



**City of South Lyon, Downtown Development Authority Board Meeting
Thursday, August 11, 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 July 14, 2022 DDA Board Meeting Minutes
- V. Citizens' Comments
- VI. Budget Report
- VII. Farmers' Market Report
- VIII. Police Chief Report

- IX. New Business:
 - A. Downtown Streetscape

- X. Unfinished Business:
 - A. Committee Reports
 - B. Storm Sewer - S. Lafayette St. between Liberty St. & McHattie St.

- XI. DDA Director Report
- XII. Board Member Comments
- XIII. 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, September 8, 2022 at South Lyon City Hall.

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



MEETING MINUTES – JULY 14, 2022

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:00 am.
- II. **Roll Call.** Present: Dereck Mashburn, Mark Childs, Gary Fagin, Tracey Murphy, Jeff Heinanen, Tanya Nevitt, Norm Fultz. Excused: Paul Zelenak. Also present: Nate Mack, Diana Regan, Lori and Steve Mosier.
- III. **Approval of Agenda.** Childs requested an amendment to the agenda to add item D. EV Charging Station Status under Unfinished Business. Heinanen made a motion to amend the agenda to add item D. EV Charging Station Status. Supported by Childs. Motion passed unanimously.
- IV. **Approval of the June 9, 2022 DDA Board Meeting Minutes.** Motion by Murphy, supported by Heinanen to approve the minutes as submitted. Motion passed unanimously.
- V. **Citizen's Comments.** None.
- VI. **Budget Report.** Mack reported that revenues in June were \$6,200, primarily from Farmers Market sponsorship fees. Expenses were for Farmers Market printing costs for sponsor name boards. The new fiscal year started July 1, 2022.
- VII. **Farmers Market.**

Market Manager, Diana Regan, reported that the market would be hosting a mini food truck rally this weekend and she anticipates at full market of 52 vendors this weekend. The all-day car show is scheduled for July 30 and the market will remain open one hour extra. Regan is also trying to arrange a food truck rally in August and would like a Pet Adoption Day or Art in the Park in September. The Pumpkinfest event in September will reduce the number of vendors. Should we cancel the food truck for the Pumpkinfest? The vendor has not been responding to emails. We will need to get creative to satisfy the vendors who have paid for seasonal spots. Mashburn suggests that we cancel the food truck so there is more room for vendors, but we also need to look at raising the seasonal rate next year. We are averaging 40-50 vendors each week. Heinanen feels we shouldn't charge extra for a vendor spot during Pumpkinfest, that we should let Pumpkinfest handle that. Perhaps share marketing / advertising costs with Pumpkinfest. Mack will look into the overflow area for vendors. Regan will measure how many spaces can be added.
- VIII. **New Business**
 - A. **DDA Officers for 2022-2023 Fiscal Year:**
 - Chairperson – Dereck Mashburn
 - Vice Chairperson – Jeff Heinanen
 - Treasurer – Tracey Murphy
 - Secretary – Mark Childs

Motion by Heinanen, supported by Childs to approve the slate of officers for 2022-2023 Fiscal Year. Motion passed unanimously.

- B. Downtown Signage / Branding Refresh.** Mack met with City Manager Zelenak and New Moon Visions to discuss signage in downtown area that needs to be refreshed / updated. Waiting for a quote from New Moon Visions. Also waiting to hear if we can use ARPA funds at the park at 390 S. Lafayette. New signage could possibly be unveiled next spring. No estimate on costs at this time. There are approximately 20 downtown signs. We need to improve way-finding signs and refresh our brand. All committees need to be involved. The Promotions Committee should take the lead but all committees need to contribute input.

IX. Unfinished Business

- A. DDA Board Applications.** Mack provided completed questionnaires from Melissa Borgman and David Barton. Borgman is the owner of PupTown and a current member of the Promotions Committee. Barton is the owner of the Twisted Cork, a DDA business. Discussion of each applicant and how to choose one over the other. Murphy made a motion to recommend Melissa Borgman for the open DDA Board position. Supported by Norm.

Roll Call Vote:

Childs – Yes

Mashburn – Yes

Murphy – Yes

Heinanen – Yes

Nevitt – Abstention

Fagin – Yes

Fultz – Yes

Motion passed with 6 yes and 1 abstention. Mack will present recommendation to Mayor Pelchat.

Mashburn reported that he will reach out to Barton and suggest he apply to be on a committee.

- B. Committee Reports. Economic Vitality.** Mack reported that the committee met last week and discussed the ideal mix for downtown businesses. A Void Analysis was provided from GIS at Oakland County. Suggestions included a grocery store (Mack will reach out to Greener Pastures Market to see if they are interested), a men's clothing store, and an Asian or Mediterranean restaurant. The unapproved apartment project and walkability and safety in the downtown was also discussed. **Organization.** Mashburn and Mack met last week to discuss 12-week fundraising program and updating the Master Plan, which is typically done every 5-6 years. The DDA TIF expires in 2025 and will need to be updated or extended. **Promotions.** The committee has met twice in the past month to discuss plans for the 2022 Holiday Spectacular. A Holiday Market is possible this year. Plans are being made for a tree lighting at Heinanen Engineering and also the Historical Society. **Design.** The Design Committee did not

meet. Fagin feels that we need to look at doing small improvements in the DDA to keep the city moving towards the future. Mashburn would like to see the Master Plan updated now to coincide with planned improvements. Mack stated that we would do just a downtown plan and this could be used as a push for the rest of the city and the Master Plan. Mack is meeting with the County tomorrow. Could we get some art on the walls of the Post Office? Should we do a parking study? The DDA Board could direct Mack to create RFPs for various city-owned properties in the DDA to open a dialog.

C. Storm Sewer Along S. Lafayette Street between Liberty Street and McHattie Street.

No report.

D. EV Charging Station Status. Mack reported that all documents and the site plan has been submitted to DTE and they are creating a work order for the installation.

X. Board Member Comments

Childs asked about the replacement lids for the recycling receptacles downtown. Mack reported that the lids have not yet been ordered. Will there be an events brochure printed? Mack reported that it has been printed and he will drop some off. Discussion of truck turns at the four corners. Childs asked if we could have the Police Chief attend a future meeting.

Mack reminded everyone about Motorfest on July 30 as well as Christmas in July at Heinanen Engineering. There will be a DJ as well as a live band and Food Trucks. Mack provided an update on the RCA Building--The owner has been given an extension of his deadline to complete work to qualify for the tax abatement. The final elevator inspection is scheduled for later this month. The restaurant hopes to open in September. Mack reported that he found and purchased a database tool for main street communities and he feels it will be an asset to the DDA. DDA Board Members will have access to the database once it is up and running.

XI. Adjournment. Motion by Heinanen, supported by Childs to adjourn 9:43 am.

08/05/2022

REVENUE AND EXPENDITURE REPORT FOR CITY OF SOUTH LYON
 PERIOD ENDING 07/31/2022
 FINANCIAL REPORT FOR JULY 2022

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 07/31/2022 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 07/31/2022 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	55,083.00	0.00	0.00	55,083.00	0.00
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	0.00	33.79	33.79	(33.79)	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	0.00	0.00	7,500.00	0.00
248-000.000-675.200	CONTRIBUTIONS-WINTER EVENTS	6,000.00	0.00	0.00	6,000.00	0.00
248-000.000-675.300	LADIES NIGHT OUT SPONSORSHIP	4,000.00	0.00	0.00	4,000.00	0.00
248-000.000-675.410	FARMERS MARKET VENDOR FEES	7,500.00	2,810.00	2,810.00	4,690.00	37.47
248-000.000-675.700	CONTRIBUTION - STREET BANNER	0.00	0.00	0.00	0.00	0.00
248-000.000-675.900	CONTRIBUTION - MURALS	5,000.00	0.00	0.00	5,000.00	0.00
248-000.000-675.910	CONTRIBUTION BUSINESS DIRECTORY	500.00	0.00	0.00	500.00	0.00
248-000.000-680.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
248-000.000-680.200	MISC CONTRIBUTION EV CHARGING STATIONS	2,200.00	0.00	0.00	2,200.00	0.00
248-000.000-682.000	GRANT MONEY	0.00	0.00	0.00	0.00	0.00
248-000.000-699.101	TRANSFER IN - GENERAL FUND	4,000.00	0.00	0.00	4,000.00	0.00
248-000.000-699.401	TRANSFER IN- CAP. IMPROVEMENT	0.00	0.00	0.00	0.00	0.00
Total Dept 000.000		92,283.00	2,843.79	2,843.79	89,439.21	3.08
TOTAL REVENUES		92,283.00	2,843.79	2,843.79	89,439.21	3.08
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	0.00	0.00	12,500.00	0.00
248-000.000-740.000	OPERATING EXPENSE	2,500.00	31.78	31.78	2,468.22	1.27
248-000.000-740.200	SEASONAL IMPROVEMENTS	8,250.00	0.00	0.00	8,250.00	0.00
248-000.000-801.000	PROFESSIONAL SERVICE	6,500.00	50.00	50.00	6,450.00	0.77
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	0.00	0.00	9,000.00	0.00
248-000.000-880.300	COMMUNITY PROMOTION-FACADE/SIGN	0.00	0.00	0.00	0.00	0.00

248-000.000-880.400	COMMUNITY EVENT	14,500.00	0.00	0.00	14,500.00	0.00
248-000.000-880.500	COMMUNITY PROMO. GIFT CERTIFICATE	500.00	0.00	0.00	500.00	0.00
248-000.000-886.000	SUPPORT DOWNTOWN SOUTH LYON MINIGRANT	0.00	0.00	0.00	0.00	0.00
248-000.000-888.000	GRANT EXPENDITURES	0.00	0.00	0.00	0.00	0.00
248-000.000-900.000	PRINTING	6,500.00	0.00	0.00	6,500.00	0.00
248-000.000-957.000	EDUCATION & TRAINING	4,000.00	175.00	175.00	3,825.00	4.38
248-000.000-962.000	MISCELLANEOUS EXPENSE	1,000.00	0.00	0.00	1,000.00	0.00
248-000.000-972.000	CAPITAL IMPROVEMENTS	18,700.00	0.00	0.00	18,700.00	0.00
248-000.000-995.101	TRANSFER TO GENERAL FUND	0.00	0.00	0.00	0.00	0.00
248-000.000-995.369	CONTRIBUTION TO BLDG.ATHOR DR	0.00	0.00	0.00	0.00	0.00
Total Dept 000.000		88,450.00	256.78	256.78	88,193.22	0.29
TOTAL EXPENDITURES		88,450.00	256.78	256.78	88,193.22	0.29
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		92,283.00	2,843.79	2,843.79	89,439.21	3.08
TOTAL EXPENDITURES		88,450.00	256.78	256.78	88,193.22	0.29
NET OF REVENUES & EXPENDITURES		3,833.00	2,587.01	2,587.01	1,245.99	67.49

08/05/2022

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
137686	07/12/2022	SUMMARY CD 07/12/2022		Multiple		105.00
137938	07/21/2022	SUMMARY CD 07/21/2022		Multiple		119.48
138103	07/28/2022	SUMMARY CD 07/28/2022		Multiple		256.78
		Journal Totals			0.00	2,392.76
Journal GJ: Journal Entry						
137656	07/07/2022	CHECKING TRANSFER	11049	Multiple	1,911.50	
137837	07/12/2022	CHECKING TRANSFER	11112	Multiple	105.00	
138007	07/21/2022	CHECKING TRANSFER FOR 7/21/2022	11136	Multiple	119.48	
138105	07/28/2022	CHECKING TRANSFER	11152	Multiple	256.78	
		Journal Totals			2,392.76	0.00
Totals for 248-000.000-001.000					2,392.76	2,392.76
		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	
137681	07/11/2022	SUMMARY CR POSTING: 07/11/2022 FARMV		248-000.000-675.410	825.00	
137871	07/18/2022	SUMMARY CR POSTING: 07/18/2022 FARMV		248-000.000-675.410	670.00	
138031	07/25/2022	SUMMARY CR POSTING: 07/25/2022 FARMV		248-000.000-675.410	730.00	
		Journal Totals			2,810.00	0.00
Journal GJ: Journal Entry						
137656	07/07/2022	CHECKING TRANSFER	11049	Multiple		1,911.50
137837	07/12/2022	CHECKING TRANSFER	11112	Multiple		105.00
138007	07/21/2022	CHECKING TRANSFER FOR 7/21/2022	11136	Multiple		119.48
138105	07/28/2022	CHECKING TRANSFER	11152	Multiple		256.78
138174	07/31/2022	PNC BANK INTERST JULY 2022	11161	Multiple	33.79	
		Journal Totals			33.79	2,392.76
Totals for 248-000.000-002.008					2,843.79	2,392.76
		Balance 07/01/22:	106,647.75			
		Net Change:	451.03			
		Balance 07/31/22:	107,098.78			
248-000.000-202.000 ACCOUNTS PAYABLE						
Journal AP: Journal Entry						
138036	07/26/2022	PNC BANK	7/19/22	Multiple		256.78
		Journal Totals			0.00	256.78
Journal CD: Cash Disbursements						
137612	07/07/2022	SUMMARY CD 07/07/2022		Multiple	1,911.50	
137686	07/12/2022	SUMMARY CD 07/12/2022		Multiple	105.00	
137938	07/21/2022	SUMMARY CD 07/21/2022		Multiple	119.48	
138103	07/28/2022	SUMMARY CD 07/28/2022		Multiple	256.78	
		Journal Totals			2,392.76	0.00
Totals for 248-000.000-202.000					2,392.76	256.78
		Balance 07/01/22:	2,235.98			
		Net Change:	(2,135.98)			
		Balance 07/31/22:	100.00			

248-000.000-665.000 INTEREST

Journal GJ: Journal Entry

138174	07/31/2022	PNC BANK INTERST JULY 2022	11161	Multiple		33.79
		Journal Totals			0.00	33.79

Totals for 248-000.000-665.000

Balance 07/01/22:	0.00
Net Change:	33.79
Balance 07/31/22:	33.79

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
137681	07/11/2022	SUMMARY CR POSTING: 07/11/2022 FARMV		248-000.000-002.008		825.00
137871	07/18/2022	SUMMARY CR POSTING: 07/18/2022 FARMV		248-000.000-002.008		670.00
138031	07/25/2022	SUMMARY CR POSTING: 07/25/2022 FARMV		248-000.000-002.008		730.00
		Journal Totals			0.00	2,810.00

Totals for 248-000.000-675.410

Balance 07/01/22:	0.00
Net Change:	2,810.00
Balance 07/31/22:	2,810.00

248-000.000-740.000 OPERATING EXPENSE

Journal AP: Journal Entry

138036	07/26/2022	PNC BANK	7/19/22	Multiple		31.78
		Journal Totals			31.78	0.00

Totals for 248-000.000-740.000

Balance 07/01/22:	0.00
Net Change:	31.78
Balance 07/31/22:	31.78

248-000.000-801.000 PROFESSIONAL SERVICE

Journal AP: Journal Entry

138036	07/26/2022	PNC BANK	7/19/22	Multiple		50.00
		Journal Totals			50.00	0.00

Totals for 248-000.000-801.000

Balance 07/01/22:	0.00
Net Change:	50.00
Balance 07/31/22:	50.00

248-000.000-957.000 EDUCATION & TRAINING

Journal AP: Journal Entry

138036	07/26/2022	PNC BANK	7/19/22	Multiple		175.00
		Journal Totals			175.00	0.00

Totals for 248-000.000-957.000

Balance 07/01/22:	0.00
Net Change:	175.00
Balance 07/31/22:	175.00

08/05/2022

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON
 FROM 248-000.000-001.000 TO 248-000.000-995.369
 TRANSACTIONS FROM 08/01/2022 TO 08/31/2022

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
248-000.000-002.008 DDA/TIFA PNC BANK						
Journal CR: Journal Entry						
138169	08/01/2022	SUMMARY CR POSTING: 08/01/2022 FARMV		248-000.000-675.410	925.00	
138199	08/02/2022	SUMMARY CR POSTING: 08/02/2022 FARMS		248-000.000-675.100	250.00	
		Journal Totals			1,175.00	0.00
Totals for 248-000.000-002.008					1,175.00	0.00
		Balance 08/01/22:	107,098.78			
		Net Change:	1,175.00			
		Balance 08/31/22:	108,273.78			
248-000.000-202.000 ACCOUNTS PAYABLE						
Journal AP: Journal Entry						
138240	08/03/2022	JOHN'S SANITATION	17239	248-000.000-740.200		105.00
		Journal Totals			0.00	105.00
Totals for 248-000.000-202.000					0.00	105.00
		Balance 08/01/22:	100.00			
		Net Change:	105.00			
		Balance 08/31/22:	205.00			
248-000.000-675.100 FARMERS MARKET SPONSOR FEES						
Journal CR: Journal Entry						
138199	08/02/2022	SUMMARY CR POSTING: 08/02/2022 FARMS		248-000.000-002.008		250.00
		Journal Totals			0.00	250.00
Totals for 248-000.000-675.100					0.00	250.00
		Balance 08/01/22:	0.00			
		Net Change:	250.00			
		Balance 08/31/22:	250.00			
248-000.000-675.410 FARMERS MARKET VENDOR FEES						
Journal CR: Journal Entry						
138169	08/01/2022	SUMMARY CR POSTING: 08/01/2022 FARMV		248-000.000-002.008		925.00
		Journal Totals			0.00	925.00
Totals for 248-000.000-675.410					0.00	925.00
		Balance 08/01/22:	2,810.00			
		Net Change:	925.00			
		Balance 08/31/22:	3,735.00			
248-000.000-740.200 SEASONAL IMPROVEMENTS						
Journal AP: Journal Entry						
138240	08/03/2022	JOHN'S SANITATION	17239	248-000.000-202.000	105.00	
		Journal Totals			105.00	0.00
Totals for 248-000.000-740.200					105.00	0.00
		Balance 08/01/22:	0.00			
		Net Change:	105.00			
		Balance 08/31/22:	105.00			



Memorandum

To: Chairperson Mashburn and South Lyon DDA Board of Directors

From: Nate Mack, DDA Director

Subject: Downtown Streetscape Project 2025-2026

Date: August 11, 2022

The purpose of this memorandum is to share feedback the DDA Director has received for the downtown streetscape, which is currently scheduled to take place in the 2025-2026 fiscal year. At the July 28th Downtown Business and Property Owner Meeting, I posed this question to downtown business and property owners. I also posed this question to business and property owners in an email prior to the downtown business and property owner. Feedback received to date is as follows:

1. Do not select Bradford Pear Trees.
2. Eliminate freestanding portable literature racks.
3. Eliminate sinking bricks between the curb and sidewalk and possibly replace them with stamped concrete or larger pavers.
4. Attempt to see if art can be hung on the wall of the post office building.
5. Improve the sidewalks in the four corners area of downtown at the intersection of Lafayette and Lake Streets.
6. Improve the crosswalks by the two city owned parking lots that are used for the Farmers' Market at the intersection of Liberty and Lafayette Streets.
7. Replace and maintain the lids on the recycle and garbage bins.
8. Add bike racks for multiple bikes at the city owned parking lots.
9. Replace directional and informational signs with updated uniform signs that have bolder fonts and are easily legible by motorists.
10. Remove trees that block signage in front of businesses and plant them elsewhere. Street-level potted plants in planters on sidewalks would be better.
11. Create a social district.
12. Downtown sound system.
13. Festive lighting like has Milford has would be great.
14. Big planter troughs would also be very attractive and could be used for every season.
15. Wider sidewalks and remove the step down portion on the north side of Lake Street.
16. More bike racks at the farmers' market/downtown.
17. Make the crosswalks safer on Lafayette Street and Liberty Street.
18. Reuse the salvageable brick pavers.
19. Implement water lines to water the flower baskets downtown.
20. Enhance the electrical options downtown.
21. Add more benches.
22. Bump outs to enhance pedestrian safety downtown.
23. Re-route truck traffic so it does not go through downtown.
24. Stricter enforcement of no truck turns at the four corners.

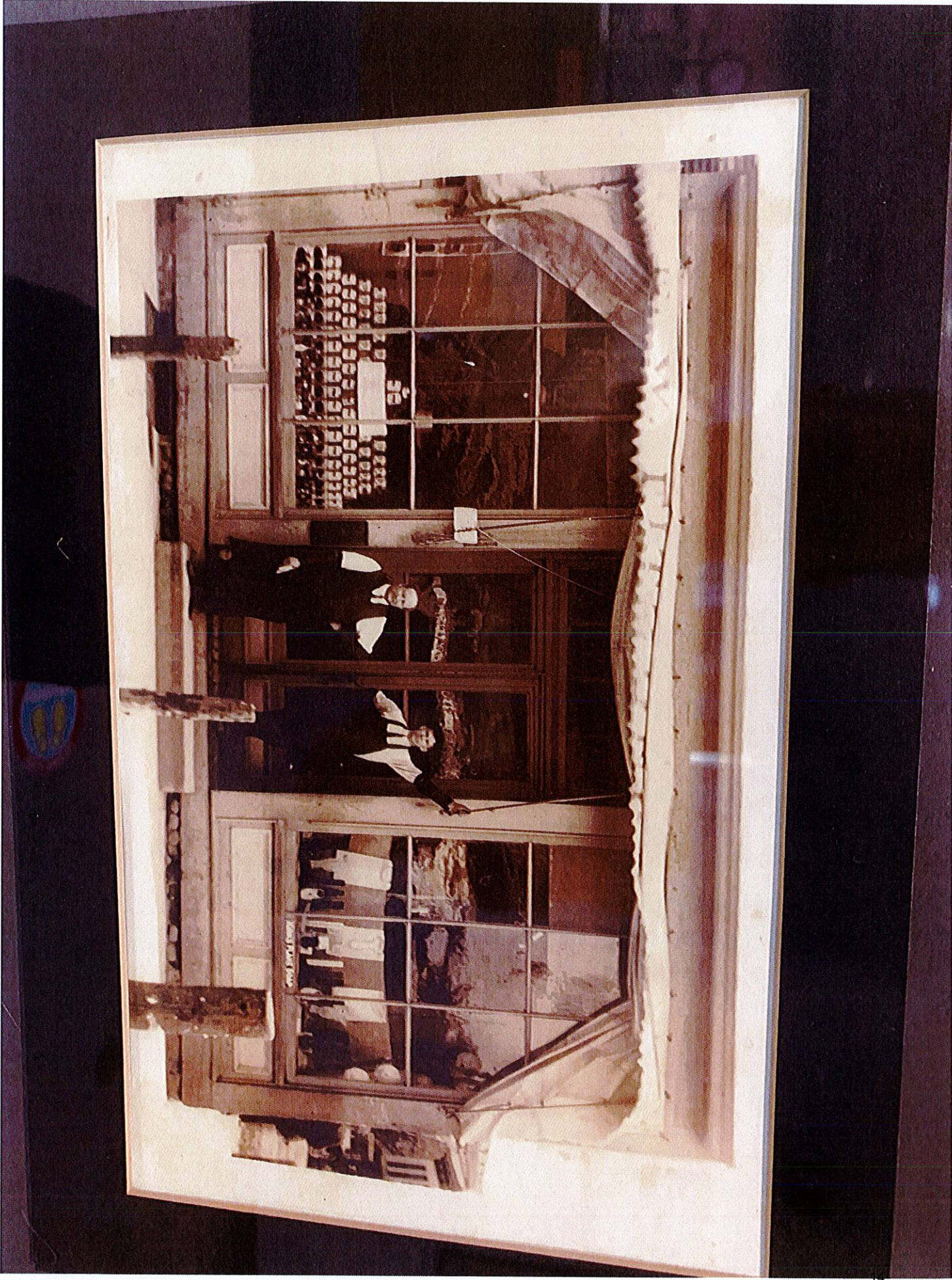
Attachments:

Historical photos of downtown South Lyon.













Courtesy of the South Lyon Historical Society



DDA Director Report August 2022 DDA Board of Directors Meeting

- The Farmers' Market for July 30th was a very successful day. The market had its greatest number of vendors with 61 and four food trucks. Motorfest was very successful as well. There was a total of 370 cars for the all-day event. Finally, Christmas in July was very well received as well. There were hundreds of people that attended the event.
- The DDA Promotions Committee has started a fundraising push for the Holiday Spectacular event that will take place on December 3, 2022. The Promotions Committee has also started to plan for Ladies Night Out in November.
- At the Monday, August 8 City Council meeting, the City Council voted to formally engage with the Redevelopment Ready Communities Program with the MEDC. Now that the resolution has passed, the MEDC will send a Memorandum of Understanding that will be completed and then MEDC staff will begin to create a baseline report that shows where we will need to improve to meet the RRC best practices. Once this report has been completed it will be presented to the DDA, Planning Commission, and finally City Council to determine whether the City of South Lyon will no longer continue with the program or pursue the RRC Essentials or RRC Certified designation. The RRC Certified designation will result in greater funding being available to the City/DDA/Planning Commission.
- Also at the August 8 City Council meeting, Annaka Norris, our Main Street Oakland County Liaison presented a certificate to the DDA for our Affiliate Status in the National Main Street Program. She explained the National Main Street Program has two tiers, while Main Street Oakland County has three. Additionally, she presented some statistics about investment of the MSOC program in Oakland County that Select Level communities have achieved. (This is the level we are currently working to achieve.)
- Last week, I attended a training regarding building codes on Main Street and how they can be utilized in historic buildings. There was much attention given to accessibility and universal design as well as fire suppression and mitigation methods/materials in historic buildings.
- I am awaiting a proposal for the downtown branding refresh discussed at the last meeting. New Moon Visions is putting together a proposal and I will be seeking two additional proposals as the scope of the work will require the project to be bid out.
- Attached is a flyer for a free training opportunity from Main Street Oakland County on volunteer management. The MSOC team highly recommends this individual as they attended her presentation at the National Main Street Conference leadership development tract they attended. If you are interested in attending this training, please let me know. Seating is limited. It takes place on August 29 from 9am – 2pm at the Oakland County Executive Office Building.



- The next downtown business and property owner meeting will take place on Thursday, August 25 at 8:30am at Corner Social. These meetings will always take place at 8:30am on the fourth Thursday of the month at Corner Social.
- I have been contacted by an individual interested in purchasing 134 E Lake St and 110 N. Lafayette St. However, these discussions are preliminary in nature. I will be providing them with some additional information to help them determine whether they will be making the investment.
- The South Lyon Theater is in the process of trying to find someone to lease the theater as a theater and are currently doing leasehold improvements regarding the building and the interior. If they cannot find someone to lease the building and run it as a theater, they will most likely reopen the theater and run it themselves.
- The open DDA Board seat will be filled soon. There has not yet been appointment made because the mayor has had an excused absence from a city council meeting.
- The closing for the Lyon Book Den building, 116 E. Lake St., should be taking place next Friday, August 19.
- I will be away on vacation this month from August 17-22. I will also be out of the office on Friday, August 26.



Finding and Keeping Help for Main Street

9 AM - 2 PM

Register Today:
AdvantageOakland.
EventBrite.com

Keep Your Downtown and Corridor Vital: **Learn How to Recruit, Manage, and Retain Volunteers**

Who Should Attend

- DDA and Main Street Leaders and Staff
- DDA and Main Street Board Members
- DDA and Main Street Volunteer Leadership
- Local Elected and Appointed Officials

Workshop Topics Covered Include

- Emotional Intelligence and Project Management Skills
- Who Makes an Effective Volunteer
- What to do When a Volunteer is Not Working Out
- Preparing and Managing Volunteers
- Measuring and Recognizing Volunteer Successes



19

VOLUNTEER DEVELOPMENT

Finding and Keeping Help for Main Street

August 29, 2022 | 9 AM to 2 PM

Oakland County Executive Office Building, 41W | Conference Center
2100 Pontiac Lake Road | Waterford, MI 48328

Preliminary Agenda

Volunteer Recruitment

- Preparing to manage volunteers
- Emotional intelligence and looking for leadership qualities
- Volunteer job descriptions, skills needed for outcomes
- Promotion and networking
- “Interviewing” new volunteers for skills, values, ethics and match with mission and culture
- Understanding generational differences

Volunteer Management

- Volunteer orientation and training
- Volunteer mentors
- Outlining clear goals, tasks, responsibilities, timelines, funding for paid staff and volunteers
- Project management and delegation skills
- Where the lines are drawn with a volunteer’s task responsibility and accountability
- Ongoing, two-way feedback and continuous improvement
- What to do when a volunteer is not working out

Volunteer Retention

- Check-in meetings with volunteers:
Not task-focused, engagement focus
- Coordinate ongoing engagement: empowering events, meetings, training, communications (e.g., volunteer newsletter)
- Recognition and appreciation

Presenter

Patricia Clason, *Founder and Owner,*
Center for Creative Learning
Milwaukee, Wisconsin

Ms. Clason has been a professional speaker, trainer, author and coach since 1975. Her wisdom and experience have built a strong curriculum to guide others in creating the lives and careers they desire. There are over 200 graduates of the Center's leadership and facilitator training, The Professional Excellence Program.

Register Today:
[AdvantageOakland.EventBrite.com](https://www.eventbrite.com/e/advantage-oakland-volunteer-development-tickets-38444444444)

Questions? Contact: John Bry
bryj@oakgov.com | (248) 858-5444

