



**City of South Lyon, Downtown Development Authority Board Meeting
Thursday, October 13, 2022, 8:00 a.m., Police and Fire Training Room, 217 Whipple St.
South Lyon, MI 48178**

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of the Agenda
- IV. Approval of the September 8, 2022 DDA Board Meeting Minutes
- V. Citizens' Comments
- VI. Budget Report
- VII. Farmers' Market Report

- VIII. New Business:

- IX. Unfinished Business:
 - A. Winter Farmers' Market at VFW Hall
 - B. Main Street Nonprofit
 - C. Committee Reports
 - D. Storm Sewer - S. Lafayette St. between Liberty St. & McHattie St.

- X. DDA Director Report
- XI. Board Member Comments
- XII. 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.

The next Board Meeting is 8:00 a.m., Thursday, November 10, 2022 at South Lyon City Hall.

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



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.

10/07/2022

REVENUE AND EXPENDITURE REPORT FOR CITY OF SOUTH LYON
 PERIOD ENDING 09/30/2022
 FINANCIAL REPORT FOR SEPTEMBER 2022

		2022-23	YTD BALANCE	ACTIVITY FOR	AVAILABLE	
GL NUMBER	DESCRIPTION	AMENDED BUDGET	09/30/2022 NORMAL (ABNORMAL)	MONTH 09/30/2022 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000						
248-000.000-402.000	REAL PROPERTY TAX	55,083.00	13,657.97	9,694.51	41,425.03	24.80
248-000.000-582.100	PATRONICITY FUNDS ECONOMIC DEVELOPMENT	0.00	0.00	0.00	0.00	0.00
248-000.000-665.000	INTEREST	0.00	190.98	79.30	(190.98)	100.00
248-000.000-674.300	CONTRIBUTION - GIFT CERTIFICATE	500.00	0.00	0.00	500.00	0.00
248-000.000-675.100	FARMERS MARKET SPONSOR FEES	7,500.00	250.00	0.00	7,250.00	3.33
248-000.000-675.200	CONTRIBUTIONS-WINTER EVENTS	6,000.00	3,250.00	3,250.00	2,750.00	54.17
248-000.000-675.300	LADIES NIGHT OUT SPONSORSHIP	4,000.00	1,000.00	1,000.00	3,000.00	25.00
248-000.000-675.410	FARMERS MARKET VENDOR FEES	7,500.00	10,445.00	3,940.00	(2,945.00)	139.27
248-000.000-675.700	CONTRIBUTION - STREET BANNER	0.00	(180.00)	0.00	180.00	100.00
248-000.000-675.900	CONTRIBUTION - MURALS	5,000.00	0.00	0.00	5,000.00	0.00
248-000.000-675.910	CONTRIBUTION BUSINESS DIRECTORY	500.00	0.00	0.00	500.00	0.00
248-000.000-680.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
248-000.000-680.200	MISC CONTRIBUTION EV CHARGING STATIONS	2,200.00	0.00	0.00	2,200.00	0.00
248-000.000-682.000	GRANT MONEY	0.00	0.00	0.00	0.00	0.00
248-000.000-699.101	TRANSFER IN - GENERAL FUND	4,000.00	0.00	0.00	4,000.00	0.00
248-000.000-699.401	TRANSFER IN- CAP. IMPROVEMENT	0.00	0.00	0.00	0.00	0.00
Total Dept 000.000		92,283.00	28,613.95	17,963.81	63,669.05	31.01
TOTAL REVENUES		92,283.00	28,613.95	17,963.81	63,669.05	31.01
Expenditures						
Dept 000.000						
248-000.000-702.000	WAGES SALARY	0.00	0.00	0.00	0.00	0.00
248-000.000-702.200	FARMER'S MARKET	12,500.00	1,780.00	0.00	10,720.00	14.24
248-000.000-740.000	OPERATING EXPENSE	2,500.00	353.73	15.89	2,146.27	14.15
248-000.000-740.200	SEASONAL IMPROVEMENTS	8,250.00	210.00	0.00	8,040.00	2.55
248-000.000-801.000	PROFESSIONAL SERVICE	6,500.00	150.00	50.00	6,350.00	2.31
248-000.000-802.000	CONTRACTUAL SVCS	0.00	0.00	0.00	0.00	0.00
248-000.000-802.100	CONTRACTUAL SERVICES	0.00	0.00	0.00	0.00	0.00
248-000.000-880.000	COMMUNITY PROMOTIONS	2,500.00	0.00	0.00	2,500.00	0.00
248-000.000-880.100	COMM. PROM. CBD WINTER	2,000.00	0.00	0.00	2,000.00	0.00
248-000.000-880.200	COMMUNITY PROMOTION DESIGN	9,000.00	63.88	0.00	8,936.12	0.71
248-000.000-880.300	COMMUNITY PROMOTION-FACADE/SIGN	0.00	0.00	0.00	0.00	0.00
248-000.000-880.400	COMMUNITY EVENT	14,500.00	0.00	0.00	14,500.00	0.00
248-000.000-880.500	COMMUNITY PROMO. GIFT CERTIFICATE	500.00	0.00	0.00	500.00	0.00
248-000.000-886.000	SUPPORT DOWNTOWN SOUTH LYON MINIGRANT	0.00	0.00	0.00	0.00	0.00
248-000.000-888.000	GRANT EXPENDITURES	0.00	0.00	0.00	0.00	0.00
248-000.000-900.000	PRINTING	6,500.00	0.00	0.00	6,500.00	0.00
248-000.000-957.000	EDUCATION & TRAINING	4,000.00	267.88	0.00	3,732.12	6.70
248-000.000-962.000	MISCELLANEOUS EXPENSE	1,000.00	25.39	0.00	974.61	2.54
248-000.000-972.000	CAPITAL IMPROVEMENTS	18,700.00	0.00	0.00	18,700.00	0.00
248-000.000-995.101	TRANSFER TO GENERAL FUND	0.00	0.00	0.00	0.00	0.00
248-000.000-995.369	CONTRIBUTION TO BLDG.ATHOR DR	0.00	0.00	0.00	0.00	0.00
Total Dept 000.000		88,450.00	2,850.88	65.89	85,599.12	3.22
TOTAL EXPENDITURES		88,450.00	2,850.88	65.89	85,599.12	3.22
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		92,283.00	28,613.95	17,963.81	63,669.05	31.01
TOTAL EXPENDITURES		88,450.00	2,850.88	65.89	85,599.12	3.22
NET OF REVENUES & EXPENDITURES		3,833.00	25,763.07	17,897.92	(21,930.07)	672.14

10/07/2022

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON
 FROM 248-000.000-001.000 TO 248-000.000-995.369
 TRANSACTIONS FROM 09/01/2022 TO 09/30/2022

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
248-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
138958	09/13/2022	SUMMARY CD 09/13/2022		Multiple		181.50
139235	09/29/2022	SUMMARY CD 09/29/2022		Multiple		65.89
		Journal Totals			0.00	247.39
Journal GJ: Journal Entry						
139041	09/13/2022	CHECKING TRANSFER	11259	Multiple	181.50	
139266	09/29/2022	CHECKING TRANSFER	11282	Multiple	65.89	
		Journal Totals			247.39	0.00
Totals for 248-000.000-001.000					247.39	247.39
		Balance 09/01/22:	2,216.51	CR		
		Net Change:	0.00			
		Balance 09/30/22:	2,216.51	CR		
248-000.000-002.008 DDA/TIFA PNC BANK						
Journal CR: Journal Entry						
138824	09/06/2022	SUMMARY CR POSTING: 09/06/2022 FARMV		248-000.000-675.410	490.00	
138949	09/12/2022	SUMMARY CR POSTING: 09/12/2022 FARMV		248-000.000-675.410	1,515.00	
139033	09/15/2022	SUMMARY CR POSTING: 09/15/2022 FARMV		248-000.000-675.410	40.00	
139034	09/15/2022	SUMMARY CR: 09/15/2022 FARMV (CC)		248-000.000-675.410	40.00	
139039	09/15/2022	SUMMARY CR POSTING: 09/15/2022 YULE		248-000.000-675.200	750.00	
139061	09/16/2022	SUMMARY CR POSTING: 09/16/2022 FARMV		248-000.000-675.410	150.00	
139065	09/16/2022	SUMMARY CR POSTING: 09/16/2022 YULE		248-000.000-675.200	500.00	
139101	09/20/2022	SUMMARY CR POSTING: 09/20/2022 FARMV		248-000.000-675.410	1,705.00	
139180	09/26/2022	SUMMARY CR POSTING: 09/26/2022 LNO		248-000.000-675.300	1,000.00	
139184	09/26/2022	SUMMARY CR POSTING: 09/26/2022 YULE		248-000.000-675.200	1,000.00	
139255	09/29/2022	SUMMARY CR POSTING: 09/29/2022 YULE		248-000.000-675.200	1,000.00	
		Journal Totals			8,190.00	0.00
Journal GJ: Journal Entry						
139041	09/13/2022	CHECKING TRANSFER	11259	Multiple		181.50
139040	09/14/2022	TAX DISBURSEMENT FOR AUGUST 2022	11258	Multiple	9,694.51	
139266	09/29/2022	CHECKING TRANSFER	11282	Multiple		65.89
139289	09/30/2022	PNC BANK INTEREST FOR SEPTEMBER 20	11289	Multiple	79.30	
		Journal Totals			9,773.81	247.39
Totals for 248-000.000-002.008					17,963.81	247.39
		Balance 09/01/22:	112,558.42			
		Net Change:	17,716.42			
		Balance 09/30/22:	130,274.84			
248-000.000-202.000 ACCOUNTS PAYABLE						
Journal AP: Journal Entry						
139168	09/26/2022	PNC BANK	9/18/22	Multiple		65.89
		Journal Totals			0.00	65.89
Journal CD: Cash Disbursements						
138958	09/13/2022	SUMMARY CD 09/13/2022		Multiple	181.50	
139235	09/29/2022	SUMMARY CD 09/29/2022		Multiple	65.89	
		Journal Totals			247.39	0.00
Totals for 248-000.000-202.000					247.39	65.89
		Balance 09/01/22:	281.50			
		Net Change:	(181.50)			
		Balance 09/30/22:	100.00			

248-000.000-402.000 REAL PROPERTY TAX

Journal GJ: Journal Entry

139040	09/14/2022	TAX DISBURSEMENT FOR AUGUST 2022	11258	Multiple		9,694.51
		Journal Totals			0.00	9,694.51

Totals for 248-000.000-402.000

Balance 09/01/22:	3,963.46
Net Change:	9,694.51
Balance 09/30/22:	13,657.97

248-000.000-665.000 INTEREST

Journal GJ: Journal Entry

139289	09/30/2022	PNC BANK INTEREST FOR SEPTEMBER 20	11289	Multiple		79.30
		Journal Totals			0.00	79.30

Totals for 248-000.000-665.000

Balance 09/01/22:	111.68
Net Change:	79.30
Balance 09/30/22:	190.98

248-000.000-675.200 CONTRIBUTIONS-WINTER EVENTS

Journal CR: Journal Entry

139039	09/15/2022	SUMMARY CR POSTING: 09/15/2022 YULE	248-000.000-002.008			750.00
139065	09/16/2022	SUMMARY CR POSTING: 09/16/2022 YULE	248-000.000-002.008			500.00
139184	09/26/2022	SUMMARY CR POSTING: 09/26/2022 YULE	248-000.000-002.008			1,000.00
139255	09/29/2022	SUMMARY CR POSTING: 09/29/2022 YULE	248-000.000-002.008			1,000.00
		Journal Totals			0.00	3,250.00

Totals for 248-000.000-675.200

Balance 09/01/22:	0.00
Net Change:	3,250.00
Balance 09/30/22:	3,250.00

248-000.000-675.300 LADIES NIGHT OUT SPONSORSHIP

Journal CR: Journal Entry

139180	09/26/2022	SUMMARY CR POSTING: 09/26/2022 LNO	248-000.000-002.008			1,000.00
		Journal Totals			0.00	1,000.00

Totals for 248-000.000-675.300

Balance 09/01/22:	0.00
Net Change:	1,000.00
Balance 09/30/22:	1,000.00

248-000.000-675.410 FARMERS MARKET VENDOR FEES

Journal CR: Journal Entry

138824	09/06/2022	SUMMARY CR POSTING: 09/06/2022 FARMV	248-000.000-002.008			490.00
138949	09/12/2022	SUMMARY CR POSTING: 09/12/2022 FARMV	248-000.000-002.008			1,515.00
139033	09/15/2022	SUMMARY CR POSTING: 09/15/2022 FARMV	248-000.000-002.008			40.00
139034	09/15/2022	SUMMARY CR: 09/15/2022 FARMV (CC)	248-000.000-002.008			40.00
139061	09/16/2022	SUMMARY CR POSTING: 09/16/2022 FARMV	248-000.000-002.008			150.00
139101	09/20/2022	SUMMARY CR POSTING: 09/20/2022 FARMV	248-000.000-002.008			1,705.00
		Journal Totals			0.00	3,940.00

Totals for 248-000.000-675.410

Balance 09/01/22:	6,505.00
Net Change:	3,940.00
Balance 09/30/22:	10,445.00

248-000.000-740.000 OPERATING EXPENSE

Journal AP: Journal Entry

139168	09/26/2022	PNC BANK	9/18/22	Multiple	15.89	
		Journal Totals			15.89	0.00
Totals for 248-000.000-740.000					15.89	0.00
		Balance 09/01/22:	337.84			
		Net Change:	15.89			
		Balance 09/30/22:	353.73			

248-000.000-801.000 PROFESSIONAL SERVICE

Journal AP: Journal Entry

139168	09/26/2022	PNC BANK	9/18/22	Multiple	50.00	
		Journal Totals			50.00	0.00
Totals for 248-000.000-801.000					50.00	0.00
		Balance 09/01/22:	100.00			
		Net Change:	50.00			
		Balance 09/30/22:	150.00			

10/07/2022

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON
 FROM 248-000.000-001.000 TO 248-000.000-995.369
 TRANSACTIONS FROM 10/01/2022 TO 10/31/2022

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
248-000.000-002.008 DDA/TIFA PNC BANK						
Journal CR: Journal Entry						
139316	10/03/2022	SUMMARY CR POSTING: 10/03/2022 FARMV		248-000.000-675.410	515.00	
		Journal Totals			515.00	0.00
Totals for 248-000.000-002.008					515.00	0.00
		Balance 10/01/22:	130,274.84			
		Net Change:	515.00			
		Balance 10/31/22:	130,789.84			
248-000.000-202.000 ACCOUNTS PAYABLE						
Journal AP: Journal Entry						
139309	10/03/2022	JOHN'S SANITATION	18237	248-000.000-740.200		105.00
139386	10/06/2022	DIANA REGAN	AUGUST 2022	248-000.000-702.200		1,330.00
139387	10/06/2022	BLACKSTONE STABLES	12/3/2022	248-000.000-880.400		340.00
139388	10/06/2022	ACME PARTYWORKS	22-47024	248-000.000-880.400		1,132.95
139389	10/06/2022	FAIRYTALE ENTERTAINMENT PARTYS INC	17676	248-000.000-880.400		686.00
139390	10/06/2022	NATHAN MACK	10/5/2022	248-000.000-740.000		221.69
139391	10/06/2022	COMMUNITY PUBLISHING & MARKETIN	12324	248-000.000-900.000		375.00
		Journal Totals			0.00	4,190.64
Totals for 248-000.000-202.000					0.00	4,190.64
		Balance 10/01/22:	100.00			
		Net Change:	4,190.64			
		Balance 10/31/22:	4,290.64			
248-000.000-675.410 FARMERS MARKET VENDOR FEES						
Journal CR: Journal Entry						
139316	10/03/2022	SUMMARY CR POSTING: 10/03/2022 FARMV		248-000.000-002.008		515.00
		Journal Totals			0.00	515.00
Totals for 248-000.000-675.410					0.00	515.00
		Balance 10/01/22:	10,445.00			
		Net Change:	515.00			
		Balance 10/31/22:	10,960.00			
248-000.000-702.200 FARMER'S MARKET						
Journal AP: Journal Entry						
139386	10/06/2022	DIANA REGAN	AUGUST 2022	248-000.000-202.000	1,330.00	
		Journal Totals			1,330.00	0.00
Totals for 248-000.000-702.200					1,330.00	0.00
		Balance 10/01/22:	1,780.00			
		Net Change:	1,330.00			
		Balance 10/31/22:	3,110.00			
248-000.000-740.000 OPERATING EXPENSE						
Journal AP: Journal Entry						
139390	10/06/2022	NATHAN MACK	10/5/2022	248-000.000-202.000	221.69	
		Journal Totals			221.69	0.00
Totals for 248-000.000-740.000					221.69	0.00
		Balance 10/01/22:	353.73			
		Net Change:	221.69			
		Balance 10/31/22:	575.42			

248-000.000-740.200 SEASONAL IMPROVEMENTS

Journal AP: Journal Entry

139309	10/03/2022	JOHN'S SANITATION	18237	248-000.000-202.000	105.00	
		Journal Totals			105.00	0.00

Totals for 248-000.000-740.200

Balance 10/01/22:	210.00
Net Change:	105.00
Balance 10/31/22:	315.00

105.00 0.00

248-000.000-880.400 COMMUNITY EVENT

Journal AP: Journal Entry

139387	10/06/2022	BLACKSTONE STABLES	12/3/2022	248-000.000-202.000	340.00	
139388	10/06/2022	ACME PARTYWORKS	22-47024	248-000.000-202.000	1,132.95	
139389	10/06/2022	FAIRYTALE ENTERTAINMENT PARTYS INC	17676	248-000.000-202.000	686.00	
		Journal Totals			2,158.95	0.00

Totals for 248-000.000-880.400

Balance 10/01/22:	0.00
Net Change:	2,158.95
Balance 10/31/22:	2,158.95

2,158.95 0.00

248-000.000-900.000 PRINTING

Journal AP: Journal Entry

139391	10/06/2022	COMMUNITY PUBLISHING & MARKETIN	12324	248-000.000-202.000	375.00	
		Journal Totals			375.00	0.00

Totals for 248-000.000-900.000

Balance 10/01/22:	0.00
Net Change:	375.00
Balance 10/31/22:	375.00

375.00 0.00



Memorandum

To: Chairperson Mashburn and South Lyon DDA Board of Directors

From: Nate Mack, DDA Director

Subject: South Lyon Main Street Nonprofit

Date: October 13, 2022

The purpose of this memorandum is to provide additional background information pertaining to establishing a 501(c)(3) nonprofit arm of the DDA, which would otherwise be known as South Lyon Main Street. The purpose of this nonprofit organization would be to provide financial stability and diversification and a means to continue utilizing the Main Street approach as a tool for downtown economic development should TIF funds no longer be a viable option. This nonprofit would not replace the DDA as a component unit of local government with the authority to collect tax increment financing (TIF) revenues and all of the powers granted to it from PA 57 of 2018.

The benefits of the 501(c)(3) tax exempt designation are numerous and include the following:

- Better score on the accreditation as we are showing a diversification of funding sources
- Greater flexibility
- Exemption from federal income tax
- Tax-deductible contributions
- Possible exemption from state income, sales, and employment taxes
- Reduced postal rates
- Exemption from federal unemployment tax, and
- Tax-exempt financing

One example of a Michigan community that utilizes the 501(c)(3) nonprofit model for their Main Street organization (again, this is different than a DDA) is Saline. They engage in many of the same activities as a DDA, however, their funding does not come from TIF revenues. Saline Main Street solicits donations from a number of private entities, which they list on their website.

Additionally, applying to the IRS for 501(c)(3) tax exempt status would require the assistance of financial and other consultants and would be somewhat complex and time consuming.

Finally, I have been in contact with the folks from the Rochester Community Foundation and they are open to having the South Lyon DDA create an arm within the Rochester Community Foundation to house funds solely for the South Lyon DDA. The Farmington DDA has recently taken advantage of this opportunity. This would be a less complex and costly option should the board wish to continue to pursue this avenue.



Memorandum

To: Chairperson Mashburn and South Lyon DDA Board of Directors
From: Nate Mack, DDA Director
Subject: Winter Farmers' Market 2022-2023
Date: October 13, 2022

The purpose of this memorandum is to provide an update to the DDA Board of Directors on the potential winter farmers market at the VFW Hall, located at 125 E. McHattie St. The farmers market manager and I attended a meeting with the VFW on Wednesday, September 14th to discuss logistics of the market, including dates, times, and cost.

Dates: The winter market will be hosted 11 Saturdays from November through April. The dates are as follows: November 19, December 17, January 14 & 28, February 11 & 25, March 11 & 25, April 1, 15, & 29.

Cost: The VFW normally charges \$500 per day to rent their hall. However, because we are doing multiple dates and they wanted to support a community effort, they are going to offer the hall to us for \$300 per day, for a total of \$3,300. As of September 30, the year-to-date revenue for the farmers' market is \$17,695.00, which includes vendor revenue and sponsorship dollars. Additionally, funds from the winter farmers' market will serve as a means to offset the cost of the facility rental and other costs.

Market Fees: After discussion with the market manager, her and I are recommending the fees for the winter market be set at \$30 per day. Additionally, the vendors will be able to use the tables and chairs at the VFW for an additional \$5 per day. There will be no seasonal option due to so few dates in comparison to the regular market (26 summer market days vs. 11 winter market days). The farmers market manager has informed me there is quite a bit of interest in the winter farmers' market and the goal would be to have 30 vendors per day. Projected revenues at 30 vendors per day at \$30 each comes out to \$900.

Market Manager Compensation: After discussion with the market manager, I recommend we continue to compensate her at the hourly rate.



DDA Director Report October 2022 DDA Board of Directors Meeting

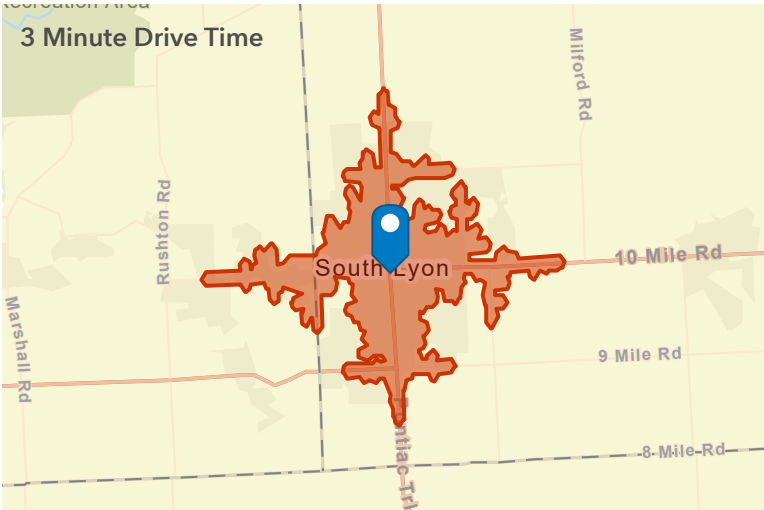
- I am sure everyone knows by now, but it shouldn't be left without mentioning the passing of Diane Roest. Diane's Doll House has been downtown in the old bank building since 1989. The community outpouring after her passing has been tremendous. For the ceremony, I was able to coordinate a bouquet of flowers on behalf of downtown business owners.
- Last week, I met with the Wixom DDA Director about the possibility of our two DDAs coordinating events together and transporting people back and forth between our communities. This was brought on by the success of the Village of Lake Orion and Oxford with the trolley that runs back and forth between the two communities. This is in the early stages of discussion, but I wanted to make the board aware that I have met with the Wixom DDA about the possibility of something like this happening.
- The next Downtown Business and Property Owner meeting will take place on Thursday, October 27 at 8:30am at Corner Social. These meetings always take place on the fourth Thursday of the month at 8:30am at Corner Social. There will be no meeting in November as it is Thanksgiving Day.
- 135 E. Lake St. is making good progress on the final portion of the building renovation. They passed their final elevator inspection with the State of Michigan on October 6. The final building inspection was set to take place on Tuesday, October 11. As of this writing, I do not know whether they passed the final inspection. I will have more information at the DDA Board meeting. The finished product is going to be something completely different than what is currently available in South Lyon.
- I have had contact with multiple individuals interested in acquiring property downtown as well as those interested in opening a restaurant. There is one individual, in particular, that is very interested in opening a restaurant downtown.
- Planning for the fall Ladies Night Out and the Holiday Spectacular continue to go well. Sponsorships for both events have been successful. Sponsorship dollars for the Holiday Spectacular, in particular, have been good. Last week, we were able to secure a title sponsorship for the event from Hines Park Ford.
- I will be meeting with the new owners of 116 E. Lake Street to discuss their ideas for the new space and to talk about DDA incentives including the sign program as well as paint colors for the building.
- Main Street Oakland County will be at the next meeting to present some data on the South Lyon market that was discussed during the economic vitality committee the last two months. I have attached at the end of this report the market snapshot shared to us from MSOC.

City of South Lyon



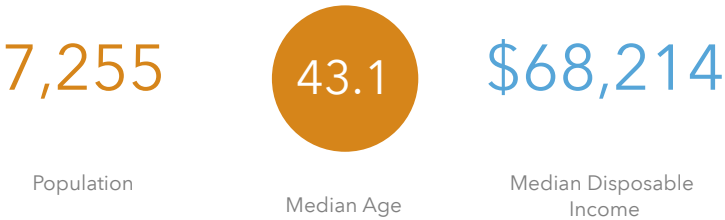
Twelve walkable blocks filled with salons, shops, and fabulous dining located at the intersection of Lake & Lafayette streets. Downtown South Lyon is a traditional hometown shopping and dining experience with over 100 stores, restaurants and services including the famous South Lyon Hotel.

Founded in 1832, South Lyon was originally called Thompson's Corner. Today it's known for its historic and charming downtown, numerous family-friendly festivals, top-notch parks and excellent schools. The City of South Lyon offers an unparalleled quality of life nestled in a rural setting yet just minutes from Brighton, Howell, Milford and Northville.



Fast Facts

KEY FACTS

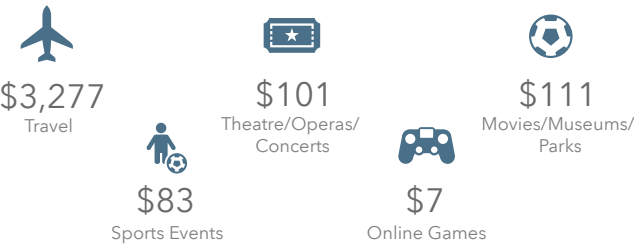


Spending

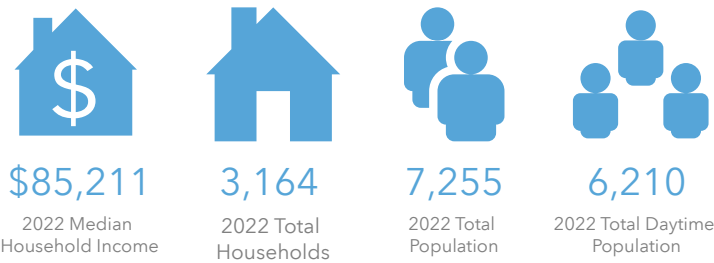
ANNUAL HOUSEHOLD SPENDING



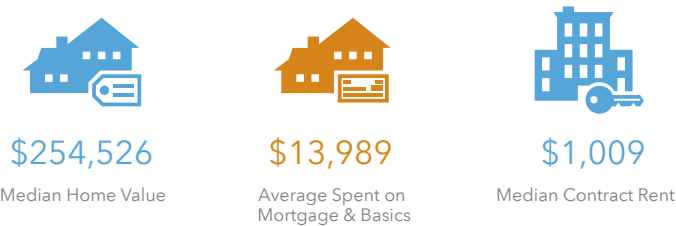
ANNUAL LIFESTYLE SPENDING



DEMOGRAPHICS






HOUSING STATS



Lifestyle Profile

Tapestry Segments

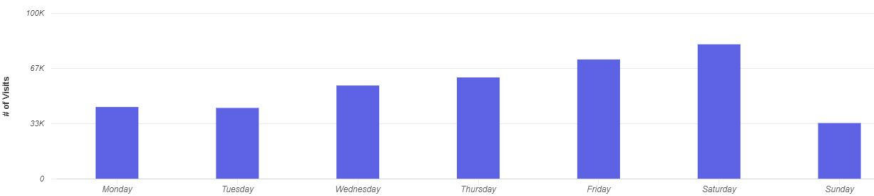
 4C Middleburg 908 households	28.7% of Households	▼
 4A Workday Drive 729 households	23.0% of Households	▼
 9C The Elders 687 households	21.7% of Households	▼

Tapestry Segmentation provides a detailed description of America's neighborhoods—U.S. residential areas are divided into distinct segments based on their socioeconomic and demographic composition. Neighborhoods with the most similar characteristics are grouped together, and neighborhoods showing divergent characteristics are separated.

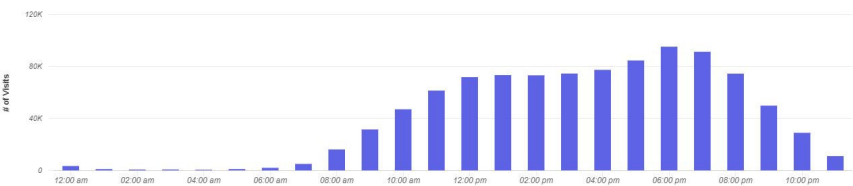
These segments reflect demographic shifts over the last decade to established consumer markets, as well as the emergence of new markets due to population growth, demographic and socioeconomic change, and transforming consumer behavior. Reflecting the diversity among American neighborhoods, Tapestry includes 67 distinct market segments.

Visits (2/1/22 - 7/31/22)

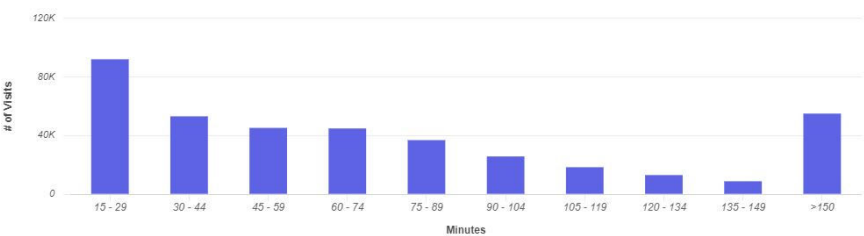
Daily



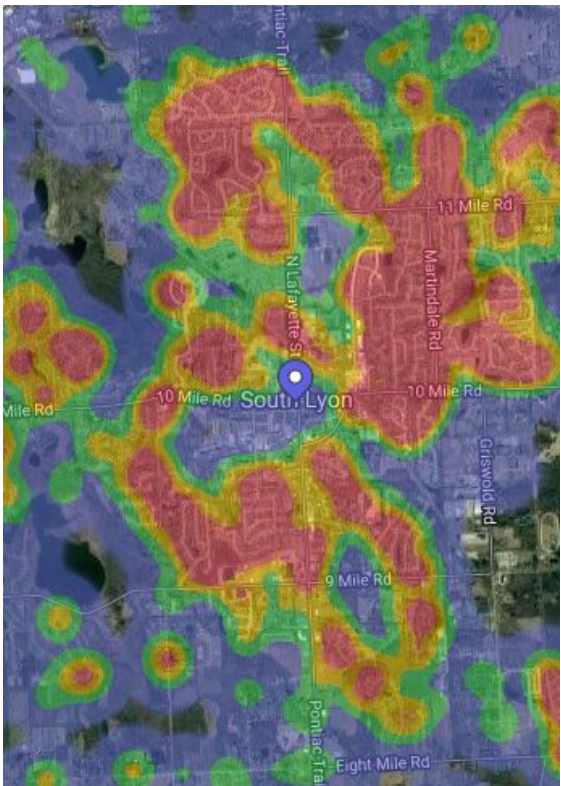
Hourly



Length of Stay



Heatmap



South Lyon is an Oakland County Main Street Community

Our mission is to maximize the economic potential and to preserve the heritage and sense of place of Oakland County's historic downtowns and commercial districts by encouraging and facilitating the use of the Main Street Four-Point Approach® that emphasizes comprehensive economic development within the context of historic preservation.

