



**City of South Lyon, Downtown Development Authority Board Meeting  
Thursday, March 9, 2023, 8:00 a.m., City Council Chambers, 335 S. Warren St.  
South Lyon, MI 48178**

**AGENDA**

- I. Call to Order
- II. Roll Call
- III. Approval of the Agenda
- IV. Approval of February 9, 2023, DDA Board Meeting Minutes
- V. Citizens' Comments
- VI. Budget Report
- VII. Farmers' Market Report
  
- VIII. New Business:
  - A. DDA Board Officers
- IX. Unfinished Business:
  - A. Final Budget Approval
  - B. Social District Update
  - C. Committee Reports
    - a. Promotions – Carnivale
    - b. Economic Vitality
  
- X. DDA Director Report
- XI. Board Member Comments
- XII. Adjournment

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

Members of the public may contact members of the public body before 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).

The next Board Meeting is 8:00 a.m., Thursday, April 13, 2023, at South Lyon City Hall.

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



## MEETING MINUTES – FEBRUARY 9, 2023

- I. **Call to Order.** Meeting called to order at 8:00 am by Secretary, Mark Childs.
- II. **Roll Call.** Present: Tanya Nevitt, Norm Fultz, Tracey Smith, Mark Childs, David Barton, Melissa Borgman, Paul Zelenak. Also present, Nate Mack, Diana Regan, Lori Mosier  
Excused: Jeff Heinanen and Abe Ayoub.
- III. **Approval of the Agenda.** Motion by Borgman to approve the agenda. Supported by Smith. Motion passed unanimously.
- IV. **Approval of January 12, 2023 DDA Board Meeting Minutes.** Motion by Zelenak to accept the minutes as corrected. Supported by Fultz. Motion passed unanimously.
- V. **Citizens Comments.** None.
- VI. **Budget Report.** Mack reported revenue from TIF capture of \$790, interest of \$282, and \$1,880 in Farmers Market Vendor Fees. Expenses of \$1,100 were incurred with the Holiday Spectacular.
- VII. **Farmers Market Report.** Market Manager, Diana Regan reported that the January markets did very well with the number of vendors averaging around 33 and providing a variety of goods. We have received 17 applications for full season vendors, 5 for half-season, and several daily applications have been received for the Summer Farmers Market. Food Truck slots for the season are mostly filled. There has been discussion of having music at the summer market and there is a small amount of money available for this.
- VIII. **New Business**
  - A. **Fiscal Year 2023-2024 Draft Budget.** Mack stated that the budget needs to be approved by the end of May. The bulk of the DDA funds come from TIF revenue, and Farmers Market vendor and sponsor fees. Mack reviewed the draft budget line by line. One item Mack would like to complete this year is to improve the Christmas lights downtown. He has received quotes from three lighting companies with estimates ranging from \$9,000 to \$25,000. Borgman asked if the quote for the tree lights includes removal of the existing lights. Zelenak reported that a firm will be hired for tree maintenance downtown. We will not vote on the draft budget today, but wait until next month when all board members are present.
- IX. **Unfinished Business**
  - A. **Social District Recommendation.** Mack reported that he and some other DDA Board Members took a field trip to visit the Farmington Social District called The

Syndicate. Very positive response from the merchants and residents. No reports of disorderly behavior. Borgman said The Syndicate tour with DDA Director, Kate Knight, was a positive experience. The Syndicate brings a positivity to downtown Farmington. The Syndicate is open 8 am to 10 pm, seven days a week. There is great signage with rules and the area covered. Nevitt was shocked by how large their social district is. Childs noted a resurgence in the downtown area and felt their heated and covered downtown pavilion was a huge asset to the community. The proposed South Lyon Social District (The Sidecar) commons area and rules would be submitted to council as part of a packet. Mack brought up the proposed social district at the monthly downtown business owners meeting and there was good response from business owners. The initial map of the social district shows the VFW included, but it has been decided to only include the DDA District in the Social District, so we will remove the portion of the district that goes in front of the VFW on the map provided. Proposed hours for The Sidecar are 9 am to 10 pm, seven days a week, year-round. Paul is concerned that council may not like the 9 am start. Borgman stated that DDA Board members met with the DPW regarding parameters and expect to meet 2-3 months after it starts. Mack stated the DDA role is to educate the public on rules in the Social District and feels that 9 am to 10 pm is a good time frame. We need consistency in the hours whether it is a weekday or weekend. Childs stated he liked the hours of 10 am to 10 pm. Borgman and Nevitt would like to see the Social District stay open until 11 pm. Smith feels the social district is a good concept to bring and keep people downtown. Barton feels that people will self-regulate in the morning hours. City liability insurance policy will cover the social district and businesses will cover themselves. Mack is looking for the DDA Board to make a recommendation to City Council. Nevitt prefers 11 pm close. Borgman likes 9 am to 11 pm to match the hours of the Farmers Market and restaurant hours. **Borgman made a motion to establish a social district with the hours of 9 am to 11 pm, Monday thru Sunday, and to remove the area on McHattie Street east of Lafayette as part of the Social District. Supported by Fultz.**

**Roll Call Vote:**

**Fultz – yes**

**Smith – yes**

**Childs – yes**

**Barton – yes**

**Borgman – yes**

**Nevitt – yes**

**Zelenak – yes**

**Motion passed unanimously.**

Discussion of the logo and name of the Social District. The round logo is too busy. Childs likes the simple SL Sidecar logo. Most board members like the round logo sticker and feel that it could be easily put on signage in the district. Mack will bring a

cleaned up circular logo to next month's meeting that includes the DDA logo. **Nevitt made a motion for the DDA Board to make a recommendation to City Council for the City of South Lyon to establish a Social District and to direct city staff to establish a management and maintenance plan and to speak with the city attorney and insurance company regarding details. Supported by Fultz.**

**Roll Call Vote:**

**Fultz – yes**

**Smith – yes**

**Childs – yes**

**Barton – yes**

**Borgman – yes**

**Nevitt – yes**

**Zelenak – yes**

**Motion passed unanimously.**

- B. Committee Reports.** The **Promotions Committee** is working on plans for the Carnivale event on March 4. Approximately, \$2,000 has been received in sponsorships. The Facebook promotion of this event will start soon. The event will feature street performers and food trucks in the Farmers Market lot, a Tarot card reader, a caricature artist, Meet and Greet with Princess Tiana and Batman in the Venue Lot, and live music at Diane's Doll House. Street closure will be on S. Lafayette between Lake Street and Liberty. Promotional materials will be available soon. Advertising will be on Facebook and printed materials.

**X. DDA Director Report**

Mack reported that he will be going to Rochester next week to participate in their National Main Street Accreditation and to review the process for us. Main Street orientation will take place on March 7 from 8:30 am to 1 pm if anyone wants to attend and learn more about the Main Street approach and how it works. Carnivale is on the City Council Agenda for February 13. We will be requesting a street closure on S. Lafayette from Lake Street to Liberty Street. Mack reported he is working on the Social District and will be working on a business survey at the next Economic Vitality meeting in March. Dua Vino passed their health inspection and are hoping to open in the next few weeks. No word on the status of the Draft Street building.

**XI. Board Member Comments**

Childs stated that he would like to thank Gary Fagin for his years on the DDA Board. He also stated that the Farmers Market sign needs updating for the coming season.

- XII. Adjournment.** Borgman made a motion to adjourn. Supported by Smith. Meeting adjourned at 9:39 am.

03/06/2023

REVENUE AND EXPENDITURE REPORT FOR CITY OF SOUTH LYON  
 PERIOD ENDING 02/28/2023  
 FINANCIAL STATEMENT FOR FEBRUARY 2023

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 02/28/2023 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 02/28/2023 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000						
Account Type: Revenue						
248-000.000-402.000	REAL PROPERTY TAX	55,083.00	54,891.94	586.19	191.06	99.65
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	1,348.08	272.42	(1,348.08)	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	7,250.00	1,000.00	(1,250.00)	120.83
248-000.000-675.300	LADIES NIGHT OUT SPONSORSHIP	4,000.00	3,500.00	0.00	500.00	87.50
248-000.000-675.410	FARMERS MARKET VENDOR FEES	7,500.00	21,628.00	5,108.00	(14,128.00)	288.37
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 Revenue:		92,283.00	88,688.02	6,966.61	3,594.98	96.10
Total Dept 000.000		92,283.00	88,688.02	6,966.61	3,594.98	96.10
TOTAL REVENUES		92,283.00	88,688.02	6,966.61	3,594.98	96.10
Expenditures						
Dept 000.000						
Account Type: Expenditure						
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	7,980.00	1,235.00	4,520.00	63.84
248-000.000-740.000	OPERATING EXPENSE	2,500.00	1,138.30	7.58	1,361.70	45.53
248-000.000-740.200	SEASONAL IMPROVEMENTS	8,250.00	3,775.24	0.00	4,474.76	45.76
248-000.000-801.000	PROFESSIONAL SERVICE	6,500.00	150.00	0.00	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	226.60	162.72	8,773.40	2.52
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	15,676.26	5,193.08	(1,176.26)	108.11
248-000.000-880.500	COMMUNITY PROMO. GIFT CERTIFICATE	500.00	0.00	0.00	500.00	0.00
248-000.000-880.600	FARMERS MARKET PROMOTIONS	3,300.00	3,300.00	0.00	0.00	100.00
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	1,575.00	1,200.00	4,925.00	24.23
248-000.000-957.000	EDUCATION & TRAINING	4,000.00	1,544.72	0.00	2,455.28	38.62
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 Expenditure:		91,750.00	35,391.51	7,798.38	56,358.49	38.57
Total Dept 000.000		91,750.00	35,391.51	7,798.38	56,358.49	38.57
TOTAL EXPENDITURES		91,750.00	35,391.51	7,798.38	56,358.49	38.57
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		92,283.00	88,688.02	6,966.61	3,594.98	96.10
TOTAL EXPENDITURES		91,750.00	35,391.51	7,798.38	56,358.49	38.57
NET OF REVENUES & EXPENDITURES		533.00	53,296.51	(831.77)	(52,763.51)	9,999.35

03/06/2023

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON  
FROM 248-000.000-001.000 TO 248-000.000-995.369  
TRANSACTIONS FROM 03/01/2023 TO 03/31/2023

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
248-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
142031	03/02/2023	SUMMARY CD 03/02/2023		Multiple		410.59
142070	03/02/2023	BRIAN TUCKER	86934	248-000.000-202.000	400.00	
		Journal Totals			400.00	410.59
Journal GJ: Journal Entry						
142077	03/02/2023	CHECKING TRANSFER FOR 3/2/2023	11576	Multiple	410.59	
		Journal Totals			410.59	0.00
Totals for 248-000.000-001.000					810.59	410.59
		Balance 03/01/23:	2,216.51 CR			
		Net Change:	400.00			
		Balance 03/31/23:	1,816.51 CR			
248-000.000-002.008 DDA/TIFA PNC BANK						
Journal GJ: Journal Entry						
142077	03/02/2023	CHECKING TRANSFER FOR 3/2/2023	11576	Multiple		410.59
		Journal Totals			0.00	410.59
Totals for 248-000.000-002.008					0.00	410.59
		Balance 03/01/23:	157,808.28			
		Net Change:	(410.59)			
		Balance 03/31/23:	157,397.69			
248-000.000-202.000 ACCOUNTS PAYABLE						
Journal AP: Journal Entry						
142008	03/01/2023	PNC BANK	2/16/23	Multiple		10.59
142009	03/02/2023	BRIAN TUCKER	3/4/2023	248-000.000-880.400		400.00
142071	03/02/2023	BRIAN TUCKER	3/4/2023	248-000.000-880.400	400.00	
		Journal Totals			400.00	410.59
Journal CD: Cash Disbursements						
142031	03/02/2023	SUMMARY CD 03/02/2023		Multiple	410.59	
142070	03/02/2023	BRIAN TUCKER	86934	248-000.000-001.000		400.00
		Journal Totals			410.59	400.00
Totals for 248-000.000-202.000					810.59	810.59
		Balance 03/01/23:	100.00			
		Net Change:	0.00			
		Balance 03/31/23:	100.00			
248-000.000-740.000 OPERATING EXPENSE						
Journal AP: Journal Entry						
142008	03/01/2023	PNC BANK	2/16/23	Multiple	10.59	
		Journal Totals			10.59	0.00
Totals for 248-000.000-740.000					10.59	0.00
		Balance 03/01/23:	1,138.30			
		Net Change:	10.59			
		Balance 03/31/23:	1,148.89			
248-000.000-880.400 COMMUNITY EVENT						
Journal AP: Journal Entry						
142009	03/02/2023	BRIAN TUCKER	3/4/2023	248-000.000-202.000	400.00	

142071	03/02/2023	BRIAN TUCKER	3/4/2023	248-000.000-202.000	400.00
		Journal Totals			400.00
					400.00
Totals for 248-000.000-880.400					400.00
		Balance 03/01/23:	15,676.26		
		Net Change:	0.00		
		Balance 03/31/23:	15,676.26		



03/06/2023

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON  
FROM 248-000.000-001.000 TO 248-000.000-995.369  
TRANSACTIONS FROM 02/01/2023 TO 02/28/2023

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
248-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
141491	02/02/2023	SUMMARY CD 02/02/2023		Multiple		76.48
141644	02/09/2023	SUMMARY CD 02/09/2023		Multiple		4,585.66
141849	02/16/2023	SUMMARY CD 02/16/2023		Multiple		3,212.72
		Journal Totals			0.00	7,874.86
Journal GJ: Journal Entry						
141496	02/02/2023	CHECKING TRANSFER	11525	Multiple	76.48	
141646	02/09/2023	CHECKING TRANSFER	11534	Multiple	4,585.66	
141968	02/16/2023	CHECKING TRANSFER	11555	Multiple	3,212.72	
		Journal Totals			7,874.86	0.00
Totals for 248-000.000-001.000					7,874.86	7,874.86
		Balance 02/01/23:	2,216.51 CR			
		Net Change:	0.00			
		Balance 02/28/23:	2,216.51 CR			

## 248-000.000-002.008 DDA/TIFA PNC BANK

## Journal CR: Journal Entry

141540	02/06/2023	SUMMARY CR POSTING: 02/06/2023 VALE		248-000.000-675.200	1,000.00	
141581	02/07/2023	SUMMARY CR POSTING: 02/07/2023 FARMV		248-000.000-675.410	425.00	
141703	02/13/2023	SUMMARY CR POSTING: 02/13/2023 FARMV		248-000.000-675.410	2,458.00	
141866	02/17/2023	SUMMARY CR POSTING: 02/17/2023 FARMV		248-000.000-675.410	975.00	
141894	02/22/2023	SUMMARY CR POSTING: 02/22/2023 FARMV		248-000.000-675.410	425.00	
141898	02/23/2023	SUMMARY CR POSTING: 02/23/2023 FARMV		248-000.000-675.410	375.00	
141976	02/28/2023	SUMMARY CR POSTING: 02/28/2023 FARMV		248-000.000-675.410	450.00	
		Journal Totals			6,108.00	0.00

## Journal GJ: Journal Entry

141496	02/02/2023	CHECKING TRANSFER	11525	Multiple		76.48
141646	02/09/2023	CHECKING TRANSFER	11534	Multiple		4,585.66
141662	02/10/2023	TAX DISBURSEMENTS JANUARY 2023 CC	11538	Multiple	586.19	
141968	02/16/2023	CHECKING TRANSFER	11555	Multiple		3,212.72
142037	02/28/2023	PNC BANK INTEREST FOR FEBRUARY 2023	11565	Multiple	272.42	
		Journal Totals			858.61	7,874.86

## Totals for 248-000.000-002.008

Balance 02/01/23: 158,716.53

Net Change: (908.25)

Balance 02/28/23: 157,808.28

## 248-000.000-202.000 ACCOUNTS PAYABLE

## Journal AP: Journal Entry

141572	02/07/2023	PETER'S TRUE VALUE HARDWARE	1/31/23	Multiple		7.58
141640	02/09/2023	DIANA REGAN	DEC 2022 JAN 2023	248-000.000-702.200		1,235.00
141641	02/09/2023	MELISSA BORGMAN	DEC 2022	248-000.000-880.400		147.81
141642	02/09/2023	COMMUNITY PUBLISHING & MARKETIN	12683	248-000.000-900.000		1,200.00
141643	02/09/2023	VENUE SOUTH LYON	DEC 2022	248-000.000-880.400		1,995.27
141845	02/16/2023	FAIRYTALE ENTERTAINMENT PARTYS IN	19032	248-000.000-880.400		1,100.00
141846	02/16/2023	DETROIT CIRCUS, LLC	3/4/2023	248-000.000-880.400		1,950.00
141848	02/16/2023	QUICK SILVER MARKETING SOLUTIONS	26090	248-000.000-880.200		162.72
		Journal Totals			0.00	7,798.38

## Journal CD: Cash Disbursements

141491	02/02/2023	SUMMARY CD 02/02/2023		Multiple	76.48	
141644	02/09/2023	SUMMARY CD 02/09/2023		Multiple	4,585.66	

141849	02/16/2023	SUMMARY CD 02/16/2023	Multiple	3,212.72	
		Journal Totals		7,874.86	0.00
Totals for 248-000.000-202.000				7,874.86	7,798.38
		Balance 02/01/23:	176.48		
		Net Change:	(76.48)		
		Balance 02/28/23:	100.00		
248-000.000-402.000 REAL PROPERTY TAX					
Journal GJ: Journal Entry					
141662	02/10/2023	TAX DISBURSEMENTS JANUARY 2023 CC 11538	Multiple		586.19
		Journal Totals		0.00	586.19
Totals for 248-000.000-402.000				0.00	586.19
		Balance 02/01/23:	54,305.75		
		Net Change:	586.19		
		Balance 02/28/23:	54,891.94		
248-000.000-665.000 INTEREST					
Journal GJ: Journal Entry					
142037	02/28/2023	PNC BANK INTEREST FOR FEBRUARY 2023 11565	Multiple		272.42
		Journal Totals		0.00	272.42
Totals for 248-000.000-665.000				0.00	272.42
		Balance 02/01/23:	1,075.66		
		Net Change:	272.42		
		Balance 02/28/23:	1,348.08		
248-000.000-675.200 CONTRIBUTIONS-WINTER EVENTS					
Journal CR: Journal Entry					
141540	02/06/2023	SUMMARY CR POSTING: 02/06/2023 VALE	248-000.000-002.008		1,000.00
		Journal Totals		0.00	1,000.00
Totals for 248-000.000-675.200				0.00	1,000.00
		Balance 02/01/23:	6,250.00		
		Net Change:	1,000.00		
		Balance 02/28/23:	7,250.00		
248-000.000-675.410 FARMERS MARKET VENDOR FEES					
Journal CR: Journal Entry					
141581	02/07/2023	SUMMARY CR POSTING: 02/07/2023 FARMV	248-000.000-002.008		425.00
141703	02/13/2023	SUMMARY CR POSTING: 02/13/2023 FARMV	248-000.000-002.008		2,458.00
141866	02/17/2023	SUMMARY CR POSTING: 02/17/2023 FARMV	248-000.000-002.008		975.00
141894	02/22/2023	SUMMARY CR POSTING: 02/22/2023 FARMV	248-000.000-002.008		425.00
141898	02/23/2023	SUMMARY CR POSTING: 02/23/2023 FARMV	248-000.000-002.008		375.00
141976	02/28/2023	SUMMARY CR POSTING: 02/28/2023 FARMV	248-000.000-002.008		450.00
		Journal Totals		0.00	5,108.00
Totals for 248-000.000-675.410				0.00	5,108.00
		Balance 02/01/23:	16,520.00		
		Net Change:	5,108.00		
		Balance 02/28/23:	21,628.00		
248-000.000-702.200 FARMER'S MARKET					
Journal AP: Journal Entry					
141640	02/09/2023	DIANA REGAN	DEC 2022 JAN 2023 248-000.000-202.000	1,235.00	
		Journal Totals		1,235.00	0.00
Totals for 248-000.000-702.200				1,235.00	0.00
		Balance 02/01/23:	6,745.00		

Net Change: 1,235.00  
Balance 02/28/23: 7,980.00

248-000.000-740.000 OPERATING EXPENSE

Journal AP: Journal Entry

141572	02/07/2023	PETER'S TRUE VALUE HARDWARE	1/31/23	Multiple	7.58	
Journal Totals					7.58	0.00

Totals for 248-000.000-740.000					7.58	0.00
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Balance 02/01/23: 1,130.72  
Net Change: 7.58  
Balance 02/28/23: 1,138.30

248-000.000-880.200 COMMUNITY PROMOTION DESIGN

Journal AP: Journal Entry

141848	02/16/2023	QUICK SILVER MARKETING SOLUTIONS	26090	248-000.000-202.000	162.72	
Journal Totals					162.72	0.00

Totals for 248-000.000-880.200					162.72	0.00
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Balance 02/01/23: 63.88  
Net Change: 162.72  
Balance 02/28/23: 226.60

248-000.000-880.400 COMMUNITY EVENT

Journal AP: Journal Entry

141641	02/09/2023	MELISSA BORGMAN	DEC 2022	248-000.000-202.000	147.81	
141643	02/09/2023	VENUE SOUTH LYON	DEC 2022	248-000.000-202.000	1,995.27	
141845	02/16/2023	FAIRYTALE ENTERTAINMENT PARTYS IN	19032	248-000.000-202.000	1,100.00	
141846	02/16/2023	DETROIT CIRCUS, LLC	3/4/2023	248-000.000-202.000	1,950.00	
Journal Totals					5,193.08	0.00

Totals for 248-000.000-880.400					5,193.08	0.00
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Balance 02/01/23: 10,483.18  
Net Change: 5,193.08  
Balance 02/28/23: 15,676.26

248-000.000-900.000 PRINTING

Journal AP: Journal Entry

141642	02/09/2023	COMMUNITY PUBLISHING & MARKETIN	12683	248-000.000-202.000	1,200.00	
Journal Totals					1,200.00	0.00

Totals for 248-000.000-900.000					1,200.00	0.00
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Balance 02/01/23: 375.00  
Net Change: 1,200.00  
Balance 02/28/23: 1,575.00



## **Memorandum**

To: Vice-Chairperson Heinanen and South Lyon DDA Board of Directors

From: Nate Mack, DDA Director

RE: DDA Board Officers

Date: March 9, 2023

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### **Background**

The DDA Board of Directors currently needs to fill one board officer position: Chairperson. The former chairperson of the DDA resigned from their position and the board has been without a chairperson since that time. Vice-Chairperson Jeff Heinanen has filled in amicably during this time. Now that the DDA Board has all of its vacancies filled the officers of the board should be selected. Currently, there are three individuals that are officers of the board:

1. Jeff Heinanen – Vice-Chairperson
2. Mark Childs – Secretary
3. Tracey Smith - Treasurer

### **Discussion**

Below is what the DDA Bylaws dictate for board officers.

Section 4: Officers of the DDA Bylaws outlines the process and requirements for DDA Officers.

- A. The Board of the Authority shall elect from its membership a Chairperson, a Vice-Chairperson, a Secretary, and a Treasurer. The specific job responsibilities of these positions shall be identified in job descriptions approved by a majority vote of the Board. In addition, the Board may appoint an assistant secretary who need not be a member of the Board, to be charged with duties as the Board deems appropriate. The election of any officer requires a majority vote of the members of the Board.
- B. All officers shall hold office for one year until a successor is elected and qualified.
- C. An officer may be removed by two-thirds (2/3) vote of the Board whenever in its judgment the best interest of the Authority would be served.
- D. A vacancy in any office shall be filled for its unexpired term by a majority vote of the members of the Board.
- E. The Board may authorize any officer, agent, employee, or member to enter into any contract or execute and deliver any instrument in the name of and on behalf of the Authority, and such authority may be general or confined to specific instances. Unless so authorized, no officer, agent, employee, or member shall have any power or authority to bind the Authority by any contract or engagement or to pledge its credit or to render it liable pecuniary for any purpose or in any amount.

- F. The Chairperson shall preside at all meetings of the Board and shall discharge the duties of the presiding officer.
  - G. In the absence of the Chairperson or in the event of their inability or refusal to act, the Vice-Chairperson shall perform the duties of the Chairperson and when so acting shall have all the powers and be subject to all the restrictions of the chairperson.
  - H. The Treasurer shall keep the financial records of the Authority and shall sign all vouchers for the expenditures of the funds of the Authority which have been approved by the Board. The Treasurer along with the Chairperson shall be responsible for signing all of the checks for expenditures which the Board has approved. The funds of the Authority shall be deposited by the Treasurer of the Authority with the City Clerk/Treasurer. The Treasurer shall perform such duties as may be delegated by the Board and shall furnish bond amount prescribed by the Board.
  - I. The Secretary shall maintain custody of the official seal and of records, books, documents, or other papers not required to be maintained by the Treasurer. The Secretary shall attend all the meetings of the Board and keep a record of its proceedings, and shall perform such other duties as delegated by the Board. By majority vote the Board of Trustees can assign the responsibilities of the Secretary to another position if they determine that it is their best interest to do so.
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**Action:** The DDA Board of Directors shall nominate an individual to be its Chairperson. If an individual that is already one of the three current officers is nominated to be Chairperson, another individual will be needed to fill that person's role.

A board member may nominate someone from the floor. This does not require a second. The presiding officer repeats the names and then the secretary records them. Once the presiding officer is sure the opportunity has been given for nominations, the presiding officer may declare the nominations closed. It is in order for any member to move to close nominations; the motion requires a two-thirds vote. Nominations may be reopened by a motion and a majority vote.

Once the slate of candidates is selected amongst the DDA Board members, the presiding officer may call for a voice vote.



## **Memorandum**

To: Vice-Chairperson Heinanen and South Lyon DDA Board of Directors

From: Nate Mack, DDA Director

RE: DDA Fiscal Year Budget 2023-2024

Date: March 9, 2023

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### **Background**

The DDA Budget for Fiscal Year 2023-2024 is presented for the Board's discussion and approval. The budget was presented to the board last month. While there are many items in the budget the DDA traditionally has undertaken, there are new items to consider. These new items include the following: the continuation of the winter farmers' market, social district tables, chairs, signage, and other items, increased sponsorship dollars for DDA events, additional murals, labor to hang Christmas lights downtown, funds for the pocket park, new DDA light pole banners, and the continuation of the façade/building improvement program.

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**Action:** Possible course of action: Approve/not approve the 2023-2024 fiscal year budget for the South Lyon DDA.

Recommend/not recommend the City Council approve the DDA Budget for fiscal year 2022-2023.

## DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

The DDA is under the day-to-day direction of the Executive Director, currently an employee of the City of South Lyon, with the title *DDA & Economic Development Director*. The DDA operates according to PA 57 of 2018 (formerly Public Act 197 of 1975) as the management organization of the historic core downtown and the South Lyon DDA District. The purpose of the DDA is to manage the downtown and DDA district by utilizing a comprehensive, community-involved, volunteer-driven program known as Main Street. The Main Street Program is a trademarked program of the National Trust for Historic Preservation. The DDA shall make recommendations to the City of South Lyon on all issues/projects in the DDA District. The DDA Board of Directors is appointed by the Mayor and approved by the City Council. The budget is prepared by the DDA Executive Director and the DDA Board of Directors. The South Lyon DDA is an Associate Level Member of the Oakland County Main Street Program.

The Main Street Approach is a four-point management strategy including:

- **Organization** – Builds leadership and strong organizational capacity, ensuring broad community engagement, and forging partnerships across sectors.
- **Design** – Adhering to a set of design principles and guidelines which protect and preserve the unique sense of place which defines downtown South Lyon through ongoing respect for its historic architecture. Conformance with the City's overall Community Master Plan, Zoning Ordinance, *National Main Street Design Guidelines*, and the *U.S. Secretary of the Interior's Standards for Historic Preservation Projects with Guidelines for Applying Standards*. Respect for the existing historic buildings is a key element of maintaining the City's unique sense of place which is now recognized as a major component of economic development in communities across America.
- **Promotion** – Provides a wide range of promotional and marketing activities which include, but are not limited to, special events and business promotions, including use of social media, websites, printed materials (print media, brochures, posters, billboards, magazine advertising, and editorials), broadcast media, networking, organizational partnerships, volunteer outreach, and marketing the district's defining assets.
- **Economic Vitality** – Defines and understands the following items which include, but are not limited to: demographics of the City and surrounding communities; detailed market data of the City's market area that is regularly updated, which supports different specific types of businesses for retention, expansion, and recruitment; collecting and publishing annual benchmarking statistics to measure success which include: buildings sold, sale price, buildings rehabilitated, cost of rehabilitation, square footage of buildings rehabilitated, costs of associated rehabilitation, new and expanded construction, data on all existing buildings including square footage, age of the building, types of use, zoning and master plan designation, jobs retained, jobs created, and other indicators of private and public investment in the DDA District. Also, a knowledge of economic development programs and incentives available for developers of new buildings and for rehabilitation of existing buildings at the local, county, state, national, and private levels.

Thus, the DDA budget includes items that relate to the four points noted above.

## DDA REVENUE

### **402 – Current Property Taxes (Captured)** **\$58,938**

Tax Increment Financing (TIF) revenue is generated by the increase in value of the district (from the base year 2000) from all tax jurisdictions and all properties within the boundary of the DDA district. Oakland County Equalization will have a final estimate for TIF increase and total TIF revenue for 2022/2023 at the end of March after all Board of Review activity. The current estimate is based on a 6% increase from the 2022-2023 fiscal year.

### **665 - Interest Income** **None**

The final amount of estimated interest on TIF tax capture to be determined after receipt of final information from Oakland County Equalization.

### **675.100 – Contribution – FM Sponsorship Fees** **\$8,000**

Revenue from Farmers Market sponsorship fees. Sponsorship planning is currently in progress by the Farmers' Market Manager and the DDA Executive Director for the 2022 market season (May – October 2022).

### **675.200 – Contribution – Winter Events** **\$8,000**

Revenues expected from local business sponsors for the Mardi Gras and Holiday Spectacular events.

### **675.300 – Contribution – Ladies Night Out Sponsorship Fees** **\$6,000**

Revenues from Ladies Night Out sponsorship fees for May and November.

### **675.410 – Contribution – FM Vendor Fees** **\$23,000**

Revenue from vendor fees at the Farmers Market. Projected revenues for 2022-2023 are a conservative estimate based on a 25% increase in vendor fees along with a 30% discount for seasonal vendors.

### **675.900 – Contribution – Murals** **\$5,000**

Private donations will be sought for the installation of murals in downtown.

### **675.910 – Contribution – Business Directory** **\$500**

Revenues are expected from at least two different local business sponsors for the annually updated brochure.

### **680.200 – Contribution – Electric Vehicle Charging Station Fees** **\$2,200**



Projected revenues from the two electric vehicle charging stations at the Wells Street Parking Lot.

**682 – Grant Funds**

**None**

**699.101 – Transfer In – General Fund**

**\$4,000**

\$4,000 contribution from the General Fund for the Social District.

## **DDA Expenditures**

### **702.200 – Wages/Salaries** **\$12,500**

Farmers Market Manager hourly wages are based upon the high quality, professional, and creative work ethic of the current Market Manager. The current Wages/Salaries for the Farmers Market Manager is based on \$20/hour pay rate.

### **740 – Operating Expenses** **\$2,500**

Purchase of supplies and materials for events and projects.

### **740.200 – Seasonal Improvements** **\$19,250**

Holiday garland, lighting, cornstalks, and pumpkins:

- Flowers purchased for light poles and sidewalk planters: \$ 5,000
- Corn stalks and pumpkins: \$ 750
- DDA winter garland for placement on all DDA light poles: \$ 3,500
- Christmas light installation and removal (labor only): \$10,000
- \$19,250**

### **801 – Professional Services Contractual** **\$7,000**

Consultants for promotions and marketing, design (window display and store interior merchandising, etc.), business improvement, business recruitment, and social district marketing.

### **880 – Community Promotion** **\$2,500**

Miscellaneous promotional expenses for DDA projects and programs, other than major events, including ribbon cuttings, etc. Funds for training are provided through Main Street Oakland County or another downtown-related educational opportunity.

### **880.100 – Community Promotion Winter** **\$4,000**

New lighting in trees within the DDA streetscape along Lake and Lafayette Streets, in addition to lighting on the pedestrian light poles.

### **880.200 – Community Promotion Design** **\$9,500**

- Professional graphic design of promotional materials: \$ 1,000
- Sign Grants (50% of total sign cost up to a maximum of \$500 each): \$ 2,000
- Downtown Murals (2 at estimated cost of \$2,500 per mural): \$ 5,000
- Pocket Park on E. Lake. St. enhancements (plants, flowers, upkeep) \$ 1,500
- \$ 9,500**

**880.400 – Community Events****\$15,500**

Mardi Gras in March, Ladies' Night Out in May and November, Kids Trick or Treat, Holiday Spectacular:

- Ladies' Night Out – May: \$ 3,000
- Ladies' Night Out – November: \$ 3,000
- Kids Trick or Treat – October: \$ 500
- Holiday Spectacular: \$ 6,000
- Mardi Gras – March: \$ 3,000
- \$ 15,500

**888-Grant Expenditures****None****900 – Printing/Publishing****\$9,500**

Advertising/promotion for major DDA projects and events including the Downtown Business Directory annual update, Holiday Gift Guide, Events Guide, over-the-road banner pole hardware, and other related items:

- Downtown business directory, annual update: \$ 1,500
- Holiday Gift Guide, Lyon Today, and overrun: \$ 4,500
- Events guide: \$ 500
- New Banners for DDA light poles: \$ 3,000
- \$ 10,000

**957 – Education and Training****\$4,500**

Continuing education for the DDA/Economic Development Director, Farmers Market Manager, and DDA board members including workshops, conferences, and professional organizations such as the Michigan Downtown Association, Michigan's Farmers Market Association, and Main Street America.

**962 – Miscellaneous Expense****\$1,000**

Items such as parking shuttle for events, supplies for events, etc.

**972 – Capital Improvements****\$23,500**

Holiday lighting for streetscape trees and over E. Lake St., new holiday lighting on trees in downtown, new trash cans for downtown, Façade/Building Improvement Program, items for Social District (tables, chairs, heaters, etc.):

• Lights over E. Lake St. and cable (Lafayette to Wells Street):	\$ 3,000
• Trash cans for the downtown area:	\$ 1,500
• Façade/Building Improvement Program	\$ 10,000
• EV Charging Station Fees	\$ 2,000
• Social District Items	<u>\$ 7,000</u>
	<b>\$ 23,500</b>

**248 DOWNTOWN DEVELOPMENT AUTHORITY  
OPERATING FUND**

<b>Revenue</b>	<b>Description</b>	Audited 2021-2022	Adopted 2022-2023	Amended 2022-2023	Draft 2023-2024	Proposed 2024-2025
402.000	Current Property Taxes (Captured)	51,705	55,083	55,083	58,938	-
665.000	Interest Income	32				-
675.100	Contribution - FM Sponsorship Fees	6,575	7,500	7,500	8,000	
675.200	Contribution - Winter Events	3,079	6,000	6,000	8,000	
675.300	Ladies Night Out Sponsorship Fees	5,000	4,000	4,000	6,000	
675.410	Contribution - FM Vendor Fees	17,135	7,500	7,500	23,000	
675.700	Contribution - Street Banner	370				
675.900	Contribution - Murals	500	5,000	5,000	5,000	
675.910	Contribution Business Directory	-	500	500	500	
680.000	Miscellaneous					
682.000	Grant Money	-				
680.200	Contribution EV Charging Stations	-	2,200	2,200	2,200	
699.101	Transfer In - General Fund	-	4,000	4,000	4,000	
<b>Total Revenues</b>		84,396	91,783	91,783	115,638	-
<b>Expenditure</b>	<b>Description</b>	Audited 2021-2022	Adopted 2022-2023	Amended 2022-2023	Draft 2023-2024	Proposed 2024-2025
702.200	Wages/Salaries	6,656	12,500	12,500	12,500	
715.000	Fringe Benefits	-				
740.000	Operating Expense	1,311	2,500	2,500	2,500	
740.200	Seasonal Improvements	8,939	8,250	8,250	19,250	
801.000	Professional Services	263	6,500	6,500	7,000	
880.000	Community Promotion	351	2,500	2,500	2,500	
880.100	Community Prom. CBD Winter	-	2,000	2,000	4,000	
880.200	Community Promo. Design	2,000	9,000	9,000	9,500	

880.400	Community Events	14,200	14,500	14,500	15,500	
880.500	Community Promo. Gift Certificate	-	500	500	-	
880.600	Farmers Market Promotions	-	-	3,300	3,500	
888.000	Grant Expenditures	-	-	-		
900.000	Printing/Publishing	1,317	6,500	6,500	9,500	
957.000	Education & Training	4,880	4,000	4,000	4,500	
962.000	Miscellaneous Expense	1,155	1,000	1,000	1,000	
972.000	Capital Improvements	2,785	18,700	18,700	23,500	
995.101	Transfer to General Fund	-				
<b>Total Expenditures</b>		43,858	88,450	91,750	114,750	-
<b>BEGINNING FUND BALANCE</b>		61,658	102,195	102,195	102,228	103,116
<b>TOTAL FISCAL YEAR REVENUES</b>		84,396	91,783	91,783	115,638	-
<b>TOTAL EXPENDITURES</b>		43,858	88,450	91,750	114,750	-
<b>ENDING FUND BALANCE</b>		102,195	105,528	102,228	103,116	103,116

Printed: 2/8/2023

Proposed  
2025-2026

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Proposed  
2025-2026

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103,116

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103,116





### **DDA Report for March 9, 2023, DDA Board Meeting**

- The winter farmers' market at the VFW will be taking place this Saturday, March 11<sup>th</sup> from 10 am – 2 pm.
- On Wednesday, March 8, I will be in Lansing attending the Michigan Downtown Association's legislative advocacy day. There are approximately 40 legislators that will be attending the event and I will have one-on-one meetings with the Michigan House Majority Leader and another legislator throughout the day. There will also be a luncheon that legislators will attend, and we will discuss DDAs and the work done as well as the mission of the Michigan Downtown Association. There is a workshop on Thursday as well whose topic is, *Debunking Myths and Changing Narratives to Create Strong Downtowns*.
- The ribbon cutting for Dua Vino took place on Monday, March 6<sup>th</sup>. The restaurant's first day is Tuesday, March 7.
- There was some work happening in the South Lyon Theater last week. I have contacted the owners of the theater again to offer DDA assistance.
- Despite the near foot of snow, Carnivale was a success. Given the widespread power outages and the need to recover from the snowstorm the previous day, there were many families that attended the event. Staff was forced to alter the layout due to large amounts of snow on North Lafayette Street. There were two vendors that canceled due to the weather. The altered layout for the event seemed to work out well as all the entertainment was in one central location, which held people at the event longer. Staff increased the fees for vendors at the event to \$50 for a total of \$250 in revenue from vendor fees for the event. Despite the weather and snow, Carnivale was a great event. The road closure was effective as well without disrupting normal Saturday traffic for downtown businesses. Additionally, staff ran an advertisement on Facebook for the event for two weeks for \$200. Overall, the advertisement reached 18,000 people and garnered more than 350 new likes on the Downtown South Lyon Facebook page. The demographic group that had the largest audience was women between the ages of 35-44 (28.9%) and women ages 45-54 (25.1%).
- Main Street Oakland County is hosting its second annual summit to provide feedback to them on how they can best serve us. The summit takes place on April 20<sup>th</sup> from 9 am – 11 am at the Waterford Oaks Activity Center, 2800 Watkins Lake Road, Waterford Township, MI. I would strongly encourage at least one board member to attend. The flyer is attached at the end of this report. This summit will help to determine how Main Street Oakland County funds are spent in the upcoming year and is an important avenue for our voice to be heard at the county level.
- Reminder I will not be present for the regular April meeting.

- A business and resident survey will be sent to the public soon.
- The Farmers' Market Sponsorship packet will be sent out next week.