyon's mural ordinance.
- The DDA will not offer comment on the content of the mural, other than to ensure there is no lewd, inappropriate, sexual, or political content.
- The artist should have an established portfolio to display their body of work. This will help to determine if the DDA will fund proposed mural projects.
- Location of the mural should be presented. It is the intent of the Downtown Development Authority to give priority to highly visible mural locations that can be viewed by pedestrians safely.
- Applicants must not be delinquent on any debt owed to the city including, individual and/or business income tax, individual and/or property tax, and assessments or fees.

**Application Process**

Guidelines are available electronically from the City of South Lyon's website on the Downtown Development Authority page at [www.southlyonmi.org](http://www.southlyonmi.org). Please submit the completed application and all required materials via email to Nathan Mack at [nmack@southlyonmi.org](mailto:nmack@southlyonmi.org). A PDF file of the application materials is preferred when submitting the application. A hard copy of the application can be submitted to City Hall, 335 S. Warren St., South Lyon, MI 48178. Hours are 8:30am – 5:00pm.



**Please fill out the attached application in its entirety. Be sure to include all required attachments or your application will be considered incomplete.**

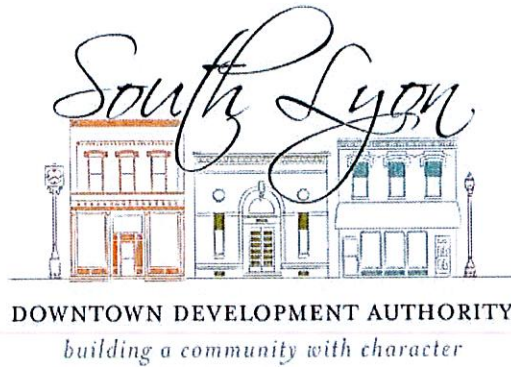
- I. Applicant Information
- II. Project Information
- III. Budget Information
- IV. Required Attachments
  - a. If the applicant is a tenant, written permission from the property owner stating they are aware and will allow the mural to be placed on their building.
  - b. Photo of where the mural will be placed on the building.
  - c. Illustrative and/or construction drawings of proposed mural and its dimensions.
  - d. Images of the artist's work and their locations.

#### **Notification/Payment/Contracting**

The South Lyon Downtown Development Authority will notify applicants of the outcome once the application has been submitted and then reviewed by the DDA Board of Directors. The applicant will receive notice prior to the DDA Board of Directors review of their application. Upon notification of application approval, grantees are required to

- Sign a grant agreement detailing terms of use for the funds (grantees will receive a reimbursement once the mural has been completed).
- Promote the South Lyon Downtown Development Authority through all publicity and promotional materials regarding the grant-funded activity.
- Once approved for grant funds, the South Lyon DDA will be able to use images of the mural for promotional and educational purposes.

The DDA Board of Directors meets on the second Thursday of each month at 8:00am. Until further notice, meetings are being conducted virtually.



**South Lyon Downtown Development Authority Mural Application**

***Please make note of the Criteria of Recommendation on page 4 of this document.***

**APPLICANT INFORMATION**

Contact person: \_\_\_\_\_

Organization: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tax ID Number (if applicable): \_\_\_\_\_

**MURAL INFORMATION**

Proposed Location of Mural: (Circle One)    Public (City-Owned Property)    Private    Lease

Proposed Dates of Installation: \_\_\_\_\_

Property/Building Owner:

\_\_\_\_\_

Address of Proposed Location: \_\_\_\_\_

Does the building have any historical significance?    Yes    No

What year was the building built? \_\_\_\_\_

If you are not the building owner, written permission from the building owner is required to install the mural and receive DDA funding. Please have the property owner below sign stating they are aware of the mural project and give their permission to have it installed on their building.

I, \_\_\_\_\_ the owner of the property located at

\_\_\_\_\_, hereby give permission to \_\_\_\_\_  
to install a mural on the wall of the building.

Please attach a photo of where the mural will be placed on the building.

Size of Mural: Width: \_\_\_\_\_ Length: \_\_\_\_\_

Please list the types of medium/materials/paint that will be used: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Will the mural be? (Circle one)

Painted directly on the building

Mural canvas attached to building

If a mural canvas will be attached to the building, please describe, in detail, how the mural canvas will be attached. (Attach a separate sheet if necessary.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What type of maintenance will the mural require? How will you ensure the mural is properly maintained? (Please provide a description. Attach a separate sheet if necessary.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Would the mural require maintenance in: (Circle One)

3-5 Years

5-10 Years

15+ Years

#### ARTIST INFORMATION

Title of Work: \_\_\_\_\_

Artist Name: \_\_\_\_\_

Artist Website: \_\_\_\_\_

Is the mural? (Circle one)

Pre-Designed

Free Form

Pre-designed required attachments:

\_\_\_\_\_ Illustrative and/or construction drawings or proposed mural include dimensions on drawing.

\_\_\_\_\_ Images of artist's other works and their locations.

Free Form required attachments:

\_\_\_\_\_ 3-4 images of previous work that is representative of what the proposed mural may look like.

\_\_\_\_\_ Images of artist's other works and their locations.

**FUNDING OF MURAL**

Mural Projected Cost: \_\_\_\_\_

Is the proposed mural? (Circle one)

Completely Self-Funded

Partially Funded

Needs Funding

The South Lyon DDA may award up to \$2,000 or 50 percent of the cost of the mural in the form of a reimbursable grant. Upon completion of the mural, the applicant will submit to the DDA/Economic Development Director proof showing the overall cost of the mural and the date it was completed.

The applicant has 120 days to complete the mural project from the date of approval of the South Lyon DDA Board of Directors. If an extension is needed, the applicant shall submit a written request to the DDA Director explaining the need for the extension. The DDA Director, at their discretion, may approve or deny a request for a time extension.

Please indicate below the level of funding you wish to receive from the South Lyon Downtown Development Authority. Further, if the applicant is awarded grant funds an additional \$500 will be allocated for preventive maintenance of the mural, at a later date.

**Please note: Approval from the South Lyon DDA for a mural grant does not mean the City of South Lyon has granted approval for your project. Please be sure all City of South Lyon ordinances have been followed.**

Amount of grant funds requested from the South Lyon DDA (Cannot exceed \$2,000):

\_\_\_\_\_

If partially funded, who are the funders so far? \_\_\_\_\_

How do you plan on obtaining the remaining funds needed? \_\_\_\_\_

---

Submitted by (please print):

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Received by: \_\_\_\_\_ Date: \_\_\_\_\_

#### CRITERIA OF RECOMMENDATION

- Artistic merit and quality: as substantiated by an artist's past history of exhibitions or sales, awards or other recognition, or an outstanding first work, as well as inherent quality in terms of timelessness of vision, design, aesthetics and excellence;
- Intent of the artist: concerning the meaning and proposed or desired effect of the work as Public Art upon the viewing public, as explained and elaborated upon in the project description;
- Impact: creating a sense of excitement in public spaces and presenting fresh ways of seeing the community and city reflected;
- Representation of styles and tastes within the public art collection: acknowledging existing works in the public art collection and striving for diversity of style, scale, and media;
- Safety and durability: including the ability of the artwork to withstand weather conditions, as well as structural and surface integrity;
- Murals painted directly onto the wall of a building will be given priority over those painted on a canvas and attached to the building;
- Unrestricted public viewing: primarily the opportunity for public access, but also suitability for public participation, social and political attitudes, and functional considerations; and
- Installation and maintenance of the work: from practicality to fabrication and transport, to installation

Please submit the SLDDA application along with the required materials listed in the application to:

Nathan Mack

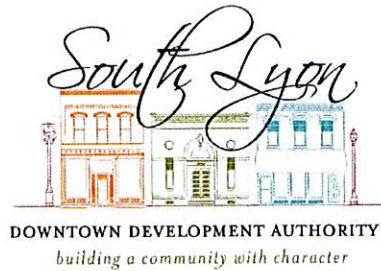
Director – Downtown Development Authority/Economic Development

City of South Lyon

335 S. Warren St., South Lyon, MI 48178

or email: [nmack@southlyonmi.org](mailto:nmack@southlyonmi.org)

*If submitting via email, please send the application and materials as one PDF.*



## **Memorandum**

**To: DDA Board of Directors**

**From: Nate Mack, Director, DDA/Economic Development**

**Date: August 12, 2021**

**Subject: 101 N. Lafayette St. (Grande Trunke Home) Mural Grant Application**

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The property owner of 101 N. Lafayette St. has submitted an application to receive the first South Lyon DDA Mural Grant. The application materials, along with photos of the mural's current progress, and the artist's past work are included in the packet.

While this application has not followed the process that would be required for the program as it is set up, the availability of the muralist and the desire of the building owner to have a mural painted on her property should be taken into consideration. The property owner initially explored having the mural painted in 2019. However, with the pandemic and other factors, the mural was not able to go up until now. The City Council passed the first reading of the mural ordinance at their meeting on August 9<sup>th</sup>, and it will go for a second reading and final approval on August 23<sup>rd</sup>. Once it has passed, it will then go into effect seven days from City Council approval, which is August 30<sup>th</sup>.

The applicant has requested \$2,000 from the DDA for the mural. The total cost of the mural will be about \$5,000. Last fall, I was able to secure a \$500 grant from Main Street Oakland County for this mural and the Cultural Arts Commission has also approved a \$500 grant for the project. My recommendation is to approve the \$2,000 request from the building owner as this is the first mural in the City of South Lyon. It has sparked great interest from both building owners and muralists that wish to paint in downtown. Further, the \$2,000 the DDA could invest into this project will allow us to better display the effectiveness of the grant program that has been developed. I have identified several grant opportunities to raise additional funds for murals and being able to demonstrate program success is an important component of a successful grant application.

The applicant was presented with the DDA guidelines and application, as well as the city's mural ordinance and recommended best practices document that will go with the ordinance. They have followed these procedures closely. The impact of the mural at Grande Trunke Home has been palpable for the downtown. Many individuals are taking pictures next to the mural, have stopped and encouraged and complimented the muralist doing the work, and been enthusiastic about it going up in downtown. The excitement this has generated in the community is great and the DDA should continue to work to capitalize on this excitement.





DOWNTOWN DEVELOPMENT AUTHORITY  
*building a community with character*

**South Lyon Downtown Development Authority Mural Grant Application**

**APPLICANT INFORMATION**

Contact person: SUSAN STOWE

Organization: GRANDE TRUNKE HOME

Phone: 248 446-6040 Email: SUSANSTOWE@comcast.net

Address: 101 N. LAFAYETTE ST.

City: SOUTH LYON State: MI Zip: 48178

Tax ID Number (if applicable): \_\_\_\_\_

**MURAL INFORMATION**

Proposed Location of Mural: (Circle One) Public (City-Owned Property) Private Lease

Proposed Dates of Installation: 8/3 - 8/10

Property/Building Owner: SUSAN STOWE

Address of Proposed Location: 101 N. LAFAYETTE ST.

Does the building have any historical significance? Yes No

What year was the building built? Late 1800's

If you are not the building owner, written permission from the building owner is required to install the mural and receive DDA funding. Please provide a copy of written consent from the building owner.

Please attach a photo of where the mural will be placed on the building.

Size of Mural: Width: 17' Length: 48'

Please list the types of medium/materials/paint that will be used: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Will the mural be? (Circle one)

Painted directly on the building

Mural canvas attached to building

If a mural canvas will be attached to the building, please describe, in detail, how the mural canvas will be attached. (Attach a separate sheet if necessary.)

N/A

What type of maintenance will the mural require? How will you ensure the mural is properly maintained? (Please provide a description. Attach a separate sheet if necessary.)

Aerosol paint with acrylic base. Paint is guaranteed for 25 years.

Would the mural require maintenance in: (Circle One)

3-5 Years

5-10 Years

15+ Years

#### ARTIST INFORMATION

Title of Work: South Lyon Scape

Artist Name: Kevin Burdick

Artist Website: Instagram- kevscraps14

Is the mural? (Circle one)

Pre-Designed

Free Form



Pre-designed required attachments:

- ☒ Illustrative and/or construction drawings or proposed mural include dimensions on drawing.
- ☒ Images of artist's other works and their locations.

Free Form required attachments:

- \_\_\_\_\_ 3-4 images of previous work that is representative of what the proposed mural may look like.
- \_\_\_\_\_ Images of artist's other works and their locations.

**FUNDING OF MURAL**

Mural Projected Cost: \$5000

Is the proposed mural? (Circle one)

Completely Self-Funded

Partially Funded

Needs Funding

The South Lyon DDA may award up to \$2,000 or 50 percent of the cost of the mural in the form of a reimbursable grant. Upon completion of the mural, the applicant will submit to the DDA/Economic Development Director proof showing the overall cost of the mural and the date it was completed.

The applicant has 120 days to complete the mural project from the date of approval of the South Lyon DDA Board of Directors. If an extension is needed, the applicant shall submit a written request to the DDA Director explaining the need for the extension. The DDA Director, at their discretion, can approve or deny a request for a time extension.

Please indicate below the level of funding you wish to receive from the South Lyon Downtown Development Authority. Further, if the applicant is awarded grant funds an additional \$500 will be allocated for preventive maintenance of the mural.

**Please note: Approval from the South Lyon DDA for a mural grant does not mean the City of South Lyon has granted approval for your project. Please be sure all City of South Lyon ordinances have been followed.**

Amount of grant funds requested from the South Lyon DDA (Cannot exceed \$2,000):

DDA - \$2000 + \$500 GRANT

If partially funded, who are the funders so far? DDA, SELF

How do you plan on obtaining the remaining funds needed? \_\_\_\_\_

Submitted by (please print):

Susan Stowe

Title:

OWNER

Signature:

Susan M. Stowe

Date:

7/30/2021

Received by:

Nate Mack Nath Mack

Date:

7/30/21

#### CRITERIA OF RECOMMENDATION

- Artistic merit and quality: as substantiated by an artist's past history of exhibitions or sales, awards or other recognition, or an outstanding first work, as well as inherent quality in terms of timelessness of vision, design, aesthetics and excellence;
- Intent of the artist: concerning the meaning and proposed or desired effect of the work as Public Art upon the viewing public, as explained and elaborated upon in the project description;
- Impact: creating a sense of excitement in public spaces and presenting fresh ways of seeing the community and city reflected;
- Representation of styles and tastes within the public art collection: acknowledging existing works in the public art collection and striving for diversity of style, scale, and media;
- Safety and durability: including the ability of the artwork to withstand weather conditions, as well as structural and surface integrity;
- Unrestricted public viewing: primarily the opportunity for public access, but also suitability for public participation, social and political attitudes, and functional considerations; and
- Installation and maintenance of the work: from practicality to fabrication and transport, to installation

Please submit the SLDDA application along with the required materials listed in the application to:

Nathan Mack

Director – Downtown Development Authority/Economic Development

City of South Lyon

335 S. Warren St., South Lyon, MI 48178

or email: [nmack@southlyonmi.org](mailto:nmack@southlyonmi.org)

*If submitting via email, please send the application and materials as one PDF.*





















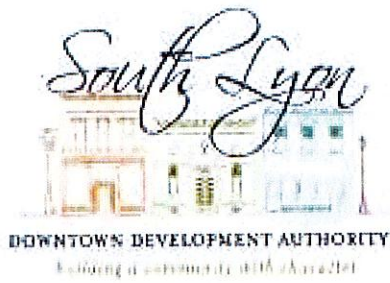
## **Memorandum**

**To: DDA Board of Directors**  
**From: Nate Mack, Director, DDA/Economic Development**  
**Date: August 12, 2021**  
**Subject: Check Request Form for DDA Bills**

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To provide greater financial oversight and transparency, I would like to implement a check request form for DDA expenditures. This will be done every time the DDA is spending money to ensure there is some financial oversight in place and to be sure the officers of the DDA are in the loop as to how funds are being spent. Two of the four DDA officers (Chairperson, Vice Chairperson, Treasurer, and Secretary) will need to sign off on the forms before they can be submitted to the City's finance department for the checks to be written. Ideally, it will be the Board Chair and the Treasurer that will sign off on the forms. However, if one or both are not available to sign, the Vice Chairperson and the Secretary can sign as well.

There are no current financial issues that has caused me to implement this procedure. This is a way to mitigate potential future conflicts that may arise.



## CHECK REQUEST FORM

Date: \_\_\_\_\_

Amount: \_\_\_\_\_

Pay to:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

For: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Budget Line Item: \_\_\_\_\_

Print: \_\_\_\_\_

Person Requesting Check

Signature: \_\_\_\_\_

Person Requesting Check

Approval: \_\_\_\_\_

South Lyon DDA Board Officer Signature

Approval: \_\_\_\_\_

South Lyon DDA Board Officer Signature