

City of South Lyon, Downtown Development Authority Board Meeting
October 14, 2021, Thursday, 8:00 a.m., Zoom Video Conferencing
South Lyon, MI 48178

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of the Agenda
- IV. Approval of the September 8, 2021 DDA Board Meeting Minutes
- V. Citizens' Comments
- VI. Budget Report
- VII. New Business:
 - A. Presentation: Farmers Market Manager Partnership Proposal, Amy Allen, SLARA Recreation Director
- VIII. Old Business:
 - A. Farmers Market Monthly Report
 - B. Electric Vehicle Charging Stations
 - C. Cool Yule 2021
 - D. Ladies' Night Out
 - E. Downtown Trick or Treat
 - F. Committee Reports
 - G. Storm Sewer Along S. Lafayette St. between Liberty St. & McHattie St.
 - H. Liberty Street Concrete Replacement
 - I. Dates for DDA Annual Informational Meeting: November 11, 2021 DDA Board of Directors Meeting & November 22, 2021 City Council Meeting
- 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.

Next Board Meeting is 8:00 a.m., Thursday, November 11, 2021 via Zoom video conferencing.

Until further notice, the DDA Board meets regularly on the 2nd Thursday of the month at 8:00 a.m. at South Lyon City Hall.

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



MEETING MINUTES – SEPTEMBER 8, 2021

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:05 am.
- II. **Roll Call.** Present: Dereck Mashburn, Mark Childs, Paul Zelenak, Gene Carroll, Jeff Heinanen, Annie Buchtrup, Norm Fultz, Tanya Nevitt. Absent: Gary Fagin. Also Present, Nate Mack. Guests: Amy Allen, Jim Hamade.
- III. **Approval of the Agenda.** Motion made by Paul to approve the agenda. Supported by Jeff. Motion passed unanimously.
- IV. **Approval of the August 12, 2021 DDA Board Meeting Minutes.** Motion made by Gene to accept the minutes as submitted. Supported by Jeff. Motion passed unanimously.
- V. **Citizen's Comments.** None
- VI. **Budget Report.** Nate reported on the budget. Revenues of \$820 were received for the month of August. Disbursements for the month totaled \$3,010.56 and included expenditures for the September 4 Food Truck Rally, reimbursement to Grande Trunke Home for the mural, and association fees.
- VII. **New Business**
 - A. **Farmers Market position.** Amy Allen, Director of SLARA, joined the meeting to discuss a possible partnership between SLARA and the DDA for the Farmers Market Manager position. Nate reported that he has received nine applications for the position. Amy stated that this new SLARA position could be a year-round, 30-hour per week part time position, but the person would spend more time at the market during the summer hours. Details of the position need to be worked out, but the DDA Board was supportive of this partnership. Nate will share Market Manager responsibilities with the DDA Board. Amy will present a more formal proposal at the October 14 DDA Board Meeting.
 - B. **Ladies Night.** Fall Ladies Night is scheduled for Friday, November 12, 2021 from 5-9 pm. Annie and Tanya will chair. Nate will request a street closure for N. Lafayette from Lake Street to Whipple Street to help create a festive atmosphere with picnic tables and propane heaters. Annie and Tanya will meet later today to start the planning discussion. Budget is \$1,000 plus vendor and sponsorship fees. What is the cost of tables and propane? Should we have food trucks? Don't want

to upset restaurant/bar owners, but the shoppers love to have food available. DPW will assist with set up and tear down. Will there be entertainment? Entertainment is possible if the street is closed.

- C. **Letter of Support – Revitalizing Downtowns Act.** Nate is asking DDA members to send a letter of support for the Revitalizing Downtowns Act to their Senator or Representative. A sample letter was provided in the packet. Annie made a motion to approve the use of this letter. Supported by Gene. Motion passed unanimously.

VIII. Old Business

- A. **Farmers Market Report.** Nate reported that the market did well in August. The last market experienced very hot weather which led to 5-6 cancellations prior to market open and a few vendors left early. Revenue was down slightly. There have been some issues with the food trucks. Nate is handling the market manager tasks and the position has been posted on Zip Recruiter.
- B. **Cool Yule 2021.** December 3 and 4. Nate provided a preliminary budget of approximately \$8,300 for the Cool Yule 2021 event. If we were to add an alcohol component, it could add \$5,000-\$7,000 in costs. There is \$6,000 in the DDA budget for this event with an additional \$4,000 coming from the city contribution. There is a Candy Cane Hunt scheduled to take place at McHattie Park. There will also be photos with Santa at the park. Will there be sponsorship opportunities? Daytime activities? The annual Craft Show will take place at the high school. The parade and other activities will take place at night--Tree lighting and Santa at the Village. Paul feels that timing of the events needs to be condensed. Fire pits and ice carvers in the evening only? Maybe we can get local bars to provide something outside. The Candy Cane Hunt could be moved to noon from 10 am. Businesses could sponsor an ice sculpture. Discussion of placement of the fire pits, heaters, and bar area. There will be no beer tent. Will there be vendors? Possibly. Annie suggested asking the theater to open for a movie.
- C. **Food Truck Rally After Event Report.** Nate reported that the event went well with approximately 400-500 people attending. Vendors, Kona Ice, Shimmy Shack (vegetarian), PizzaPazza, and Reno's Dogz were happy with turn out. The entertainment was well received. The event had a slow start but vendors were busy between 6-8 pm. Event cost \$450 -- \$300 for entertainment and \$150 for flyers. DPW set up the fence and the tables. Nate handled clean up.
- D. **Committee Reports.** The **Design & Promotions Committees** will meet next week. The **Economic Vitality Committee** has not met. **Organizational Committee.** Dereck and Nate met to discuss the application submitted to Main Street Oakland County for the DDA to move from affiliate to associate member which will allow us to eventually move up to the select level in the future.

E. Storm Sewer Along S. Lafayette Street Between Liberty Street and McHattie Street. Paul reported that he has continued to discuss this issue with Oakland County. The County has reported that it will cost \$40,000 to get an itemized study done for this project. Paul will be meeting with the Oakland County Road Commission and the Oakland County Water Department to discuss who should pay for this study.

IX. Board Member Comments. Gene asked what time the Cool Yule parade starts. Around 6 pm. Mark asked about the Farmers Market location during Pumpkinfest. Nate reported that it will be in the Farmers Market lot. Kids Downtown Trick or Treat will take place on Thursday, October 28 from 6-8 pm. SLARA is sponsoring a Pet Parade that starts at 7 pm. Pet Supplies Plus is a sponsor. Parade route will be on Lafayette from Liberty Street to Whipple Street. Amy Allen stated that the Trick or Treat notice could be added to the SLARA marketing campaign.

X. Adjournment. Next meeting will be Thursday, October 14, 2021. Paul made a motion to adjourn. Supported by Gene. Meeting adjourned at 9:30 am.

10/04/2021

REVENUE AND EXPENDITURE REPORT FOR CITY OF SOUTH LYON
 PERIOD ENDING 09/30/2021
 FINANCIAL REPORT FOR SEPTEMBER 2021

GL NUMBER	DESCRIPTION	2021-22	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT
		AMENDED BUDGET	09/30/2021 NORMAL (ABNORMAL)	MONTH 09/30/2021 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 280 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000						
280-000.000-402.000	REAL PROPERTY TAX	51,705.00	10,693.14	0.00	41,011.86	20.68
280-000.000-664.000	INTEREST	100.00	1.18	0.00	98.82	1.18
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	0.00	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	3,000.00	3,000.00	(1,000.00)	150.00
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	2,855.00	1,305.00	3,145.00	47.58
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 BUSINNESS DIRECTORY	500.00	0.00	0.00	500.00	0.00
Total Dept 000.000		84,655.00	18,549.32	4,305.00	66,105.68	21.91
TOTAL REVENUES		84,655.00	18,549.32	4,305.00	66,105.68	21.91
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	1,890.00	0.00	10,610.00	15.12
280-000.000-740.000	OPERATING EXPENSE	1,000.00	93.60	54.12	906.40	9.36
280-000.000-740.200	SEASONAL IMPROVEMENTS	7,700.00	554.80	98.00	7,145.20	7.21
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	2,000.00	2,000.00	5,500.00	26.67
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	300.00	300.00	8,550.00	3.39
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	398.45	167.70	5,201.55	7.12
280-000.000-957.000	EDUCATION & TRAINING	4,000.00	305.00	305.00	3,695.00	7.63
280-000.000-962.000	MISCELLANEOUS EXPENSE	1,000.00	215.71	215.71	784.29	21.57
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	5,757.56	3,140.53	73,392.44	7.27
TOTAL EXPENDITURES		79,150.00	5,757.56	3,140.53	73,392.44	7.27
Fund 280 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		84,655.00	18,549.32	4,305.00	66,105.68	21.91
TOTAL EXPENDITURES		79,150.00	5,757.56	3,140.53	73,392.44	7.27
NET OF REVENUES & EXPENDITURES		5,505.00	12,791.76	1,164.47	(7,286.76)	232.37

10/04/2021

ACTIVITY BY GL/JOURNAL REPORT FOR
FROM 280-000.000-001.000 TO 280-0
TRANSACTIONS FROM 09/01/2021 T

JE #	Date	Description	Reference #
280-000.000-001.000 CHECKING A/C PNC BANK			
Journal CD: Cash Disbursements			
132328	09/02/2021	SUMMARY CD 09/02/2021	
132491	09/14/2021	SUMMARY CD 09/14/2021	
132671	09/23/2021	SUMMARY CD 09/23/2021	
		Journal Totals	
Journal GJ: Journal Entry			
132329	09/02/2021	CHECKING TRANSFER	10485
132529	09/14/2021	CHECKING TRANSFER	10515
132684	09/23/2021	CHECKING TRANSFER	10535
		Journal Totals	
Totals for 280-000.000-001.000			
		Balance 09/01/21:	2,405.51 CR
		Net Change:	0.00
		Balance 09/30/21:	2,405.51 CR

280-000.000-002.008 DDA/TIFA PNC BANK

Journal CR: Journal Entry

132421	09/08/2021	FARMERS MKT VENDOR FEES 09/08/2021	
132569	09/16/2021	FARMERS MKT VENDOR FEES 09/16/2021	
132605	09/20/2021	FARMERS MKT VENDOR FEES 09/20/2021	
132714	09/28/2021	FARMERS MKT VENDOR FEES 09/28/2021	
132715	09/28/2021	LADIES NIGHT OUT SPONSORSHIP 09/28/2021	
		Journal Totals	

Totals for 280-000.000-002.008

		Balance 09/01/21:	75,889.38
		Net Change:	4,305.00
		Balance 09/30/21:	80,194.38

280-000.000-002.100 MONEY MARKET A/C PNC BANK

Journal GJ: Journal Entry

132329	09/02/2021	CHECKING TRANSFER	10485
132529	09/14/2021	CHECKING TRANSFER	10515
132684	09/23/2021	CHECKING TRANSFER	10535
		Journal Totals	

Totals for 280-000.000-002.100

Balance 09/01/21:	0.00
Net Change:	(3,140.53)
Balance 09/30/21:	3,140.53 CR

280-000.000-202.000 ACCOUNTS PAYABLE

Journal AP: Journal Entry

132294	09/01/2021	NATIONAL MAIN STREET CENTER	8/26/2021
132295	09/01/2021	GRANDE TRUNKE HOME	8/26/2021
132296	09/01/2021	MICHIGAN DOWNTOWN ASSOCIATION	2912
132297	09/01/2021	DONAHEE ENTERPRISES, INC.	12806
132298	09/01/2021	NATHAN MACK	8/26/2021
132299	09/01/2021	STEVEN TUCKER	8/31/2021
132615	09/21/2021	PETER'S TRUE VALUE HARDWARE	36009
132629	09/21/2021	JOHN'S SANITATION	12681, 12682, 12694
Journal Totals			

Journal CD: Cash Disbursements

132328	09/02/2021	SUMMARY CD 09/02/2021
132491	09/14/2021	SUMMARY CD 09/14/2021
132671	09/23/2021	SUMMARY CD 09/23/2021
Journal Totals		

Totals for 280-000.000-202.000

Balance 09/01/21:	198.00
Net Change:	0.00
Balance 09/30/21:	198.00

280-000.000-675.300 LADIES NIGHT OUT SPONSORSHIP

Journal CR: Journal Entry

132715	09/28/2021	LADIES NIGHT OUT SPONSORSHIP 09/28/2021
Journal Totals		

Totals for 280-000.000-675.300

Balance 09/01/21:	0.00
Net Change:	3,000.00
Balance 09/30/21:	3,000.00

280-000.000-675.410 FARMERS MARKET VENDOR FEES

Journal CR: Journal Entry

132421	09/08/2021	FARMERS MKT VENDOR FEES 09/08/2021
132569	09/16/2021	FARMERS MKT VENDOR FEES 09/16/2021
132605	09/20/2021	FARMERS MKT VENDOR FEES 09/20/2021
132714	09/28/2021	FARMERS MKT VENDOR FEES 09/28/2021

Journal Totals

Totals for 280-000.000-675.410

Balance 09/01/21:	1,550.00
Net Change:	1,305.00
Balance 09/30/21:	2,855.00

280-000.000-740.000 OPERATING EXPENSE

Journal AP: Journal Entry

132298	09/01/2021	NATHAN MACK	8/26/2021
132615	09/21/2021	PETER'S TRUE VALUE HARDWARE	36009

Journal Totals

Totals for 280-000.000-740.000

Balance 09/01/21:	39.48
Net Change:	54.12
Balance 09/30/21:	93.60

280-000.000-740.200 SEASONAL IMPROVEMENTS

Journal AP: Journal Entry

132629	09/21/2021	JOHN'S SANITATION	I2681, I2682, I2694
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Journal Totals

Totals for 280-000.000-740.200

Balance 09/01/21:	456.80
Net Change:	98.00
Balance 09/30/21:	554.80

280-000.000-880.200 COMMUNITY PROMOTION DESIGN

Journal AP: Journal Entry

132295	09/01/2021	GRANDE TRUNKE HOME	8/26/2021
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Journal Totals

Totals for 280-000.000-880.200

Balance 09/01/21:	0.00
Net Change:	2,000.00
Balance 09/30/21:	2,000.00

280-000.000-880.400 COMMUNITY EVENT

Journal AP: Journal Entry

132299	09/01/2021	STEVEN TUCKER	8/31/2021
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Journal Totals

Totals for 280-000.000-880.400

Balance 09/01/21:	0.00
Net Change:	300.00
Balance 09/30/21:	300.00

280-000.000-900.000 PRINTING

Journal AP: Journal Entry

132298	09/01/2021	NATHAN MACK	8/26/2021
Journal Totals			

Totals for 280-000.000-900.000

Balance 09/01/21:	230.75
Net Change:	167.70
Balance 09/30/21:	398.45

280-000.000-957.000 EDUCATION & TRAINING

Journal AP: Journal Entry

132294	09/01/2021	NATIONAL MAIN STREET CENTER	8/26/2021
132296	09/01/2021	MICHIGAN DOWNTOWN ASSOCIATION	2912
Journal Totals			

Totals for 280-000.000-957.000

Balance 09/01/21:	0.00
Net Change:	305.00
Balance 09/30/21:	305.00

280-000.000-962.000 MISCELLANEOUS EXPENSE

Journal AP: Journal Entry

132297	09/01/2021	DONAHEE ENTERPRISES, INC.	12806
132298	09/01/2021	NATHAN MACK	8/26/2021
Journal Totals			

Totals for 280-000.000-962.000

Balance 09/01/21:	0.00
Net Change:	215.71
Balance 09/30/21:	215.71

CITY OF SOUTH LYON
00.000-970.000
TO 09/30/2021

OFFSETTING GL	DEBIT	CREDIT
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Multiple		3,010.56
Multiple		98.00
Multiple		31.97
	0.00	3,140.53

Multiple	3,010.56	
Multiple	98.00	
Multiple	31.97	
	3,140.53	0.00
	3,140.53	3,140.53

280-000.000-675.410	135.00	
280-000.000-675.410	100.00	
280-000.000-675.410	130.00	
280-000.000-675.410	940.00	
280-000.000-675.300	3,000.00	
	4,305.00	0.00
	4,305.00	0.00

Multiple		3,010.56
Multiple		98.00
Multiple		31.97
	0.00	3,140.53

0.00 3,140.53

280-000.000-957.000	80.00
280-000.000-880.200	2,000.00
280-000.000-957.000	225.00
280-000.000-962.000	130.00
Multiple	275.56
280-000.000-880.400	300.00
Multiple	31.97
Multiple	98.00

	0.00 3,140.53

Multiple	3,010.56
Multiple	98.00
Multiple	31.97

	3,140.53 0.00

	3,140.53 3,140.53

280-000.000-002.008	3,000.00

	0.00 3,000.00

	0.00 3,000.00

280-000.000-002.008	135.00
280-000.000-002.008	100.00
280-000.000-002.008	130.00
280-000.000-002.008	940.00

	0.00	1,305.00
	0.00	1,305.00

Multiple	22.15	
Multiple	31.97	
	54.12	0.00
	54.12	0.00

Multiple	98.00	
	98.00	0.00
	98.00	0.00

280-000.000-202.000	2,000.00	
	2,000.00	0.00
	2,000.00	0.00

280-000.000-202.000	300.00	
	300.00	0.00

300.00	0.00
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Multiple	167.70	
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	167.70	0.00
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	167.70	0.00

280-000.000-202.000	80.00	
280-000.000-202.000	225.00	
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	305.00	0.00
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	305.00	0.00

280-000.000-202.000	130.00	
Multiple	85.71	
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	215.71	0.00
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	215.71	0.00

Name	Address	City
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

<i>Name</i>	<i>Contact</i>	<i>Address</i>
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
7/31/2021
8/7/2021
8/14/2021
8/21/2021
8/28/2021
9/4/2021
9/11/2021
9/18/2021
9/25/2021 Pumpkinfest

9/26/2021 Pumpkinfest
10/2/2021

Total Vendor Income

Refunds

Total Revenue 2021

City	State	Zip	Phone	Amount	Funds
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
\$ 160.00
\$ 155.00
\$ 75.00
\$ 135.00
\$ 100.00
\$ 130.00
\$ 815.00

\$ 125.00
\$ 175.00

\$ 3,995.00

\$ 8,929.50

\$ 8,929.50

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

5/1/2021

5/1/2021

5/1/2021

5/10/2021

5/10/2021

5/10/2021

5/19/2021

6/3/2021



FARMERS MARKET PARTNERSHIP PROPOSAL

Presented by Amy Allen, SLARA Director

October 14, 2021

BENEFITS OF PARTNERSHIP



EXPANDED MARKETING
OPPORTUNITIES/AUDIENCE



POSITION MORE ATTRACTIVE
WITH EXPANDED HOURS



ABILITY TO INCORPORATE
MORE FAMILY/CHILDREN'S
ACTIVITIES

BENEFITS OF PARTNERSHIP



ADDITIONAL MANPOWER FOR
EVENT



ADMINISTRATIVE SUPPORT
DURING BUSINESS HOURS



ADDITIONAL SPONSOR
RECOGNITION
OPPORTUNITIES

SLARA HIRING TIMELINE

- Present thru Nov. 30
 - Job posting, accepting applications
- Dec. 6 – Dec. 17
 - First & Second Round Interviews Completed
- Dec. 20
 - Offer position
- Jan. 3, 2022
 - First day of employment





FARMERS MARKET MANAGER/ RECREATION AIDE RESPONSIBILITIES



Managing Farmers Market



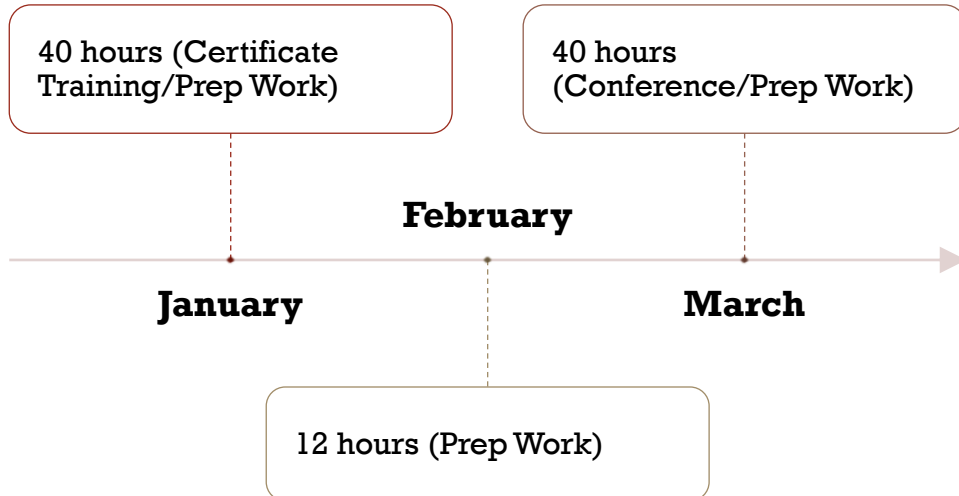
Assisting with SLARA
Programs/Events/Marketing



Liaison between SLARA &
DDA



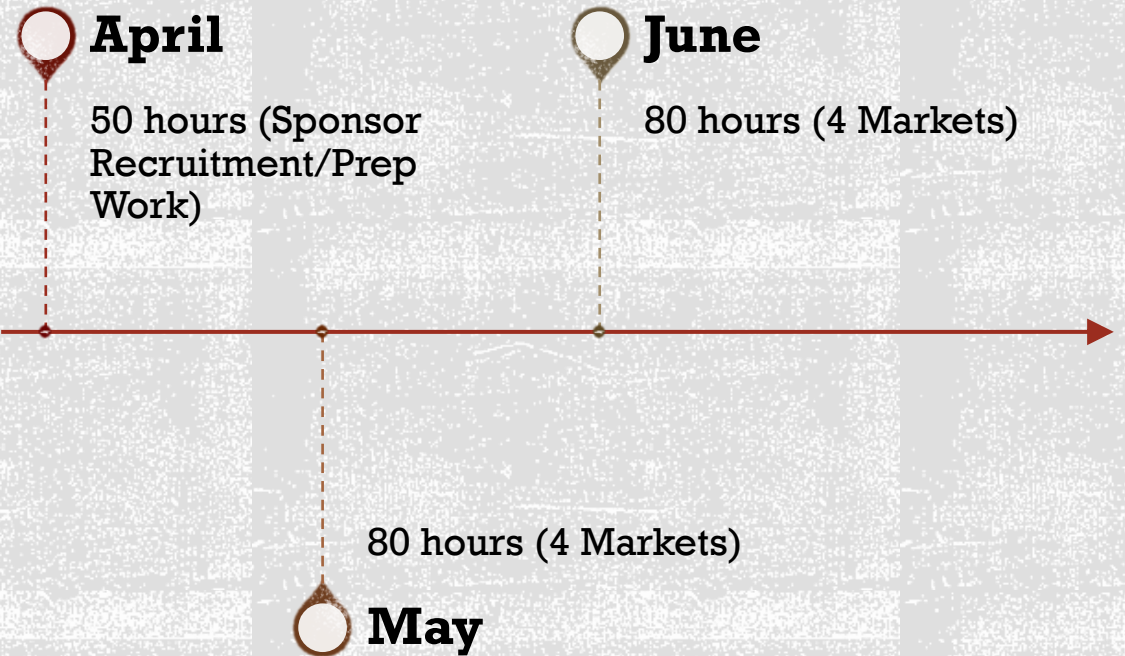
MARKET MANAGER WORK SCHEDULE *JANUARY - MARCH*





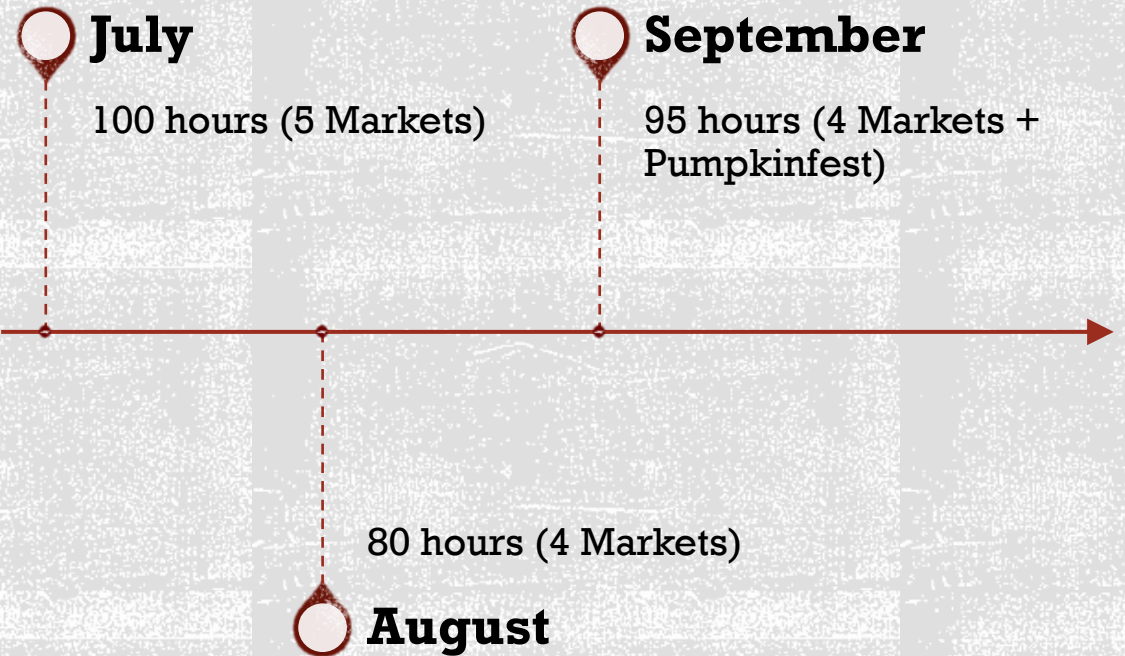
MARKET MANAGER WORK SCHEDULE

APRIL - MAY

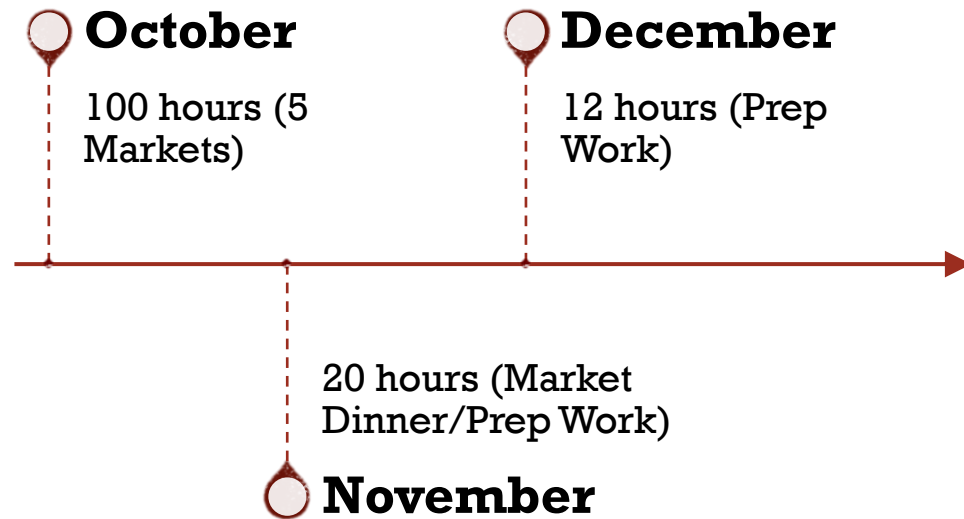




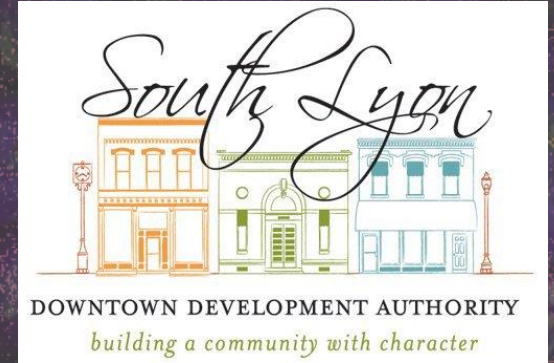
MARKET MANAGER WORK SCHEDULE *JULY - AUGUST*



MARKET MANAGER WORK SCHEDULE *OCTOBER - DECEMBER*



MARKET MANAGER - STAFFING COSTS



Annual Payroll Cost: 709 hours / year x \$20

Staffing cost would be paid monthly to SLARA based on the projected hours previously stated.

\$14,660.00

TOTAL EXPENDITURES
\$14,660.00

RECREATION AIDE - STAFFING COSTS



Annual Payroll Cost: SLARA would retain the Farmers Market Manager and offer additional hours to this staff member to serve as a Recreation Aide for SLARA. If working as a Recreation Aide, the employee would be paid a rate of \$15 per hour worked. The employee's hours would not exceed 30 hours per week (unless pre-approved) between both positions.

731 hours / year x \$15

\$10,965.00

TOTAL EXPENDITURES
\$10,965.00

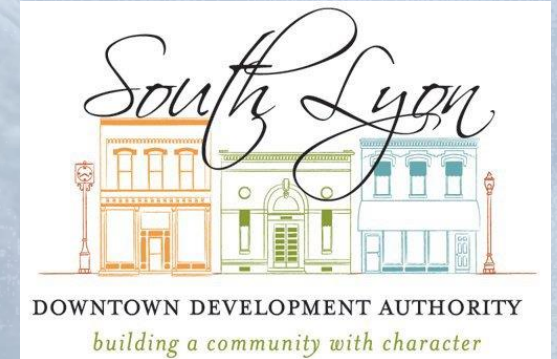
RECREATION AIDE - ADDITIONAL COSTS

<u>Education & Training:</u> MI Farmers Market Association Annual Conference Registration (\$150), Hotel (\$220), Mileage (\$70), Farmers Market Managers Certificate Program (\$200)	\$640.00
<u>Dues & Subscriptions:</u> MI Farmers Market Association Membership	\$250.00
<u>Computers/Technology:</u> Computer Support (\$480), Outlook Subscription (\$150), Telephone Purchase & Plan (\$720)	\$1,350.00
<u>Office Supplies/Printing:</u> Additional supplies (\$300), Copies (\$200)	\$550.00

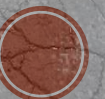
TOTAL EXPENDITURES
\$2,790.00

DDA RESPONSIBILITIES

- ❖ Accepting sponsorship funds, vendor fees & grant monies
- ❖ Maintaining & upkeep of market shed, lot and supplies
- ❖ Purchasing or reimbursing of DDA approved sponsorship signage, paid online advertising, porta john rentals & supplies
- ❖ Paying or reimbursing for any DDA approved entertainment at the market
- ❖ Paying or reimbursing for any DDA approved Market Manager training or certifications hours
- ❖ Approving final market budget
- ❖ Maintaining and providing any event insurance certificates
- ❖ Maintaining Google Drive/Market Domain and incurring costs associated
- ❖ Paying or reimbursing for any DDA approved end of season dinner expenses



The South Lyon DDA will remain the primary Sponsor for the South Lyon Farmers Market and will maintain a number of responsibilities



SLARA/MANAGER RESPONSIBILITIES

- ❖ Recruiting and coordinating market sponsorships, grants & vendors
- ❖ Coordinating weekly entertainment & food trucks
- ❖ Creating and distributing weekly market maps
- ❖ Onsite market management and collection of vendor fees
- ❖ Coordinating any insurance & licensing needs
- ❖ Coordinating any supply needs with the DDA & the City of South Lyon
- ❖ Creating and coordinating event marketing strategies & materials
- ❖ Maintaining & updating the Farmers Market Facebook page
- ❖ Presenting market updates & requests to the DDA monthly

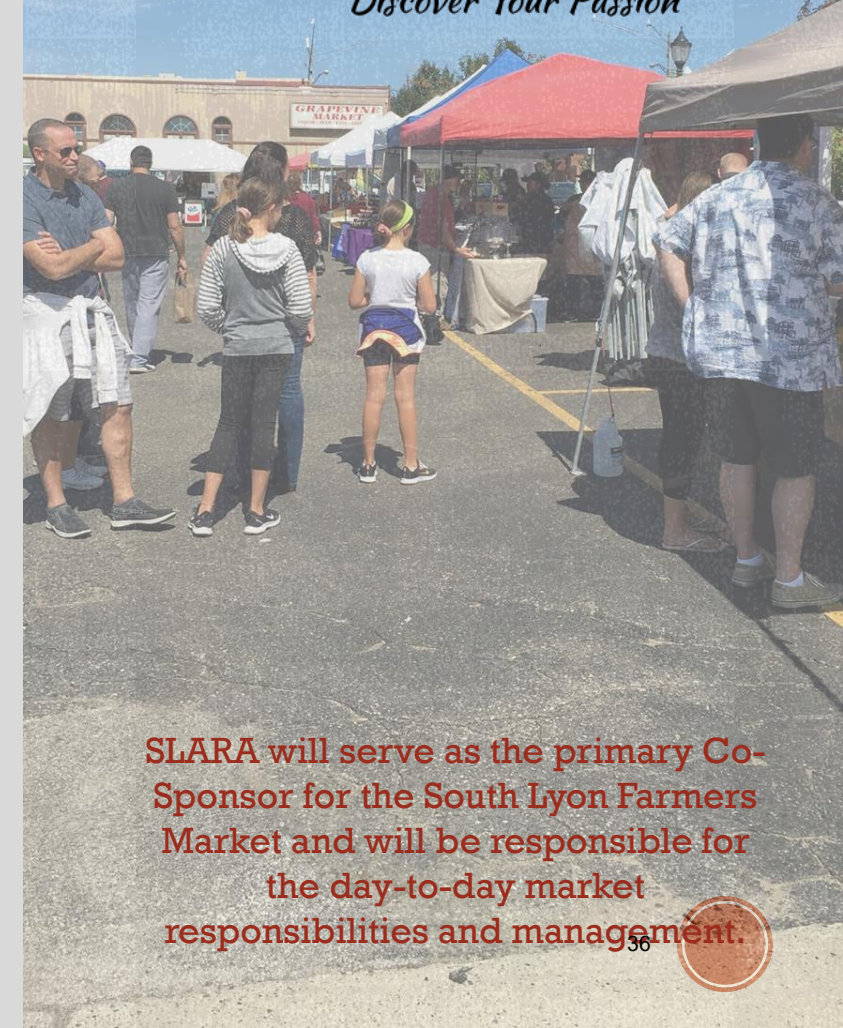


South Lyon Area
Recreation
Authority
Discover Your Passion

SLARA will serve as the primary Co-Sponsor for the South Lyon Farmers Market and will be responsible for the day-to-day market responsibilities and management.

SLARA/MANAGER RESPONSIBILITIES CON'T

- ❖ Serving as a liaison between the DDA, SLARA, market vendors and the public
- ❖ Attending annual MI Farmers Market Association Conferences and other pertinent training opportunities
- ❖ Maintaining Farmers Market Manager Certification
- ❖ Submitting itemized time sheets designating time spent between SLARA & Farmers Market responsibilities
- ❖ Preparing and presenting seasonal reports and evaluations
- ❖ Maintaining membership with Michigan Farmers Market Association



SLARA will serve as the primary Co-Sponsor for the South Lyon Farmers Market and will be responsible for the day-to-day market responsibilities and management.



WHERE DO WE GO FROM HERE?



Need DDA & SLARA Board approval to move forward (tentatively completed by Nov. 24)



Creating a 2-year minimum contract for approval and have signed (tentatively completed by Dec. 15)



Any questions?



THANK YOU!!

Amy Allen, CPRP
aallen@slrec.com



South Lyon Area
Recreation
Authority
Discover Your Passion



Memorandum

To: DDA Board of Directors

From: Nate Mack, Director, DDA/Economic Development

Date: October 14, 2021

Subject: Electric Vehicle Charging Stations

On September 21st, I was notified by DTE that we were approved for the Charging Forward program. This allocates \$5,000 as a reimbursement for electric vehicle charging stations once they have been installed. Last week, I had a meeting with the vendor, ChargePoint, to go over the specifics of the program and what they offer. There are two options to acquire the EV charging stations. I will provide a recommendation on which one I believe the DDA proceed. The first, is to purchase the stations outright.

This means the DDA will pay to install the stations as well as for the software and hardware that is required to operate the EV stations. Further, the DDA and/or the city will be responsible for all maintenance and upkeep of the stations. If there is either vandalism or accidental damage that occurs, the DDA/City will be responsible for that as well. Finally, there is an additional 8 percent logistics fee that will be added due shipping difficulties as a result of the pandemic.

The second option is called ChargePoint as a Service (CPaaS). This is a five-year lease option with ChargePoint that is approximately \$10,000 over the course of five years. To that end, ChargePoint recommends charging drivers for use of the stations, typically \$1 - \$2 per hour. This will allow for the stations to pay for themselves and offset costs for the lease agreement. Under this option, ChargePoint will guarantee the EV stations to be operational 98 percent of the time. If they fail to meet this guarantee, we will be reimbursed for the down time. Once the site has been prepared for the EV chargers, they will install them free of charge. If there is any damage, intentional or unintentional, ChargePoint will provide the maintenance. Additionally, they will provide monthly reports with data on utilization rates, who is charging, when they are charging, how long they are charging, and peak usage. Pricing can be adjusted depending on usage and there is the ability to turn off the chargers during certain time periods. Charging fees can be set by time, session, Kilowatt Hour, or any combination of the three. Fees can also be set for different drivers or different times of day (charging more during peak hours, for example). Additionally, ChargePoint's application allows drivers to see whether the station is currently in use and add their name to a waitlist. If a driver has been in the parking spot for too long, you can send them a notification on their phone to move their vehicle within a given timeframe or they will be charged an additional fee.

Overall, the ChargePoint as a Service option is preferred as the maintenance, upkeep, and software management will be done by the vendor. We will only have to ensure the payments are made on an annual basis.

The motivation to install EV charging stations has come about as a result of market trends that are rapidly shifting toward the adoption of electric vehicles. The big three automakers have all made announcements in recent months they will be devoting more of their resources to the development of electric vehicles and the electrification of their offerings, including the electric F-150 set to be released in the spring of 2022. There are currently no EV charging stations within 10 miles of South Lyon. Having a charging station located in our downtown will allow folks the opportunity to charge their vehicle for an hour or two and discover our community. The data shows that those with electric vehicles have greater discretionary income, which could result in these individuals getting lunch and/or purchasing items at our retail locations in the downtown while their car is charging. Noticing this trend, the availability of grant funds, and the potential environmental and economic benefits, staff has determined that now would be the best time to begin an EV charging program in the City of South Lyon.



DOWNTOWN SOUTH LYON

TRICK
or
TREAT

THURSDAY, OCTOBER 28

6-8 PM

7PM PET PARADE

