



**City of South Lyon, Downtown Development Authority Board Meeting
Thursday, July 14, 2022, 8:00 a.m., City Hall, 335 S. Warren St.,
South Lyon, MI 48178**

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of the Agenda
- IV. Approval of the June 9, 2022 DDA Board Meeting Minutes
- V. Citizens' Comments
- VI. Budget Report
- VII. Farmers' Market Report

- VIII. New Business:
 - A. DDA Officers for 2022-2023 Fiscal Year
 - B. Downtown Signage/Branding Refresh

- IX. Unfinished Business:
 - A. DDA Board Applications
 - B. Committee Reports
 - C. Storm Sewer Along S. Lafayette St. between Liberty St. & McHattie St.

- X. Board Member Comments
- XI. 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, August 11, 2022 at South Lyon City Hall.

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



MEETING MINUTES – JUNE 9, 2022

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:03 am.
- II. **Roll Call.** Present: Dereck Mashburn, Mark Childs, Paul Zelenak, Tracey Murphy, Jeff Heinenen, Gary Fagin, Norm Fultz, Tanya Nevitt. Also present: DDA Director Nate Mack, Farmers Market Manager Diana Regan.
- III. **Approval of the Agenda.** Motion by Zelenak, supported by Heinenen to move the Farmers' Market Report to follow citizens' comments. Motion carries. Motion by Zelenak, supported by Heinenen to adopt the agenda as amended. Motion carries unanimously.
- IV. **Approval of the May 12, 2022 DDA Board Meeting Minutes.** Motion by Heinenen, supported by Childs to approved the minutes as submitted. Motion passed unanimously.
- V. **Citizen's Comments.** None.
- VI. **Farmers Market Report.** Market Manager, Diana Regan, reported the Farmers Market had a great opening week and the food truck rally was very successful. Regan reported there are three new vendors coming to the market over the course of the month, including Great Harvest Bread. She also mentioned there will be a First Responders' Day on June 25th and she is working on scheduling an *Adopt-A-Pet Day* as well.
- VII. **Budget Report.**
Mack reported the revenues for the farmers market were up substantially from the previous year. He noted the revenues from the farmers market were \$9,000 greater than what was budgeted for the fiscal year. Under expenditures, he noted that the hanging baskets for the downtown had been paid.
- VIII. **Presentation: National Main Street Conference, Richmond, VA, May 15-18.** Mack and Mashburn presented on the strategies and insights they obtained from the National Main Street Conference in Richmond, VA.
- IX. **New Business**
 - A. **Design Committee Application – Tyler Finnegan.** Mack presented the application from Tyler Finnegan for the Design Committee. Motion by Zelenak, supported by Smith to appoint Finnegan to the Design Committee. Motion carried unanimously.

- B. Board Application Process – Questionnaire.** Mack presented a set of questions to the board to develop a fairer and more streamlined process for the selection of new board members. After some minor alterations the application was approved and Mack was directed to send the questionnaire to the three applicants on file with the City Clerk and present them to the board at the July Board of Directors meeting.

X. Old Business

- A. Farmers Market Report.** Moved up on the agenda.
- B. Electric Vehicle Charging Stations.** Mack stated that the site plan and all other documents had been submitted to DTE, which is now working on creating a work order to have the EV stations installed. Once the work order has been created, DTE will contact Mack to begin the work. Mack did not have a timeline for when this work order will be completed.
- C. Committee Reports. Organization.** Mashburn and Mack met to discuss National Main Street Conference and how they wanted to present the items learned at the conference. They also discussed matters pertaining to the DDA Board as well as the organizational capacity of the DDA itself. **Economic Vitality.** The committee met last week. Plans are progressing to have the Italian restaurant open in the RCA Building in June or July. Direction provided from the board to have the committee begin a downtown business inventory as well as begin to determine the ideal business mix for the downtown. **Promotions.** Nevitt says the committee will meet soon to start the planning for the Fall Ladies Night and the Holiday Spectacular. **Design.** The design committee has not met. However, work for the committee continues to occur with the pocket park.
- D. Storm Sewer Along S. Lafayette between Liberty St. & McHattie St.** Zelenak stated there was no update from the previous month.

- XI. Board Member Comments.** Heinanen stated the conduit for the EV charging stations should be oversized in order to accommodate expansion of the system in the future. Mark Childs discussed the road improvements to Lafayette Street scheduled for 2025-2026.

- XII. Adjournment.** Heinanen made a motion to adjourn. Supported by Childs. Meeting adjourned 10:05am.

07/11/2022

REVENUE AND EXPENDITURE REPORT FOR CITY OF SOUTH LYON
 PERIOD ENDING 06/30/2022
 FINANCIAL REPORT FOR JUNE 2022

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 06/30/2022 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 06/30/2022 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000						
248-000.000-402.000	REAL PROPERTY TAX	51,705.00	51,705.00	2,466.51	0.00	100.00
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	100.00	11.37	0.00	88.63	11.37
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	7,350.00	6,575.00	1,950.00	775.00	89.46
248-000.000-675.200	CONTRIBUTIONS-WINTER EVENTS	2,000.00	3,078.66	(50.00)	(1,078.66)	153.93
248-000.000-675.300	LADIES NIGHT OUT SPONSORSHIP	2,000.00	5,000.00	0.00	(3,000.00)	250.00
248-000.000-675.410	FARMERS MARKET VENDOR FEES	6,000.00	17,135.00	1,915.00	(11,135.00)	285.58
248-000.000-675.700	CONTRIBUTION - STREET BANNER	0.00	370.00	0.00	(370.00)	100.00
248-000.000-675.900	CONTRIBUTION - MURALS	5,000.00	500.00	0.00	4,500.00	10.00
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	0.00	0.00	0.00	0.00	0.00
248-000.000-682.000	GRANT MONEY	5,500.00	0.00	0.00	5,500.00	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		84,655.00	84,375.03	6,281.51	279.97	99.67
TOTAL REVENUES		84,655.00	84,375.03	6,281.51	279.97	99.67
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	6,656.20	3,200.00	5,843.80	53.25
248-000.000-740.000	OPERATING EXPENSE	1,000.00	1,226.59	274.26	(226.59)	122.66
248-000.000-740.200	SEASONAL IMPROVEMENTS	7,700.00	8,903.22	105.00	(1,203.22)	115.63
248-000.000-801.000	PROFESSIONAL SERVICE	5,500.00	263.00	0.00	5,237.00	4.78
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	351.20	144.00	2,148.80	14.05
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	7,500.00	2,000.00	0.00	5,500.00	26.67
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	8,850.00	14,200.33	2,363.00	(5,350.33)	160.46
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	5,500.00	0.00	0.00	5,500.00	0.00
248-000.000-900.000	PRINTING	5,600.00	1,317.45	319.00	4,282.55	23.53
248-000.000-957.000	EDUCATION & TRAINING	4,000.00	4,880.31	3,014.76	(880.31)	122.01
248-000.000-962.000	MISCELLANEOUS EXPENSE	1,000.00	1,155.34	494.70	(155.34)	115.53
248-000.000-972.000	CAPITAL IMPROVEMENTS	15,000.00	2,784.89	0.00	12,215.11	18.57
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		79,150.00	43,738.53	9,914.72	35,411.47	55.26
TOTAL EXPENDITURES		79,150.00	43,738.53	9,914.72	35,411.47	55.26
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		84,655.00	84,375.03	6,281.51	279.97	99.67
TOTAL EXPENDITURES		79,150.00	43,738.53	9,914.72	35,411.47	55.26
NET OF REVENUES & EXPENDITURES		5,505.00	40,636.50	(3,633.21)	(35,131.50)	738.17

07/11/2022

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON
FROM 248-000.000-001.000 TO 248-000.000-995.369
TRANSACTIONS FROM 06/01/2022 TO 06/30/2022

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
248-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
136984	06/02/2022	SUMMARY CD 06/02/2022		Multiple		5,576.21
137108	06/09/2022	SUMMARY CD 06/09/2022		Multiple		784.19
137460	06/30/2022	SUMMARY CD 06/30/2022		Multiple		1,587.82
		Journal Totals			0.00	7,948.22
Journal GJ: Journal Entry						
136989	06/02/2022	CHECKING TRANSFER FOR PPE 6/2/2022	10978	Multiple	5,576.21	
137175	06/09/2022	CHECKING TRANSFER	10998	Multiple	784.19	
137488	06/30/2022	CHECKING TRANSFER	11031	Multiple	1,587.82	
		Journal Totals			7,948.22	0.00
Totals for 248-000.000-001.000					7,948.22	7,948.22
		Balance 06/01/22:	2,216.51 CR			
		Net Change:	0.00			
		Balance 06/30/22:	2,216.51 CR			

248-000.000-002.008 DDA/TIFA PNC BANK

Journal CR: Journal Entry

136986	06/01/2022	SUMMARY CR POSTING: 06/01/2022 FARMS		248-000.000-675.100	500.00	
136997	06/02/2022	SUMMARY CR POSTING: 06/02/2022 FARMS		248-000.000-675.100	225.00	
137030	06/06/2022	SUMMARY CR POSTING: 06/06/2022 FARMS		248-000.000-675.100	250.00	
137031	06/06/2022	SUMMARY CR POSTING: 06/06/2022 FARMV		248-000.000-675.410	590.00	
137151	06/10/2022	SUMMARY CR POSTING: 06/10/2022 FARMS		248-000.000-675.100	975.00	
137161	06/13/2022	SUMMARY CR POSTING: 06/13/2022 FARMV		248-000.000-675.410	465.00	
137289	06/20/2022	SUMMARY CR POSTING: 06/20/2022 FARMV		248-000.000-675.410	640.00	
137378	06/27/2022	SUMMARY CR POSTING: 06/27/2022 FARMV		248-000.000-675.410	545.00	
		Journal Totals			4,190.00	0.00

Journal GJ: Journal Entry

136989	06/02/2022	CHECKING TRANSFER FOR PPE 6/2/2022	10978	Multiple		5,576.21
137175	06/09/2022	CHECKING TRANSFER	10998	Multiple		784.19
137314	06/21/2022	NSF FOR FARMERS MARKET VENDOR FEE	11007	248-000.000-675.410		325.00
137341	06/22/2022	FINAL TAX SETTLEMENT 2021	11010	Multiple	2,466.51	
137488	06/30/2022	CHECKING TRANSFER	11031	Multiple		1,587.82
		Journal Totals			2,466.51	8,273.22

Totals for 248-000.000-002.008

Balance 06/01/22:	108,244.80
Net Change:	(1,616.71)
Balance 06/30/22:	106,628.09

248-000.000-202.000 ACCOUNTS PAYABLE

Journal AP: Journal Entry

136923	06/01/2022	PNC BANK	5/19/22	Multiple		1,325.54
136980	06/02/2022	MICHIGAN DOWNTOWN ASSOCIATION	E2472, E2509	248-000.000-957.000		235.00
136981	06/02/2022	DIANA REGAN	APRIL/MAY 2022	248-000.000-702.200		1,780.00
136982	06/02/2022	VENUE SOUTH LYON	G6JH4WAY33	248-000.000-880.400		2,125.00
136983	06/02/2022	ALEXANDER'S FARM MARKET	221522	248-000.000-962.000		110.67
137095	06/09/2022	PETER'S TRUE VALUE HARDWARE	MAY 2022	Multiple		258.37
137096	06/09/2022	NATHAN MACK	6/9/2022	248-000.000-957.000		287.82
137097	06/09/2022	VENUE SOUTH LYON	03388-0753892	248-000.000-880.400		238.00
137194	06/15/2022	JOHN'S SANITATION	I6143, I6144, I6326	Multiple		105.00
137425	06/29/2022	PNC BANK	6/17/22	Multiple		1,587.82
137574	06/30/2022	DIANA REGAN	JUNE 2022	248-000.000-702.200		1,420.00
137575	06/30/2022	QUICK SILVER MARKETING SOLUTIONS	24538, 24659	Multiple		491.50
		Journal Totals			0.00	9,964.72

Journal CD: Cash Disbursements

136984	06/02/2022	SUMMARY CD 06/02/2022	Multiple	5,576.21	
137108	06/09/2022	SUMMARY CD 06/09/2022	Multiple	784.19	
137460	06/30/2022	SUMMARY CD 06/30/2022	Multiple	1,587.82	
		Journal Totals		7,948.22	0.00

Totals for 248-000.000-202.000

Balance 06/01/22:	100.00	7,948.22	9,964.72
Net Change:	2,016.50		
Balance 06/30/22:	2,116.50		

248-000.000-402.000 REAL PROPERTY TAX

Journal GJ: Journal Entry

137341	06/22/2022	FINAL TAX SETTLEMENT 2021	11010	Multiple	2,466.51
		Journal Totals			0.00
					2,466.51

Totals for 248-000.000-402.000

Balance 06/01/22:	49,238.49	0.00	2,466.51
Net Change:	2,466.51		
Balance 06/30/22:	51,705.00		

248-000.000-675.100 FARMERS MARKET SPONSOR FEES

Journal CR: Journal Entry

136986	06/01/2022	SUMMARY CR POSTING: 06/01/2022 FARMS	248-000.000-002.008	500.00
136997	06/02/2022	SUMMARY CR POSTING: 06/02/2022 FARMS	248-000.000-002.008	225.00
137030	06/06/2022	SUMMARY CR POSTING: 06/06/2022 FARMS	248-000.000-002.008	250.00
137151	06/10/2022	SUMMARY CR POSTING: 06/10/2022 FARMS	248-000.000-002.008	975.00
		Journal Totals		0.00
				1,950.00

Totals for 248-000.000-675.100

Balance 06/01/22:	4,625.00	0.00	1,950.00
Net Change:	1,950.00		
Balance 06/30/22:	6,575.00		

248-000.000-675.200 CONTRIBUTIONS-WINTER EVENTS

Journal AP: Journal Entry

136923	06/01/2022	PNC BANK	5/19/22	Multiple	50.00
		Journal Totals			50.00
					0.00

Totals for 248-000.000-675.200

Balance 06/01/22:	3,128.66	50.00	0.00
Net Change:	(50.00)		
Balance 06/30/22:	3,078.66		

248-000.000-675.410 FARMERS MARKET VENDOR FEES

Journal CR: Journal Entry

137031	06/06/2022	SUMMARY CR POSTING: 06/06/2022 FARMV	248-000.000-002.008	590.00
137161	06/13/2022	SUMMARY CR POSTING: 06/13/2022 FARMV	248-000.000-002.008	465.00
137289	06/20/2022	SUMMARY CR POSTING: 06/20/2022 FARMV	248-000.000-002.008	640.00
137378	06/27/2022	SUMMARY CR POSTING: 06/27/2022 FARMV	248-000.000-002.008	545.00
		Journal Totals		0.00
				2,240.00

Journal GJ: Journal Entry

137314	06/21/2022	NSF FOR FARMERS MARKET VENDOR FEI 11007	248-000.000-002.008	325.00
		Journal Totals		325.00
				0.00

Totals for 248-000.000-675.410

Balance 06/01/22:	15,220.00	325.00	2,240.00
Net Change:	1,915.00		
Balance 06/30/22:	17,135.00		

248-000.000-702.200 FARMER'S MARKET

Journal AP: Journal Entry

136981	06/02/2022	DIANA REGAN	APRIL/MAY 2022	248-000.000-202.000	1,780.00	
137574	06/30/2022	DIANA REGAN	JUNE 2022	248-000.000-202.000	1,420.00	
Journal Totals					3,200.00	0.00

Totals for 248-000.000-702.200

Balance 06/01/22:	3,456.20	
Net Change:	3,200.00	
Balance 06/30/22:	6,656.20	

248-000.000-740.000 OPERATING EXPENSE

Journal AP: Journal Entry

136923	06/01/2022	PNC BANK	5/19/22	Multiple	15.89	
137095	06/09/2022	PETER'S TRUE VALUE HARDWARE	MAY 2022	Multiple	258.37	
Journal Totals					274.26	0.00

Totals for 248-000.000-740.000

Balance 06/01/22:	952.33	
Net Change:	274.26	
Balance 06/30/22:	1,226.59	

248-000.000-740.200 SEASONAL IMPROVEMENTS

Journal AP: Journal Entry

137194	06/15/2022	JOHN'S SANITATION	I6143, I6144, I6326	Multiple	105.00	
Journal Totals					105.00	0.00

Totals for 248-000.000-740.200

Balance 06/01/22:	8,798.22	
Net Change:	105.00	
Balance 06/30/22:	8,903.22	

248-000.000-880.000 COMMUNITY PROMOTIONS

Journal AP: Journal Entry

137575	06/30/2022	QUICK SILVER MARKETING SOLUTIONS	24538, 24659	Multiple	144.00	
Journal Totals					144.00	0.00

Totals for 248-000.000-880.000

Balance 06/01/22:	207.20	
Net Change:	144.00	
Balance 06/30/22:	351.20	

248-000.000-880.400 COMMUNITY EVENT

Journal AP: Journal Entry

136982	06/02/2022	VENUE SOUTH LYON	G6JH4WAY33	248-000.000-202.000	2,125.00	
137097	06/09/2022	VENUE SOUTH LYON	03388-0753892	248-000.000-202.000	238.00	
Journal Totals					2,363.00	0.00

Totals for 248-000.000-880.400

Balance 06/01/22:	11,837.33	
Net Change:	2,363.00	
Balance 06/30/22:	14,200.33	

248-000.000-900.000 PRINTING

Journal AP: Journal Entry

137425	06/29/2022	PNC BANK	6/17/22	Multiple	319.00	
Journal Totals					319.00	0.00

Totals for 248-000.000-900.000

Balance 06/01/22:	998.45	
-------------------	--------	--

Net Change: 319.00
Balance 06/30/22: 1,317.45

248-000.000-957.000 EDUCATION & TRAINING

Journal AP: Journal Entry

136923	06/01/2022	PNC BANK	5/19/22	Multiple	1,223.12	
136980	06/02/2022	MICHIGAN DOWNTOWN ASSOCIATION	E2472, E2509	248-000.000-202.000	235.00	
137096	06/09/2022	NATHAN MACK	6/9/2022	248-000.000-202.000	287.82	
137425	06/29/2022	PNC BANK	6/17/22	Multiple	1,268.82	
Journal Totals					3,014.76	0.00

Totals for 248-000.000-957.000 3,014.76 0.00

Balance 06/01/22: 1,865.55
Net Change: 3,014.76
Balance 06/30/22: 4,880.31

248-000.000-962.000 MISCELLANEOUS EXPENSE

Journal AP: Journal Entry

136923	06/01/2022	PNC BANK	5/19/22	Multiple	36.53	
136983	06/02/2022	ALEXANDER'S FARM MARKET	221522	248-000.000-202.000	110.67	
137575	06/30/2022	QUICK SILVER MARKETING SOLUTIONS	24538, 24659	Multiple	347.50	
Journal Totals					494.70	0.00

Totals for 248-000.000-962.000 494.70 0.00

Balance 06/01/22: 660.64
Net Change: 494.70
Balance 06/30/22: 1,155.34

07/11/2022

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON
 FROM 248-000.000-001.000 TO 248-000.000-995.369
 TRANSACTIONS FROM 07/01/2022 TO 07/31/2022

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
248-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
137612	07/07/2022	SUMMARY CD 07/07/2022		Multiple		1,911.50
		Journal Totals			0.00	1,911.50
Journal GJ: Journal Entry						
137656	07/07/2022	CHECKING TRANSFER	11049	Multiple	1,911.50	
		Journal Totals			1,911.50	0.00
Totals for 248-000.000-001.000					1,911.50	1,911.50
		Balance 07/01/22:	2,216.51 CR			
		Net Change:	0.00			
		Balance 07/31/22:	2,216.51 CR			
248-000.000-002.008 DDA/TIFA PNC BANK						
Journal CR: Journal Entry						
137587	07/06/2022	SUMMARY CR POSTING: 07/06/2022 FARMV		248-000.000-675.410	585.00	
		Journal Totals			585.00	0.00
Journal GJ: Journal Entry						
137656	07/07/2022	CHECKING TRANSFER	11049	Multiple		1,911.50
		Journal Totals			0.00	1,911.50
Totals for 248-000.000-002.008					585.00	1,911.50
		Balance 07/01/22:	106,628.09			
		Net Change:	(1,326.50)			
		Balance 07/31/22:	105,301.59			
248-000.000-202.000 ACCOUNTS PAYABLE						
Journal CD: Cash Disbursements						
137612	07/07/2022	SUMMARY CD 07/07/2022		Multiple	1,911.50	
		Journal Totals			1,911.50	0.00
Totals for 248-000.000-202.000					1,911.50	0.00
		Balance 07/01/22:	2,116.50			
		Net Change:	(1,911.50)			
		Balance 07/31/22:	205.00			
248-000.000-675.410 FARMERS MARKET VENDOR FEES						
Journal CR: Journal Entry						
137587	07/06/2022	SUMMARY CR POSTING: 07/06/2022 FARMV		248-000.000-002.008		585.00
		Journal Totals			0.00	585.00
Totals for 248-000.000-675.410					0.00	585.00
		Balance 07/01/22:	0.00			
		Net Change:	585.00			
		Balance 07/31/22:	585.00			



Memorandum

To: Chairperson Mashburn and South Lyon DDA Board of Directors
From: Nate Mack, DDA Director
Subject: DDA Board Officers
Date: July 14, 2022

At the beginning of each new fiscal year, the DDA Board has to elect officers for the board. There are four officer positions, which include: Chair, Vice Chair, Treasurer, and Secretary. Current officers are as follows: Chair – Dereck Mashburn, Vice Chair – Jeff Heinanen, Treasurer – Vacant (was Gene Carroll), Secretary – Mark Childs.

The duties for each of the positions are as follows:

Chair – meets with DDA Director on a monthly basis to go over the agenda for the meeting. Chair has also been the person engaged with the director for the Organization Committee. They also are in charge of the regular DDA meetings.

Vice Chair – Runs the DDA Board of Directors meeting if the Chair is unable to attend.

Treasurer – Oversees the DDA's financial administration. Reviews and enforces financial policies and procedures. Work with the director to create the budget for the DDA.

Secretary – responsibilities of the secretary include record and distributing meeting minutes, schedule regular board meetings, and keep up-to-date contact information for the board.

Terms for the board officers will be one-year. The election for board officers will take place again in July of 2023.



Memorandum

To: Chairperson Mashburn and South Lyon DDA Board of Directors
From: Nate Mack, DDA Director
Subject: Downtown Signage/Branding Refresh
Date: July 14, 2022

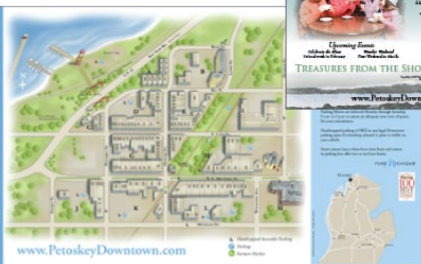
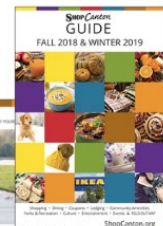
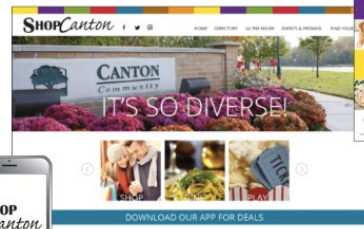
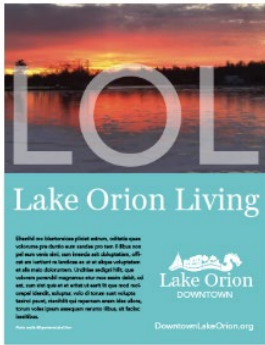
On June 30th, the city manager and I met with New Moon Visions, which is a marketing agency dedicated to creating brand identity and generating awareness for places. During our discussion, New Moon Visions discussed their process of refreshing the brand for a place. They were keen to note they seek input from various key stakeholders including: residents, business and property owners, boards and commissions, and city council.

The impetus for this discussion is the state of the city signage currently. After our meeting, I went throughout the community and took pictures of the numerous signs we have in the community from those downtown to Volunteer Park to the "Welcome to South Lyon" city entrance signs. Many of these are in disrepair and are in need of some care, at a minimum.

New Moon Visions is still developing a quote for work once we have a better understanding of the approach we want to take. Ideally, there would be some common theme among all city-related boards, commissions, and departments that allows citizens and visitors to recognize immediately that something is done by the city or the DDA.

Attachments: Pictures of signage from downtown







Memorandum

To: Chairperson Mashburn and South Lyon DDA Board of Directors
From: Nate Mack, DDA Director
Subject: DDA Board Candidate Questionnaire
Date: July 14, 2022

Attached are the returned questionnaires from individuals interested in serving on the DDA Board. The first, comes from David Barton, owner of Twisted Cork Winery. Second, is from Melissa Borgman, an individual that will be opening a business in South Lyon in future. Once these documents have been reviewed, the board will need to make a recommendation to the mayor based on who the board feels are the best fit.



Thank you for your interest in serving on the South Lyon Main Street DDA board of directors! We are seeking to maintain a diverse board of downtown business and property owners, design professionals, downtown residents, and those interested in the downtown. The South Lyon DDA Main Street utilizes the Main Street Four-Point Approach for downtown development/revitalization, which includes: Design, Promotions, Economic Vitality, and Organization.

In order to comply with state law (Public Act 57 of 2018) that authorizes Downtown Development Authorities in Michigan, the South Lyon Main Street DDA Bylaws describe the composition of the South Lyon Main Street DDA Board:

"At least five (5) of the members of the board shall be persons having interest in the property located in the Downtown District. At least one (1) of the members shall be a resident of the Downtown District, if the Downtown District has more than 100 or more persons residing within it."

Please fill out this questionnaire and include it with your application, resume, and references. The materials can be emailed to Nate Mack, DDA Executive Director, at nmack@southlyonmi.org or Lisa Deaton, South Lyon City Clerk, at ideaton@southlyonmi.org. You may call City Hall at (248) 437-1735 if you have questions. Office hours are 8:30am – 5:00pm.

1. Which field(s) do you specialize in? Check all that apply.

- | | | |
|--|--------------------------------------|--|
| <input type="checkbox"/> Architecture | <input type="checkbox"/> Real Estate | <input type="checkbox"/> Nonprofit Management |
| <input type="checkbox"/> Law | <input type="checkbox"/> Marketing | <input checked="" type="checkbox"/> Events/Promotions |
| <input type="checkbox"/> Business Attraction | <input type="checkbox"/> Fundraising | <input checked="" type="checkbox"/> Business/Building Owner (future) |
| <input type="checkbox"/> Other _____ | | |

2. Do you have any experience in the following fields? Check all that apply.

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Finance/Accounting | <input type="checkbox"/> Legal | <input type="checkbox"/> Graphic Design |
| <input type="checkbox"/> Web Development | <input type="checkbox"/> Public Relations | <input checked="" type="checkbox"/> Event Management |
| <input type="checkbox"/> Other _____ | | |

3. What do you see as central to building a strong downtown?

I think a successful downtown is based on businesses, business owners, and citizens who want to be involved in their city. I also believe the city management team plays a role in providing structure, guidance, and funding. The downtown has to be important to everyone.

4. What fundraising experience do you have?

I do not have a ton of fundraising experience. I feel most useful helping manage and coordinate other tasks.

5. The mission of the South Lyon DDA is, "Building a community with character." How do you see yourself furthering the mission of the South Lyon DDA Main Street?

I feel it is important for everyone to understand the value of the downtown area. Our downtown specifically, represents the largest concentration of businesses in our city. I think it is important to support local families and their businesses.

I would like to help this happen by both supporting the business owners, and by helping the city grow and become an even more desirable place to shop, eat, and visit. I would always make decisions that support the mission and values of the city.

6. What is your experience with boards of directors?

I've helped support small boards of directors of the years along with sat on a board of directors. Up until a few months ago, I was involved in a foundation by supplying all of the financial information needed to help it run smoothly. Years ago, I was part of the board of directors for my daughters school here in South Lyon. I enjoy working with groups of people and can see this board as a wonderful opportunity

7. Why are you particularly interested in South Lyon DDA Main Street board membership?

I am particularly interested in this board for two reasons. I do care and love the City of South Lyon. I have loved here for the past 20 years, and plan to continue raising my family here. I am also at the beginning stages of opening up a new business at Liberty and Mill streets. This is very exciting for me, and helps me feel even more invested in the city.

8. Please list any other skills not listed here you feel would serve to advance the South Lyon DDA Main Street's goals and objectives.

I feel I have good organizational skills and will be a good part of a team. I enjoy hearing other peoples opinions and being able to provide my own. I believe collaborative work is the best work. Additionally, I care a great deal about the city of South Lyon and feel I would be a great asset.

9. What do you know about the South Lyon DDA Main Street?

I know the DDA meets one Thursday a month to help strategically develop and make decisions that benefit the downtown. I am looking forward to possibly being able to help!



Thank you for your interest in serving on the South Lyon Main Street DDA board of directors! We are seeking to maintain a diverse board of downtown business and property owners, design professionals, downtown residents, and those interested in the downtown. The South Lyon DDA Main Street utilizes the Main Street Four-Point Approach for downtown development/revitalization, which includes: Design, Promotions, Economic Vitality, and Organization.

In order to comply with state law (Public Act 57 of 2018) that authorizes Downtown Development Authorities in Michigan, the South Lyon Main Street DDA Bylaws describe the composition of the South Lyon Main Street DDA Board:

"At least five (5) of the members of the board shall be persons having interest in the property located in the Downtown District. At least one (1) of the members shall be a resident of the Downtown District, if the Downtown District has more than 100 or more persons residing within it."

Please fill out this questionnaire and include it with your application, resume, and references. The materials can be emailed to Nate Mack, DDA Executive Director, at nmack@southlyonmi.org or Lisa Deaton, South Lyon City Clerk, at ideaton@southlyonmi.org. You may call City Hall at (248) 437-1735 if you have questions. Office hours are 8:30am – 5:00pm.

1. Which field(s) do you specialize in? Check all that apply.

- | | | |
|--|--------------------------------------|---|
| <input type="checkbox"/> Architecture | <input type="checkbox"/> Real Estate | <input type="checkbox"/> Nonprofit Management |
| <input type="checkbox"/> Law | <input type="checkbox"/> Marketing | <input checked="" type="checkbox"/> Events/Promotions |
| <input type="checkbox"/> Business Attraction | <input type="checkbox"/> Fundraising | <input checked="" type="checkbox"/> Business/Building Owner |
| <input type="checkbox"/> Other _____ | | |

2. Do you have any experience in the following fields? Check all that apply.

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Finance/Accounting | <input type="checkbox"/> Legal | <input type="checkbox"/> Graphic Design |
| <input checked="" type="checkbox"/> Web Development | <input type="checkbox"/> Public Relations | <input checked="" type="checkbox"/> Event Management |
| <input type="checkbox"/> Other _____ | | |

3. What do you see as central to building a strong downtown?

Creating events/promotions that create foot traffic to help support current businesses downtown, and attract new ones for downtown growth.

4. What fundraising experience do you have? Worked in large corporate environments for children's hospitals, Ronald McDonald House, and also created small local fundraisers for families in need locally in South Lyon.
5. The mission of the South Lyon DDA is, "Building a community with character." How do you see yourself furthering the mission of the South Lyon DDA Main Street? If I were to be added to the board I would support the current objectives until I began to understand some of the challenges that the City is facing. My goal would be to provide some creative solution(s)/ideas leveraged by my past experiences.
6. What is your experience with boards of directors? I have worked on a projects in my prior work experience that was structured similar to board of directors, they were used for buying other companies and the team or "board" would work on integration.
7. Why are you particularly interested in South Lyon DDA Main Street board membership? I have much to offer in prior experience and I have a passion to see the South Lyon Main Street grow.
8. Please list any other skills not listed here you feel would serve to advance the South Lyon DDA Main Street's goals and objectives. High levels of organization, project management, and good communication.
9. What do you know about the South Lyon DDA Main Street? I know that there is a need for growth, which is currently challenging within a current recession environment. There needs to be more reason(s) for residence to visit our main street.