

City of South Lyon, Downtown Development Authority Board Meeting
September 8, 2021, Wednesday, 8:00 a.m. South Conference Room, South Lyon City Hall
South Lyon, MI 48178

AGENDA

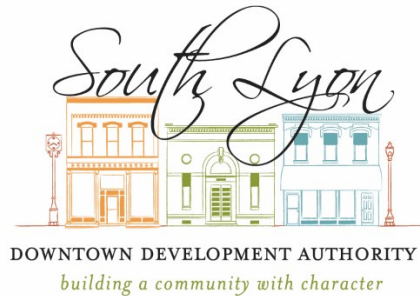
- I. Call to Order
- II. Roll Call
- III. Approval of the Agenda
- IV. Approval of the August 12, 2021 DDA Board Meeting Minutes
- V. Citizens' Comments
- VI. Budget Report
- VII. New Business:
 - A. Farmers Market Manager Position – Amy Allen, SLARA
 - B. Ladies' Night Out – November 12, 2021
 - C. Letter of Support – Revitalizing Downtowns Act
- VIII. Old Business:
 - A. Farmers Market Report
 - B. Cool Yule 2021
 - C. Food Truck Rally After Event Report
 - D. Committee Reports
 - E. Storm Sewer Along S. Lafayette St. between Liberty St. & McHattie St.
- IX. Board Member Comments
- X. Adjournment

Procedures by which persons may contact members of the DDA Board of Directors prior to the meeting:

Members of the public may contact members of the public body prior to the electronic meeting by email. Email addresses for the DDA Board of Directors may be found on the City's website at www.southlyonmi.org.

Next Board Meeting is 8:00 a.m., Thursday, October 14, 2021 at South Lyon City Hall, 335 S. Warren St., South Lyon, MI 48178

Until further notice, the DDA Board meets regularly on the 2nd Thursday of the month at 8:00 a.m. at South Lyon City Hall.
All Regular Board Meetings shall end no later than 10:00 a.m.



MEETING MINUTES – AUGUST 12, 2021

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:12 am via Zoom video conferencing.
- II. **Roll Call.** Mark Childs joined the meeting from South Lyon, MI, Dereck Mashburn joined the meeting from South Lyon, MI, Paul Zelenak joined the meeting from South Lyon, MI, Gary Fagin joined the meeting from South Lyon, MI, Norm Fultz joined the meeting from South Lyon, MI, Gene Carroll joined the meeting from Southfield, MI. Also present, Nate Mack, Jim Hamade, Steve Kennedy. Excused: Tanya Nevitt, Annie Buchtrup.
- III. **Approval of the Agenda.** Motion made by Paul, supported by Jeff to approve the agenda. Motion passed unanimously.
- IV. **Approval of the July 8, 2021 DDA Board Meeting Minutes.** Motion by Paul, supported by Norm to approve the minutes. Motion passed unanimously.
- V. **Citizen’s Comments.** None
- VI. **Budget Report.** Nate reported that \$6,335 has been received in Farmers Market sponsorships. \$4,934.50 has been received in vendor fees.
- VII. **New Business**
 - A. **Final Approval DDA Mural Incentive Guidelines and Application.** Nate presented a draft of the DDA Mural Incentive Guidelines and Application. This form would be used if someone wanted to receive DDA funds for their mural and it allows the City/DDA some oversight of the project—all aspects including maintenance. Norm made a motion to approve the DDA Mural Incentive Guidelines and Application. Supported by Jeff. Roll call vote:
 - Norm Fultz – yes
 - Mark Childs – yes
 - Dereck Mashburn – yes
 - Gary Fagin – yes
 - Paul Zelenak – yes
 - Jeff Heinanen – yes
 - Gene Carroll – noMotion passed with one opposed
 - B. **Grande Trunke Home Mural Incentive Application.** This mural preceded the Mural Guidelines. Grande Trunke requested a \$2,000 grant from the DDA. A

\$500 grant received from Main Street Oakland County and the South Lyon Arts Commission also provided a \$500 grant. Nate recommends approval of the request when the applicant submits their final invoice for reimbursement. Norm made a motion to approve the mural application submitted by Grande Trunke Home. Supported by Paul. Roll Call vote:

Norm Fultz – yes

Mark Childs – yes

Dereck Mashburn – yes

Gary Fagin – yes

Paul Zelenak – yes

Jeff Heinanen – yes

Gene Carroll – no

Motion passed with one opposed.

- C. Cool Yule 2021.** Dayna Johnston reported that her committee is ready to go with this event. SLARA will be sponsoring the Candy Cane Hunt. Does the DDA want to sponsor an event? Parade but no vendors? Chair from DDA? No one volunteered at this time. Historic Commission and Parks & Rec are on board for this event. Nate suggested fire pits, space heaters, ice sculptures, possibly a beer tent. Do we want to offer carriage rides again? \$6,000 is set aside in the DDA budget for Cool Yule 2021. We need to secure some sponsorships. This was a signature event in 2019 and the DDA is needed to bring everything together for the community. Nate will provide a list of responsibilities by the September DDA Board Meeting and the topic will be discussed further at that time.

- D. DDA Board Meeting Date Change.** Nate requested to change the date of the September DDA Board Meeting. Discussion. Gene made a motion to change the date of the September DDA Board Meeting from Thursday, September 9 to Wednesday, September 8, 2021. Supported by Jeff. Roll call vote:

Norm Fultz – yes

Dereck Mashburn – yes

Mark Childs – yes

Gary Fagin – yes

Paul Zelenak – yes

Jeff Heinanen – yes

Gene Carroll – yes

Motion passed unanimously. **September DDA Board Meeting will be on Wednesday, September 8, 2021, 8-10 am.**

- E. Check Request Form.** Nate recommended instituting a check request form for the DDA Board to provide greater financial oversight and transparency. There have not been any problems, but Nate feels it would be good to be proactive on this issue. Jeff made a motion to implement a check request form for the DDA Board. Supported by Gene. Roll call vote:

Norm Fultz – yes

Mark Childs – yes
Dereck Mashburn – yes
Gary Fagin – yes
Paul Zelenak – yes
Jeff Heinanen – yes
Gene Carroll – yes
Motion passed unanimously.

VIII. Old Business

A. Farmers Market Report & Committee for Interviewing New Market Manager.

Tim Davids gave his notice and is no longer the market manager. Nate will handle market duties in the interim. We have received two applications from our Facebook post. When more applications are received, we can set up interviews. Discussion of timing. Should we limp along until next year or hire someone ASAP? Would be best to hire someone, but we need to make sure they are qualified. Paul and Gary volunteered to help with the interviewing committee. Dereck said he would also help if he was available.

B. Committee Reports. Promotions Committee. Nate reported that the committee met and discussed using social media (Facebook/Instagram) for upcoming events. **Economic Vitality Committee.** Committee has not met. **Organizational Committee.** Dereck reported that the committee met and discussed the grant for Grande Trunke. Nate assisted the Lyon Theater owners in procuring a grant and they will be reopening the theater in the near future. No report on the Draft Street building. **Design Committee.** Design committee has not met, but committee is looking for artwork for the pocket park near Bob’s Barber Shop.

C. Storm Sewers Along S. Lafayette. Paul reported that Road Commission of Oakland County is researching the issue internally and with other Oakland County Departments but provided no further update.

IX. Board Member Comments. Norm asked about the Grande Trunke mural grant, specifically does the amount of funding requested correspond to a percentage of the cost. Yes, amounts and percentages are in the guidelines. The tree that blocks part of the mural was also brought up. Paul said the tree will not be removed.

X. Adjournment. Next meeting will be Wednesday, September 8. Mark made a motion to adjourn. Supported by Jeff. Motion passed unanimously. Meeting adjourned at 9:05 am.

REVENUE AND EXPENDITURE REPORT FOR CITY OF SOUTH LYON
PERIOD ENDING 08/31/2021
FINANCIAL REPORT FOR AUGUST 2021

GL NUMBER	DESCRIPTION	2021-22	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	08/31/2021 NORMAL (ABNORMAL)	MONTH 08/31/2021 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 280 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000						
280-000.000-402.000	REAL PROPERTY TAX	51,705.00	10,693.14	10,693.14	41,011.86	20.68
280-000.000-664.000	INTEREST	100.00	0.56	0.00	99.44	0.56
280-000.000-674.300	CONTRIBUTION - GIFT CERTIFICATE	500.00	0.00	0.00	500.00	0.00
280-000.000-675.100	FARMERS MARKET SPONSOR FEES	7,350.00	2,000.00	0.00	5,350.00	27.21
280-000.000-675.200	CONTRIBUTIONS-WINTER EVENTS	2,000.00	0.00	0.00	2,000.00	0.00
280-000.000-675.300	LADIES NIGHT OUT SPONSORSHIP	2,000.00	0.00	0.00	2,000.00	0.00
280-000.000-675.401	TRANSFER IN- CAP. IMPROVEMENT	0.00	0.00	0.00	0.00	0.00
280-000.000-675.410	FARMERS MARKET VENDOR FEES	6,000.00	1,550.00	820.00	4,450.00	25.83
280-000.000-675.700	CONTRIBUTION - STREET BANNER	0.00	0.00	0.00	0.00	0.00
280-000.000-675.900	CONTRIBUTION - MURALS	5,000.00	0.00	0.00	5,000.00	0.00
280-000.000-676.101	TRANSFER IN-GENERAL FUND	4,000.00	0.00	0.00	4,000.00	0.00
280-000.000-688.000	PATRONICITY FUNDS ECONOMIC DEVELOPMENT	0.00	0.00	0.00	0.00	0.00
280-000.000-692.000	GRANT MONEY	5,500.00	0.00	0.00	5,500.00	0.00
280-000.000-698.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
280-000.000-698.110	CONTRIBUTION BUSISNESS DIRECTORY	500.00	0.00	0.00	500.00	0.00
Total Dept 000.000		84,655.00	14,243.70	11,513.14	70,411.30	16.83
TOTAL REVENUES						
		84,655.00	14,243.70	11,513.14	70,411.30	16.83
Expenditures						
Dept 000.000						
280-000.000-702.000	WAGES SALARY	0.00	0.00	0.00	0.00	0.00
280-000.000-702.200	FARMER'S MARKET	12,500.00	1,890.00	1,890.00	10,610.00	15.12
280-000.000-740.000	OPERATING EXPENSE	1,000.00	39.48	39.48	960.52	3.95
280-000.000-740.200	SEASONAL IMPROVEMENTS	7,700.00	456.80	362.40	7,243.20	5.93
280-000.000-801.000	PROFESSIONAL SERVICE	5,500.00	0.00	0.00	5,500.00	0.00
280-000.000-802.000	CONTRACTUAL SVCS	0.00	0.00	0.00	0.00	0.00
280-000.000-802.100	CONTRACTUAL SERVICES	0.00	0.00	0.00	0.00	0.00
280-000.000-880.000	COMMUNITY PROMOTIONS	2,500.00	0.00	0.00	2,500.00	0.00
280-000.000-880.100	COMM. PROM. CBD WINTER	2,000.00	0.00	0.00	2,000.00	0.00
280-000.000-880.200	COMMUNITY PROMOTION DESIGN	7,500.00	0.00	0.00	7,500.00	0.00
280-000.000-880.300	COMMUNITY PROMOTION-FACADE/SIGN	0.00	0.00	0.00	0.00	0.00
280-000.000-880.400	COMMUNITY EVENT	8,850.00	0.00	0.00	8,850.00	0.00

280-000.000-880.500	COMMUNITY PROMO. GIFT CERTIFICATE	500.00	0.00	0.00	500.00	0.00
280-000.000-886.000	SUPPORT DOWNTOWN SOUTH LYON MINIGRANT	0.00	0.00	0.00	0.00	0.00
280-000.000-888.000	GRANT EXPENDITURES	5,500.00	0.00	0.00	5,500.00	0.00
280-000.000-900.000	PRINTING	5,600.00	230.75	230.75	5,369.25	4.12
280-000.000-957.000	EDUCATION & TRAINING	4,000.00	0.00	0.00	4,000.00	0.00
280-000.000-962.000	MISCELLANEOUS EXPENSE	1,000.00	0.00	0.00	1,000.00	0.00
280-000.000-969.101	TRANSFER TO GENERAL FUND	0.00	0.00	0.00	0.00	0.00
280-000.000-969.369	CONTRIBUTION TO BLDG.ATHOR DR	0.00	0.00	0.00	0.00	0.00
280-000.000-970.000	CAPITAL IMPROVEMENTS	15,000.00	0.00	0.00	15,000.00	0.00
Total Dept 000.000		79,150.00	2,617.03	2,522.63	76,532.97	3.31
TOTAL EXPENDITURES		79,150.00	2,617.03	2,522.63	76,532.97	3.31
Fund 280 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		84,655.00	14,243.70	11,513.14	70,411.30	16.83
TOTAL EXPENDITURES		79,150.00	2,617.03	2,522.63	76,532.97	3.31
NET OF REVENUES & EXPENDITURES		5,505.00	11,626.67	8,990.51	(6,121.67)	211.20

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON
 FROM 280-000.000-001.000 TO 280-000.000-970.000
 TRANSACTIONS FROM 08/01/2021 TO 08/31/2021

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
280-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
131846	08/10/2021	SUMMARY CD 08/10/2021		Multiple		98.00
131926	08/12/2021	SUMMARY CD 08/12/2021		Multiple		2,326.63
		Journal Totals			0.00	2,424.63
Journal GJ: Journal Entry						
131991	08/10/2021	CHECKING TRANSFER	10459	Multiple	98.00	
131974	08/12/2021	CHECKING TRANSFER	10451	Multiple	2,326.63	
		Journal Totals			2,424.63	0.00
Totals for 280-000.000-001.000					2,424.63	2,424.63
		Balance 08/01/21:	2,405.51	CR		
		Net Change:	0.00			
		Balance 08/31/21:	2,405.51	CR		

280-000.000-002.008 DDA/TIFA PNC BANK						
Journal CR: Journal Entry						
131683	08/02/2021	FARMERS MKT VENDOR FEES 08/02/2021		280-000.000-675.410	260.00	
131855	08/10/2021	FARMERS MKT VENDOR FEES 08/10/2021		280-000.000-675.410	170.00	
131984	08/17/2021	FARMERS MKT VENDOR FEES 08/17/2021		280-000.000-675.410	160.00	
132128	08/23/2021	FARMERS MKT VENDOR FEES 08/23/2021		280-000.000-675.410	155.00	
132261	08/30/2021	FARMERS MKT VENDOR FEES 08/30/2021		280-000.000-675.410	75.00	
		Journal Totals			820.00	0.00
Journal GJ: Journal Entry						
131991	08/10/2021	CHECKING TRANSFER	10459	Multiple		98.00
131992	08/10/2021	TAX DISBURSEMENT	10460	Multiple	5,835.81	

131974	08/12/2021	CHECKING TRANSFER	10451	Multiple		2,326.63
132270	08/31/2021	TAX DISBURSEMENT	10483	Multiple	4,857.33	
		Journal Totals			<u>10,693.14</u>	2,424.63
Totals for 280-000.000-002.008					<u>11,513.14</u>	2,424.63
		Balance 08/01/21:	66,800.25			
		Net Change:	9,088.51			
		Balance 08/31/21:	75,888.76			

280-000.000-202.000 ACCOUNTS PAYABLE

Journal AP: Journal Entry

131740	08/04/2021	JOHN'S SANITATION	11699, 11700, 11803	Multiple		98.00
131811	08/09/2021	TIMOTHY DAVIDS	8/4/2021	Multiple		1,916.50
131812	08/09/2021	QUICK SILVER MARKETING SOLUTIONS	20574, 20872, 20873	Multiple		397.15
131869	08/11/2021	PETER'S TRUE VALUE HARDWARE	JULY 2021	Multiple		12.98
132206	08/26/2021	JOHN'S SANITATION	12239	280-000.000-740.200		98.00
		Journal Totals			<u>0.00</u>	2,522.63

Journal CD: Cash Disbursements

131846	08/10/2021	SUMMARY CD 08/10/2021		Multiple	98.00	
131926	08/12/2021	SUMMARY CD 08/12/2021		Multiple	2,326.63	
		Journal Totals			<u>2,424.63</u>	0.00

Totals for 280-000.000-202.000

		Balance 08/01/21:	100.00			
		Net Change:	98.00			
		Balance 08/31/21:	198.00			

280-000.000-402.000 REAL PROPERTY TAX

Journal GJ: Journal Entry

131992	08/10/2021	TAX DISBURSEMENT	10460	Multiple		5,835.81
132270	08/31/2021	TAX DISBURSEMENT	10483	Multiple		4,857.33
		Journal Totals			<u>0.00</u>	10,693.14

Totals for 280-000.000-402.000				-----	0.00	10,693.14
		Balance 08/01/21:	0.00			
		Net Change:	10,693.14			
		Balance 08/31/21:	10,693.14			

280-000.000-675.410 FARMERS MARKET VENDOR FEES

Journal CR: Journal Entry

131683	08/02/2021	FARMERS MKT VENDOR FEES 08/02/2021		280-000.000-002.008		260.00
131855	08/10/2021	FARMERS MKT VENDOR FEES 08/10/2021		280-000.000-002.008		170.00
131984	08/17/2021	FARMERS MKT VENDOR FEES 08/17/2021		280-000.000-002.008		160.00
132128	08/23/2021	FARMERS MKT VENDOR FEES 08/23/2021		280-000.000-002.008		155.00
132261	08/30/2021	FARMERS MKT VENDOR FEES 08/30/2021		280-000.000-002.008		75.00
		Journal Totals			-----	0.00
						820.00

Totals for 280-000.000-675.410				-----	0.00	820.00
		Balance 08/01/21:	730.00			
		Net Change:	820.00			
		Balance 08/31/21:	1,550.00			

280-000.000-702.200 FARMER'S MARKET

Journal AP: Journal Entry

131811	08/09/2021	TIMOTHY DAVIDS	8/4/2021	Multiple		1,890.00
		Journal Totals			-----	1,890.00
						0.00

Totals for 280-000.000-702.200				-----	1,890.00	0.00
		Balance 08/01/21:	0.00			
		Net Change:	1,890.00			
		Balance 08/31/21:	1,890.00			

280-000.000-740.000 OPERATING EXPENSE

Journal AP: Journal Entry

131811	08/09/2021	TIMOTHY DAVIDS	8/4/2021	Multiple	26.50	
131869	08/11/2021	PETER'S TRUE VALUE HARDWARE	JULY 2021	Multiple	12.98	
		Journal Totals			39.48	0.00
Totals for 280-000.000-740.000					39.48	0.00
		Balance 08/01/21:	0.00			
		Net Change:	39.48			
		Balance 08/31/21:	39.48			

280-000.000-740.200 SEASONAL IMPROVEMENTS

Journal AP: Journal Entry

131740	08/04/2021	JOHN'S SANITATION	11699, 11700, 11803	Multiple	98.00	
131812	08/09/2021	QUICK SILVER MARKETING SOLUTIONS	20574, 20872, 20873	Multiple	94.40	
131812	08/09/2021	QUICK SILVER MARKETING SOLUTIONS	20574, 20872, 20873	Multiple	72.00	
132206	08/26/2021	JOHN'S SANITATION	12239	280-000.000-202.000	98.00	
		Journal Totals			362.40	0.00
Totals for 280-000.000-740.200					362.40	0.00
		Balance 08/01/21:	94.40			
		Net Change:	362.40			
		Balance 08/31/21:	456.80			

280-000.000-900.000 PRINTING

Journal AP: Journal Entry

131812	08/09/2021	QUICK SILVER MARKETING SOLUTIONS	20574, 20872, 20873	Multiple	230.75	
		Journal Totals			230.75	0.00
Totals for 280-000.000-900.000					230.75	0.00
		Balance 08/01/21:	0.00			
		Net Change:	230.75			
		Balance 08/31/21:	230.75			

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON
 FROM 280-000.000-001.000 TO 280-000.000-970.000
 TRANSACTIONS FROM 09/01/2021 TO 09/30/2021

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
280-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
132328	09/02/2021	SUMMARY CD 09/02/2021		Multiple		3,010.56
		Journal Totals			0.00	3,010.56
Journal GJ: Journal Entry						
132329	09/02/2021	CHECKING TRANSFER	10485	Multiple	3,010.56	
		Journal Totals			3,010.56	0.00
Totals for 280-000.000-001.000					3,010.56	3,010.56
		Balance 09/01/21:	2,405.51 CR			
		Net Change:	0.00			
		Balance 09/30/21:	2,405.51 CR			
280-000.000-002.100 MONEY MARKET A/C PNC BANK						
Journal GJ: Journal Entry						
132329	09/02/2021	CHECKING TRANSFER	10485	Multiple		3,010.56
		Journal Totals			0.00	3,010.56
Totals for 280-000.000-002.100					0.00	3,010.56
		Balance 09/01/21:	0.00			
		Net Change:	(3,010.56)			
		Balance 09/30/21:	3,010.56 CR			
280-000.000-202.000 ACCOUNTS PAYABLE						
Journal AP: Journal Entry						
132294	09/01/2021	NATIONAL MAIN STREET CENTER	8/26/2021	280-000.000-957.000		80.00
132295	09/01/2021	GRANDE TRUNKE HOME	8/26/2021	280-000.000-880.200		2,000.00
132296	09/01/2021	MICHIGAN DOWNTOWN ASSOCIATION	2912	280-000.000-957.000		225.00
132297	09/01/2021	DONAHEE ENTERPRISES, INC.	12806	280-000.000-962.000		130.00
132298	09/01/2021	NATHAN MACK	8/26/2021	Multiple		275.56
132299	09/01/2021	STEVEN TUCKER	8/31/2021	280-000.000-880.400		300.00
		Journal Totals			0.00	3,010.56
Journal CD: Cash Disbursements						
132328	09/02/2021	SUMMARY CD 09/02/2021		Multiple	3,010.56	
		Journal Totals			3,010.56	0.00
Totals for 280-000.000-202.000					3,010.56	3,010.56
		Balance 09/01/21:	198.00			
		Net Change:	0.00			
		Balance 09/30/21:	198.00			
280-000.000-740.000 OPERATING EXPENSE						
Journal AP: Journal Entry						
132298	09/01/2021	NATHAN MACK	8/26/2021	Multiple	22.15	
		Journal Totals			22.15	0.00
Totals for 280-000.000-740.000					22.15	0.00
		Balance 09/01/21:	39.48			
		Net Change:	22.15			
		Balance 09/30/21:	61.63			
280-000.000-880.200 COMMUNITY PROMOTION DESIGN						
Journal AP: Journal Entry						
132295	09/01/2021	GRANDE TRUNKE HOME	8/26/2021	280-000.000-202.000	2,000.00	

Journal Totals					2,000.00	0.00
Totals for 280-000.000-880.200					2,000.00	0.00
		Balance 09/01/21:	0.00			
		Net Change:	2,000.00			
		Balance 09/30/21:	2,000.00			

280-000.000-880.400 COMMUNITY EVENT

Journal AP: Journal Entry

132299	09/01/2021	STEVEN TUCKER	8/31/2021	280-000.000-202.000	300.00	
Journal Totals					300.00	0.00

Totals for 280-000.000-880.400					300.00	0.00
		Balance 09/01/21:	0.00			
		Net Change:	300.00			
		Balance 09/30/21:	300.00			

280-000.000-900.000 PRINTING

Journal AP: Journal Entry

132298	09/01/2021	NATHAN MACK	8/26/2021	Multiple	167.70	
Journal Totals					167.70	0.00

Totals for 280-000.000-900.000					167.70	0.00
		Balance 09/01/21:	230.75			
		Net Change:	167.70			
		Balance 09/30/21:	398.45			

280-000.000-957.000 EDUCATION & TRAINING

Journal AP: Journal Entry

132294	09/01/2021	NATIONAL MAIN STREET CENTER	8/26/2021	280-000.000-202.000	80.00	
132296	09/01/2021	MICHIGAN DOWNTOWN ASSOCIATION	2912	280-000.000-202.000	225.00	
Journal Totals					305.00	0.00

Totals for 280-000.000-957.000					305.00	0.00
		Balance 09/01/21:	0.00			
		Net Change:	305.00			
		Balance 09/30/21:	305.00			

280-000.000-962.000 MISCELLANEOUS EXPENSE

Journal AP: Journal Entry

132297	09/01/2021	DONAHEE ENTERPRISES, INC.	12806	280-000.000-202.000	130.00	
132298	09/01/2021	NATHAN MACK	8/26/2021	Multiple	85.71	
Journal Totals					215.71	0.00

Totals for 280-000.000-962.000					215.71	0.00
		Balance 09/01/21:	0.00			
		Net Change:	215.71			
		Balance 09/30/21:	215.71			



Memorandum

To: DDA Board of Directors

From: Nate Mack, Director, DDA/Economic Development

Date: September 8, 2021

Subject: Farmers Market Manager – Potential Partnership with South Lyon Area Recreation Authority

Recently, I have had discussions with Amy Allen, Executive Director of the South Lyon Area Recreation Authority (SLARA), about a partnership for the market manager position. While these discussions are preliminary in nature, Amy and I wanted to discuss this option with the DDA Board before a more in-depth proposal has been created. I have been in touch with Amy regarding market expenses such as how much it costs to pay the market manager as well as other expenses for the farmers market. Additionally, I met her at the market on Saturday, September 4th to go over vendor placement and other considerations that need to take place.

The partnership, as I see it, will be one where SLARA provides staff for the market yet the DDA will still oversee market operations. This will allow SLARA to add some recreation programming at the market and will provide the DDA with a more stable market manager. Essentially, the position will still be contracted, but instead of being contracted with an individual it will be contracted with SLARA.

The purpose of the discussion today is for the board to obtain a better understanding of how this could be done and to allow for SLARA to move ahead with a proposal that is amenable to the DDA and SLARA.

Further, I have received nine applications for the position after it had been posted to ZipRecruiter. Should the board decide to go with an individual rather than SLARA, I can begin the interview process.



Memorandum

To: DDA Board of Directors
From: Nate Mack, Director, DDA/Economic Development
Date: September 8, 2021
Subject: Ladies Night Out – November 12, 2021

The fall Ladies' Night Out event is scheduled to take place on Friday, November 12. After speaking with some downtown retailers, and at the request of a city councilmember, I am planning to submit a street closure application on Pontiac Trail from Whipple Street to Lake Street for the event. With the streets being closed, I would like to place picnic tables in the street as well as the outdoor heaters we received from Oakland County last year. Closing the street will allow for a more festival-like atmosphere as well as allowing those at the event to spread out. There will be no alcohol allowed in the street closure area.

Marketing and promotions for the event will include Facebook advertisements as well as posters and flyers in downtown businesses. The DDA will be soliciting sponsorships for the event to help offset costs.

September 8, 2021

The Honorable (Name)
(Address)

Dear (Senator/Representative) (Name): Nate Mack to insert name of Senator and House Representative here

On behalf of the Michigan Downtowns Association and the South Lyon Downtown Development Authority, I am writing today in support of the Revitalizing Downtowns Act of 2021 (S. 2511/H.R. 4759) which provides tools to support downtowns recovering from the ongoing COVID-19 pandemic, creates jobs, and provides for housing in these important city centers.

An unexpected result of the COVID-19 pandemic for many city centers was a work-from-home trend that looks to continue well into the future. The shrinking demand for office space results in lost tax revenue and threatens the livelihood of small business owners in the downtown district that rely on the work week flow of office workers. To leave these facilities empty is not an option.

The Revitalizing Downtowns Act will assist cities in converting this unused office space into mixed-use facilities, which revitalizes downtown from both a small business perspective and that of affordable housing. The Act provides a tax credit to convert these obsolete buildings into residential, institutional, hotel or mixed-use properties.

With the assistance that the Revitalizing Downtowns Act will provide, property developers will be encouraged and enticed to be part of the solution in bolstering our downtowns. This legislation is crucial in crafting a supportive tax policy that meets the significant private investments that will be needed in converting these offices spaces.

Our downtowns are more important as ever, playing a crucial role in our economic rebound, producing jobs, and providing affordable housing options to those looking to work and live in a downtown setting. Downtowns add value to our communities, making Michigan a great place to live, work, play and visit. I urge to you to support the Revitalizing Act of 2021 (S. 2511/H.R. 4759).

Thank you.

Respectfully,

Dereck Mashburn
South Lyon Downtown Development Authority Chairperson
335 S. Warren St., South Lyon, MI 48178
Email-Phone



Memorandum

To: DDA Board of Directors
From: Nate Mack, Director, DDA/Economic Development
Date: September 8, 2021
Subject: Cool Yule 2021

During the August DDA Board meeting, I was directed to develop a potential budget for Cool Yule 2021. While the event will not look like it did in 2019, I have been able to come up with some activities.

- The SLARA Candy Cane Hunt will be taking place. No cost to DDA.
 - The events at the South Lyon High School will be occurring. No cost to DDA.
 - Ice sculptures..... \$1,450/\$1,910 (one live demonstration)
 - Propane heaters (8) and propane to go with heaters..... \$500
 - Special event insurance..... \$1,000
 - Rights to secure a movie..... \$300
 - Porta-Jon Rental..... \$1,000
 - Promo & Marketing..... \$2,500
 - Horse Carriages..... \$1,500
 - Sound System Rental for Parade..... \$1,500
- Total: \$8,300

- Finally, given the high Covid-19 numbers now, there should be some consideration given to this and its impact. It may not be advisable, at this point, to have a beer tent with many people packed closely together consuming alcohol. Events should allow people to be spread out safely and adequately.