



**City of South Lyon, Downtown Development Authority Board Meeting  
Thursday, September 8, 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 August 11, 2022 DDA Board Meeting Minutes
- V. Citizens' Comments
- VI. Budget Report
- VII. Farmers' Market Report
  
- VIII. New Business:
  - A. 2023 National Main Street Accreditation Standards
  - B. Redevelopment Ready Communities Program – Trello demonstration
  
- IX. Unfinished Business:
  - A. Committee Reports
  - B. Storm Sewer - S. Lafayette St. between Liberty St. & McHattie St.
  
- X. DDA Director Report
- XI. Board Member Comments
- XII. 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](http://www.southlyonmi.org).

The next Board Meeting is 8:00 a.m., Thursday, October 13, 2022 at South Lyon City Hall.

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



## MEETING MINUTES – AUGUST 11, 2022

- I. **Call to Order.** Meeting was called to order by Chairperson Dereck Mashburn at 8:02 am.
- II. **Roll Call.** Present: Dereck Mashburn, Mark Childs, Jeff Heinanen, Tracey Smith, Paul Zelenak, Tanya Nevitt, Gary Fagin. Excused: Norm Fultz, Diana Regan. Also Present: Nate Mack, Police Chief Sovik, Sgt. Sederlund.
- III. **Approval of the Agenda.** Heinanen made a motion to approve the agenda. Supported by Zelenak. Motion passed unanimously.
- IV. **Approval of the July 14, 2022 DDA Board Meeting Minutes.** Tracey Smith commented that her name was wrong in the minutes. Her last name is Smith, not Murphy. Recording Secretary apologized for the error and will use Smith going forward. Motion by Zelenak to approve the minutes as submitted. Supported by Childs. Motion passed unanimously.
- V. **Citizen's Comments.** None
- VI. **Budget Report.** Mack reported \$2800 in Farmers Market revenue from vendor fees, expenses of \$175 for education and training, and a \$50 monthly fee for a database to manage the downtown activities.
- VII. **Farmers Market Report.** Diana Regan was excused. In the absence of Diana Regan, Mack reported that the July 30 Farmers Market had 61 vendors and four food trucks. It was a very successful day for vendors and the community.
- VIII. **Police Chief Report.** Chairperson Mashburn welcomed Police Chief Sovik to the meeting and stated that he would like the Chief to attend a DDA Board Meeting approximately twice per year. Chief stated he is willing to attend quarterly. Childs asked about retail fraud and counterfeit money. Chief stated that business owners should contact the Police Department for help if something feels "off". Chief reminded everyone that it is a felony to write a "bad check". Mack brought up truck turns at the main intersection in town (Lafayette and Lake Street)—maybe we need to have an officer at that corner more often. Mashburn asked about the Cadet Program. Chief stated the program offers an introduction to a career in law enforcement and is ideal for a person who is interested in law enforcement in college or just out of college. The Police Department is using Nixle for notification of road closures and other emergencies. A person can sign up for text or email notification and the Police Department is also posting road closure and other information on their Facebook page.
- IX. **New Business**

**A. Downtown Streetscape.** Mack reported that he is compiling a DDA wish list of options for the upcoming streetscape project. Zelenak reminded us that cost will be a factor with some items. The Pontiac Trail reconstruction project is scheduled to start in 2025-2026. Our cost will be approximately \$2 million plus additional funds for the storm sewer. The city will need to coordinate amenities such as bike racks, planters, benches and light poles. We will need to take time to discuss what we want/need and make good choices and advanced planning will be very important. Mack is looking into any grants that can offset expenses and compiling a list. Board members should contact Mack if they have any additions for the list.

**X. Unfinished Business**

- A. Committee Reports. Organization.** Mack and Mashburn met to discuss the Main Street accreditation. Mack will update the board on the accreditation at the next meeting. Mack reported that he has completed Redevelopment Ready Community (RRC) training. City Council has passed a resolution to participate in the RRC program. Main Street Oakland County presented us with an affiliate certificate for 2022. The National Main Street Program is issuing new standards for 2023.
- Economic Vitality.** The committee met and went through the requirements for the RRC program. The committee looked at properties for sale or lease in the downtown. Mack will update the properties for sale or lease information on the city website. **Promotions.** The committee is working on plans for the Holiday Spectacular and discussion has also started for Fall Ladies Night which is scheduled for Friday, November 11, 2022. The **Design** committee did not meet.
- B. Storm Sewer – S. Lafayette St. between Liberty St. & McHattie St.** Zelenak reported that the county sent numbers on the project. The Storm Sewer and the Streetscape projects will be coordinated. Zelenak is also meeting with the County Water Resource Commission to request funds to assist with this project. Liberty and Wells Streets will be included with these projects.

**XI. DDA Director Report**

Mack reported that there were 370 classic cars at the Motorfest and the Carl & Joanne Foundation held their Christmas in July event as well. The Promotions Committee is working on plans for the December 3 Holiday Spectacular. RRC participation was approved by City Council and the program will provide a baseline report with five best practices recommendations. Once the report is completed and presented to the DDA, Planning Commission, and City Council, council will determine if the City of South Lyon will no longer continue with the program or pursue RRC Essentials or RRC Certified designation. The RRC Certified designation will result in greater funding being available to the City/DDA/Planning Commission. Mack reported attending a training regarding building codes on Main Street and how they can be utilized in historic buildings. Mack is waiting for a proposal for the downtown branding refresh. The next business and building owners meeting will take place on Thursday, August 25 beginning at 8:30 am at the Corner Social. The meetings will continue to take place on the fourth Thursday of

the month at the Corner Social. There is an interested buyer for the properties at 134 E. Lake Street and 110 N. Lafayette Street. The theater owners are looking for someone to lease the theater or they will run it themselves. The open seat on the DDA Board will be filled soon. The closing for the Lyon Book Den, 116 E. Lake St., is scheduled for Friday, August 19. Mack reported that he will be on vacation August 17-22 and Friday, August 26.

**XII. Board Member Comments**

Childs noted that the crosswalk sign near the Farmers Market lot needs to be replaced. Zelenak reported that electronic crosswalk signs will be installed at that location soon. An electronic crosswalk sign will also be installed at the crosswalk at Wells and E. Lake Streets. Zelenak reported that the roads millage passed and work should start in the Spring. Mashburn reported attending the council meeting this week to receive the MSOC award. Mashburn also reported that council suggested setting up an advisory board to research new businesses for empty buildings in town. This would be covered under Economic Vitality. Council gave unanimous support of the RRC program through the Michigan Economic Development Corporation (MEDC). Council questioned our commitment to the RRC. First, we engage with the RRC and then they provide a report to which we may say yes or no.

**XIII. Adjournment.** Motion by Childs to adjourn. Supported by Heinanen. Meeting adjourned at 8: 53 am.

09/01/2022

REVENUE AND EXPENDITURE REPORT FOR CITY OF SOUTH LYON  
 PERIOD ENDING 08/31/2022  
 FINANCIAL REPORT FOR AUGUST 2022

		2022-23	YTD BALANCE	ACTIVITY FOR	AVAILABLE	
GL NUMBER	DESCRIPTION	AMENDED BUDGET	NORMAL (ABNORMAL)	MONTH 08/31/2022	BALANCE	% BDGT
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000						
248-000.000-402.000	REAL PROPERTY TAX	55,083.00	3,963.46	3,963.46	51,119.54	7.20
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	111.68	77.89	(111.68)	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	250.00	7,250.00	3.33
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	6,505.00	3,695.00	995.00	86.73
248-000.000-675.700	CONTRIBUTION - STREET BANNER	0.00	(180.00)	(180.00)	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 Dept 000.000		92,283.00	10,650.14	7,806.35	81,632.86	11.54
TOTAL REVENUES		92,283.00	10,650.14	7,806.35	81,632.86	11.54
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	1,780.00	1,780.00	10,720.00	14.24
248-000.000-740.000	OPERATING EXPENSE	2,500.00	337.84	306.06	2,162.16	13.51
248-000.000-740.200	SEASONAL IMPROVEMENTS	8,250.00	210.00	210.00	8,040.00	2.55
248-000.000-801.000	PROFESSIONAL SERVICE	6,500.00	100.00	50.00	6,400.00	1.54
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	63.88	63.88	8,936.12	0.71
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	267.88	92.88	3,732.12	6.70
248-000.000-962.000	MISCELLANEOUS EXPENSE	1,000.00	25.39	25.39	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 Dept 000.000		88,450.00	2,784.99	2,528.21	85,665.01	3.15
TOTAL EXPENDITURES		88,450.00	2,784.99	2,528.21	85,665.01	3.15
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		92,283.00	10,650.14	7,806.35	81,632.86	11.54
TOTAL EXPENDITURES		88,450.00	2,784.99	2,528.21	85,665.01	3.15
NET OF REVENUES & EXPENDITURES		3,833.00	7,865.15	5,278.14	(4,032.15)	205.20

09/01/2022

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
248-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
138322	08/09/2022	SUMMARY CD 08/09/2022		Multiple		105.00
138419	08/11/2022	SUMMARY CD 08/11/2022		Multiple		2,166.55
138643	08/25/2022	SUMMARY CD 08/25/2022		Multiple		255.16
		Journal Totals			0.00	2,526.71
Journal GJ: Journal Entry						
138407	08/09/2022	CHECKING TRANSFER	11185	Multiple	105.00	
138479	08/11/2022	CHECKING TRANSFER FOR 8/11/2022	11195	Multiple	2,166.55	
138653	08/25/2022	CHECKING TRANSFERS	11208	Multiple	255.16	
		Journal Totals			2,526.71	0.00
Totals for 248-000.000-001.000					2,526.71	2,526.71
		Balance 08/01/22:	2,216.51 CR			
		Net Change:	0.00			
		Balance 08/31/22:	2,216.51 CR			

## 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	
138317	08/08/2022	SUMMARY CR POSTING: 08/08/2022 FARMV		248-000.000-675.410	550.00	
138469	08/15/2022	SUMMARY CR POSTING: 08/15/2022 FARMV		248-000.000-675.410	720.00	
138561	08/22/2022	SUMMARY CR POSTING: 08/22/2022 FARMV		248-000.000-675.410	740.00	
138695	08/29/2022	SUMMARY CR POSTING: 08/29/2022 FARMV		248-000.000-675.410	760.00	
		Journal Totals			3,945.00	0.00

## Journal GJ: Journal Entry

138329	08/05/2022	TAX DISBURSEMENT	11179	Multiple	3,963.46	
138407	08/09/2022	CHECKING TRANSFER	11185	Multiple		105.00
138479	08/11/2022	CHECKING TRANSFER FOR 8/11/2022	11195	Multiple		2,166.55
138653	08/25/2022	CHECKING TRANSFERS	11208	Multiple		255.16
138777	08/31/2022	PNC BANK INTEREST AUGUST 2022	11225	Multiple	77.89	
		Journal Totals			4,041.35	2,526.71

## Totals for 248-000.000-002.008

Balance 08/01/22:	107,098.78			7,986.35	2,526.71
Net Change:	5,459.64				
Balance 08/31/22:	112,558.42				

## 248-000.000-202.000 ACCOUNTS PAYABLE

## Journal AP: Journal Entry

138240	08/03/2022	JOHN'S SANITATION	I7239	248-000.000-740.200		105.00
138414	08/11/2022	PETER'S TRUE VALUE HARDWARE	JULY 2022	Multiple		213.67
138416	08/11/2022	DIANA REGAN	JULY 2022	248-000.000-702.200		1,680.00
138417	08/11/2022	NATHAN MACK	8/10/2022	248-000.000-957.000		92.88
138418	08/11/2022	LAKE STREET CRUISE IN	7/30/2022	248-000.000-675.700		180.00
138629	08/25/2022	HUNT SIGN COMPANY	69272	248-000.000-740.000		76.50
138640	08/25/2022	PNC BANK	8/19/2022	Multiple		255.16
138710	08/30/2022	JOHN'S SANITATION	I7746	248-000.000-740.200		105.00
		Journal Totals			0.00	2,708.21

## Journal CD: Cash Disbursements

138322	08/09/2022	SUMMARY CD 08/09/2022		Multiple	105.00	
138419	08/11/2022	SUMMARY CD 08/11/2022		Multiple	2,166.55	
138643	08/25/2022	SUMMARY CD 08/25/2022		Multiple	255.16	
		Journal Totals			2,526.71	0.00

Totals for 248-000.000-202.000					2,526.71	2,708.21
		Balance 08/01/22:	100.00			
		Net Change:	181.50			
		Balance 08/31/22:	281.50			
248-000.000-402.000 REAL PROPERTY TAX						
Journal GJ: Journal Entry						
138329	08/05/2022	TAX DISBURSEMENT	11179	Multiple		3,963.46
		Journal Totals			0.00	3,963.46
Totals for 248-000.000-402.000					0.00	3,963.46
		Balance 08/01/22:	0.00			
		Net Change:	3,963.46			
		Balance 08/31/22:	3,963.46			
248-000.000-665.000 INTEREST						
Journal GJ: Journal Entry						
138777	08/31/2022	PNC BANK INTEREST AUGUST 2022	11225	Multiple		77.89
		Journal Totals			0.00	77.89
Totals for 248-000.000-665.000					0.00	77.89
		Balance 08/01/22:	33.79			
		Net Change:	77.89			
		Balance 08/31/22:	111.68			
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
138317	08/08/2022	SUMMARY CR POSTING: 08/08/2022 FARMV		248-000.000-002.008		550.00
138469	08/15/2022	SUMMARY CR POSTING: 08/15/2022 FARMV		248-000.000-002.008		720.00
138561	08/22/2022	SUMMARY CR POSTING: 08/22/2022 FARMV		248-000.000-002.008		740.00
138695	08/29/2022	SUMMARY CR POSTING: 08/29/2022 FARMV		248-000.000-002.008		760.00
		Journal Totals			0.00	3,695.00
Totals for 248-000.000-675.410					0.00	3,695.00
		Balance 08/01/22:	2,810.00			
		Net Change:	3,695.00			
		Balance 08/31/22:	6,505.00			
248-000.000-675.700 CONTRIBUTION - STREET BANNER						
Journal AP: Journal Entry						
138418	08/11/2022	LAKE STREET CRUISE IN	7/30/2022	248-000.000-202.000	180.00	
		Journal Totals			180.00	0.00
Totals for 248-000.000-675.700					180.00	0.00
		Balance 08/01/22:	0.00			
		Net Change:	(180.00)			
		Balance 08/31/22:	180.00 DR			



## 248-000.000-702.200 FARMER'S MARKET

Journal AP: Journal Entry

138416	08/11/2022	DIANA REGAN	JULY 2022	248-000.000-202.000	1,680.00	
138640	08/25/2022	PNC BANK	8/19/2022	Multiple	100.00	
Journal Totals					1,780.00	0.00

Totals for 248-000.000-702.200

Balance 08/01/22:	0.00
Net Change:	1,780.00
Balance 08/31/22:	1,780.00

## 248-000.000-740.000 OPERATING EXPENSE

Journal AP: Journal Entry

138414	08/11/2022	PETER'S TRUE VALUE HARDWARE	JULY 2022	Multiple	213.67	
138629	08/25/2022	HUNT SIGN COMPANY	69272	248-000.000-202.000	76.50	
138640	08/25/2022	PNC BANK	8/19/2022	Multiple	15.89	
Journal Totals					306.06	0.00

Totals for 248-000.000-740.000

Balance 08/01/22:	31.78
Net Change:	306.06
Balance 08/31/22:	337.84

## 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	
138710	08/30/2022	JOHN'S SANITATION	17746	248-000.000-202.000	105.00	
Journal Totals					210.00	0.00

Totals for 248-000.000-740.200

Balance 08/01/22:	0.00
Net Change:	210.00
Balance 08/31/22:	210.00

## 248-000.000-801.000 PROFESSIONAL SERVICE

Journal AP: Journal Entry

138640	08/25/2022	PNC BANK	8/19/2022	Multiple	50.00	
Journal Totals					50.00	0.00

Totals for 248-000.000-801.000

Balance 08/01/22:	50.00
Net Change:	50.00
Balance 08/31/22:	100.00

## 248-000.000-880.200 COMMUNITY PROMOTION DESIGN

Journal AP: Journal Entry

138640	08/25/2022	PNC BANK	8/19/2022	Multiple	63.88	
Journal Totals					63.88	0.00

Totals for 248-000.000-880.200

Balance 08/01/22:	0.00
Net Change:	63.88
Balance 08/31/22:	63.88

## 248-000.000-957.000 EDUCATION &amp; TRAINING

Journal AP: Journal Entry

138417	08/11/2022	NATHAN MACK	8/10/2022	248-000.000-202.000	92.88	
Journal Totals					92.88	0.00

Totals for 248-000.000-957.000

Balance 08/01/22:	175.00
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Net Change:	92.88
Balance 08/31/22:	267.88

248-000.000-962.000 MISCELLANEOUS EXPENSE

Journal AP: Journal Entry

138640	08/25/2022	PNC BANK	8/19/2022	Multiple	25.39	
		Journal Totals			25.39	0.00

Totals for 248-000.000-962.000

Balance 08/01/22:	0.00	
Net Change:	25.39	
Balance 08/31/22:	25.39	0.00



## **Memorandum**

To: Chairperson Mashburn and South Lyon DDA Board of Directors  
From: Nate Mack, DDA Director  
Subject: National Main Street Accreditation Standards  
Date: September 8, 2022

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The purpose of this memorandum is to share with the Board of Directors the accreditation standards from Main Street America for communities seeking to become nationally accredited Main Street programs, otherwise known as Select Level. These standards are new and will come into effect in 2023. Seeing as the South Lyon DDA is not currently accredited this is provided solely as information as it does not affect the organization. There are six standards whereby the South Lyon DDA must obtain a minimum average score of 3/5 for each of the standards in order to be considered accredited. The six standards will be listed below with a brief description of each. There are required indicators that must be met in order to become accredited. These are included under the pertinent standards below. This memorandum is a brief overview of the standards and is meant for the Board to become familiar with what will be required of the DDA. Attached at the end of this memorandum is a Community Assessment Worksheet that allows you to evaluate where you think the organization is currently strong and where it needs to improve. I would like for the Board to work with me to develop ways we can achieve these goals and become accredited.

### **Standard 1: Broad-Based Community Commitment to Revitalization.**

Standard one reflects that successful and sustainable revitalization efforts are not just the work of a single organization, but should be the result of a community-wide effort that brings the public and private sectors together with a strong sense of ownership in their downtown or commercial district.

#### **Focus Areas.**

1. Partnerships and Collaborations.
2. District and Community Outreach.
3. Communication and Public Relations.

### **Standard 2: Inclusive Leadership and Organizational Capacity.**

Strong, thriving communities don't just happen. They need effective leaders at all levels, from a broad base of committed volunteers to dedicated professional staff offering their time, talent, and passion for this work. Standard two reflects the value that we place on people as Main Street's greatest resource and our belief that everyone in the community has a place in Main Street.

#### **Focus Areas.**

1. Inclusive Organizational Culture and Diverse Volunteer Engagement.
2. Active Board Leadership and Diverse Volunteer Engagement.
  - a. **Required indicator that must be met to achieve accreditation:**  
Board members have demonstrated active engagement in the Main Street program throughout the year. Ideally, 100 percent but no less than 75 percent of Board members have:
    - Attended Board meetings 75 percent of the time throughout the year.

- New Board members participated in Board orientation and existing Board members participated in at least one training offered by the Coordinating Program.
  - Played an active role on the Board by leading a committee, a task force, or key initiative.
  - Advocated for the program and district within the community, in coordination with Main Street staff and the rest of the Board.
3. Professional Staff Management.
- a. Required indicator must be met to achieve accreditation:**  
**The Main Street organization has maintained the level of professional staff necessary to achieve its mission, goals, and annual work. These efforts are demonstrated by fulfilling the following:**
- The Main Street program meets the minimum staffing requirements established by the Coordinating Program. At a minimum, Main Street America requires part-time staffing for cities under 5,000 population and 1 FTE for cities over 5,000 population.
  - Main Street Staff have job descriptions and defined performance expectations.
  - Main Street staff participates in trainings required by the Coordinating Program.
  - Main Street staff participates in professional development offerings by Main Street America, Coordinating Program, etc.
  - Main Street staff meets regularly with the Board and specifically with the Board Chair and offers monthly reports to the Board.
4. Effective Operational Structure.
- a. Required indicator that must be met to achieve accreditation:**  
**The Main Street organization has developed appropriate operational and organizational practices to manage effectively. This must include the following:**
- A clearly defined mission statement that confirms the purpose of the organization.
  - Established by-laws, which are reviewed annually and revised appropriately to carry out the program's mission for the district.
  - Operating policies and procedures that outline internal and external communication practices, conflicts of interest, personnel management, leadership selections, elections, and terms, Board roles and responsibilities, etc.
  - Appropriate insurance for the organization, Board/staff, and its programming.
  - Legal and fiscal requirements are met and maintained as required within its tax status or operation structure.

### **Standard 3: Diversified Funding and Sustainable Program Operations**

A successful revitalization program must have the financial resources necessary to carry out its work and sustain its operations.

#### **Focus Areas.**

1. Balanced Funding Structure.
2. Strategic Revenue Development and Fundraising.
3. Budget and Work Plan Alignment.
4. Financial Management and Best Practices.

#### **Standard 4: Strategy-Driven Programming**

Main Street has a strong track record for making change happen in communities across America. Main Street programs define and manage change from one year to the next through strategy-driven work plan and aligned implementation process.

##### **Focus Areas.**

1. Planning guided by Inclusive Community and Market-informed Inputs.
2. Defining Direction through Transformation Strategy Identification and Development.
3. Strategy-aligned Comprehensive Work Planning and Implementation Across all Four Points.

#### **Standard 5: Preservation-Based Economic Development**

Successful Main Street efforts are built on the guiding principle that district economic development is obtained by leveraging and preserving its unique historic and cultural assets.

##### **Focus Areas.**

1. Preservation Ethics and Education on Historic and Cultural Assets.
2. Standards and Best Practices for Place-based, People-focused Design.
3. Promotion of Historic, Heritage, and Cultural Assets.

#### **Standard 6: Demonstrated Impact and Results**

Main Street communities are part of a national network with a proven record for generating strong economic impact returns and strengthening the district's position within a highly competitive marketplace.

##### **Focus Areas.**

1. Demonstrating the Value of Main Street.
2. Measuring and Packaging Quantitative and Qualitative Outcomes.
3. Promoting Progress and Demonstrating Impact and Results.

#### **Baseline Requirements**

The current baseline requirements to qualify for Accreditation are as follows:

- A Board of Directors is formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.
- Communities over 5,000 in population must employ a FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.
- Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.
- Detailed work plans aligned with the selected Transformation Strategy that outline programming across the Main Street Four Points. Work plans include: the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.

- A dedicated budget for the district's revitalization programming and the Main Street program's operations.
- Demonstrated support from municipality for the Main Street program. This can include leadership participation, funding, in-kind donations, and philosophical support.
- Reinvestment statistics reported as required by the Coordinating Program (monthly, quarterly, or annually).
- Be a member in good standing with Main Street America and use the Main Street America logo on its website and/or social media as well as the Coordinating Program logo.

## COMMUNITY ASSESSMENT WORKSHEET

### Evaluation Worksheet for Local Programs, Coordinating Programs, and Main Street America\*

The Main Street America Evaluation Framework outlines what it means to be a highly successful Main Street program and sets a path for growth and development for newer programs. Depending on achievement, score, and maturity, programs will either be designated as Affiliate or Accredited.

**After reviewing the [Community Self-Assessment Tool document](#), use this worksheet to score community progress and determine the designation status of a community. All scores will be averaged and populated at the end.**

#### BASELINE REQUIREMENTS

As detailed within the tool, some indicators are required as important baseline (starting point) for a program to qualify for Accreditation. Please indicate whether communities meet the baseline requirements by selecting **Yes** or **No**.

		LP	CP	MSA
<b>1</b>	A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.	Yes No	Yes No	Yes No
<b>2</b>	Communities over 5,000 in population must employ an FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.	Yes No	Yes No	Yes No
<b>3</b>	Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.	Yes No	Yes No	Yes No
<b>4</b>	Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.	Yes No	Yes No	Yes No
<b>5</b>	A dedicated budget for the district's revitalization programming and the Main Street program's operations.	Yes No	Yes No	Yes No
<b>6</b>	Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind and philosophical support.	Yes No	Yes No	Yes No
<b>7</b>	Reinvestment statistics are reported as required by the Coordinating program (monthly, quarterly, or annually).	Yes No	Yes No	Yes No
<b>8</b>	Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the coordinating program logo.	Yes No	Yes No	Yes No

*Local Programs that do not meet these baseline requirements are not eligible for Accreditation from Main Street America, though they may qualify for designation at the Affiliate level*

# THE MAIN STREET AMERICA EVALUATION FRAMEWORK

## ACCREDITATION ELIGIBILITY

Next, to determine where a community is on the path to Accreditation, use the next part of the worksheet to score the community on the Indicators listed for each of the six Standards based on a scale of 1-5. Each number represents the following:

1	2	3	4	5
Not being addressed.	Minimal work but needs more effort.	Evidence of satisfactory progress.	Has achieved success within this indicator.	Outstanding achievement. One that other programs could replicate.

Communities must meet the Baseline Requirements and average at least three (3) points per Standard to achieve Accreditation. Some Indicators will require documentation. At a minimum, this will include providing your program's annual budget and workplan.

## STANDARD I: BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

	LP	CP	MSA	
<b>Partnerships and Collaboration</b>				<b>Notes</b>
Indicator I:	___	___	___	
Indicator II:	___	___	___	
<b>District and Community Outreach</b>				
Indicator I:	___	___	___	
<b>Communications and Public Relations</b>				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
Indicator III:	___	___	___	
<b>Standard I Average:</b>	___	___	___	



# THE MAIN STREET AMERICA EVALUATION FRAMEWORK

## STANDARD II: INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

	LP	CP	MSA	
<b>Inclusive Organizational Culture and Diverse Volunteer Engagement</b>				<b>Notes</b>
Indicator I:	—	—	—	
Indicator II:	—	—	—	
Indicator III:	—	—	—	
Indicator IV:	—	—	—	
<b>Active Board Leadership and Supporting Volunteer Base</b>				
Indicator I: <i>Required</i>	—	—	—	
Indicator II:	—	—	—	
Indicator III:	—	—	—	
<b>Professional Staff Management</b>				
Indicator I: <i>Required</i>	—	—	—	
Indicator II:	—	—	—	
<b>Effective Operational Structure</b>				
Indicator I: <i>Required</i>	—	—	—	
<b>Standard II Average:</b>	—	—	—	

## STANDARD III: DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS

	LP	CP	MSA	
<b>Balanced Funding Structure</b>				<b>Notes</b>
Indicator I:	—	—	—	
Indicator II:	—	—	—	
Indicator III:	—	—	—	
<b>Strategic Revenue Development and Fundraising</b>				
Indicator I:	—	—	—	
<b>Budget and Work Plan Alignment</b>				
Indicator I:	—	—	—	
Indicator II:	—	—	—	
<b>Financial Management and Best Practices</b>				
Indicator I:	—	—	—	
Indicator II:	—	—	—	
<b>Standard III Average:</b>	—	—	—	

# THE MAIN STREET AMERICA EVALUATION FRAMEWORK

## STANDARD IV: STRATEGY-DRIVEN PROGRAMMING

	LP	CP	MSA	Notes
<b>Planning Guided by Inclusive Community and Market-Informed Inputs</b>				
Indicator I:	—	—	—	
<b>Defining Direction through Transformation Strategy Identification and Development</b>				
Indicator I:	—	—	—	
<b>Strategy-Aligned Comprehensive Work Planning and Implementation Across all Four Points</b>				
Indicator I:	—	—	—	
<b>Standard IV Average:</b>	—	—	—	

## STANDARD V: PRESERVATION-BASED ECONOMIC DEVELOPMENT

	LP	CP	MSA	Notes
<b>Preservation Ethics and Education on Historic and Cultural Assets</b>				
Indicator I:	—	—	—	
Indicator II:	—	—	—	
<b>Standards and Best Practices for Place-based, People-focused Design</b>				
Indicator I:	—	—	—	
<b>Promotion of Historic, Heritage, and Cultural Assets</b>				
Indicator I:	—	—	—	
<b>Standard V Average:</b>	—	—	—	

## STANDARD VI: DEMONSTRATED IMPACT AND RESULTS

	LP	CP	MSA	Notes
<b>Demonstrating the Value of Main Street</b>				
Indicator I:	—	—	—	
<b>Measuring and Packaging Quantitative and Qualitative Outcomes</b>				
Indicator I:	—	—	—	
Indicator II:	—	—	—	
<b>Promoting Progress and Demonstrating Impact and Results</b>				
Indicator I:	—	—	—	
<b>Standard VI Average:</b>	—	—	—	

# THE MAIN STREET AMERICA EVALUATION FRAMEWORK

CUMULATIVE AVERAGE SCORES		LP	CP	MSA
STANDARD I	BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION			
STANDARD II	INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY			
STANDARD III	DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS			
STANDARD IV	STRATEGY-DRIVEN PROGRAMMING			
STANDARD V	PRESERVATION-BASED ECONOMIC DEVELOPMENT			
STANDARD VI	DEMONSTRATED IMPACT AND RESULTS			

## LOCAL PROGRAM

Program Name: \_\_\_\_\_

Reviewer: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

## COORDINATING PROGRAM

Program Name: \_\_\_\_\_

Reviewer: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

## MAIN STREET AMERICA

Reviewer: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_



## **Memorandum**

To: Chairperson Mashburn and South Lyon DDA Board of Directors

From: Nate Mack, DDA Director

Subject: Redevelopment Ready Communities Trello Demonstration

Date: September 8, 2022

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The purpose of this memorandum is to share with the Board of Directors the Trello system we will be using to become a Certified Redevelopment Ready Community. The MEDC utilizes the project management tool called Trello to work through the process. It is entirely online and easy to use. I am going to demonstrate during the meeting what staff will need to complete before we can move ahead with the baseline report and begin to work toward Certified status.



### **DDA Director Report September 2022 DDA Board of Directors Meeting**

- The Farmers' Market continues to be very successful. The last few weeks there have been about 50 vendors on average. On Saturday, September 3<sup>rd</sup> there was a mini food truck rally, which was very successful. As we get into the fall, produce will begin to wane a bit as fall items are coming into season.
- Last month, I reported that the Promotions Committee has begun its fundraising push for the Holiday Spectacular. To date, we have secured a total of more than \$5,000 in cash donations and in-kind contributions. The committee continues to plan for the event and is continuing to get involvement from area businesses and groups.
- I have begun the self-assessment for the RRC program now that we are officially engaged with the program. The date for me to complete this assessment is September 23<sup>rd</sup>. Once that has been completed, the MEDC will create a baseline report that shows where we are meeting RRC best practices and where we need to improve. This will be done utilizing Trello, which is a project management system utilized by the MEDC. Once this has been completed, there will be the opportunity for City Council/Board Member involvement to develop the RRC strategy for South Lyon.
- The next Downtown Business and Property Owner meeting will take place on Thursday, September 22<sup>nd</sup>. Unfortunately, I had to cancel the August meeting because I was sick.
- The deadline for 135 E. Lake St. to complete their building renovations is September 30<sup>th</sup>. I spoke with the property owner earlier this week and they informed me they have some painting and cosmetic work to complete as well as the final elevator inspection and a fire alarm inspection upcoming. Once these have been completed and they have passed, they will be able to get their Certificate of Occupancy. After that, they will work to hire for the restaurant and are hoping to have a soft opening toward the end of October or early November.
- I have been asked to participate in an Oakland County Downtown Alliance that will be an external support arm that will have three primary goals:
  1. Identify and pursue funds to support Main Street Oakland County programming that will also benefit the MSOC communities (grants from the federal government, for example)
  2. Devise and implement advocacy and awareness efforts to support the work of MSOC programs and communities and to advocate on behalf of MSOC to local, county, state, and federal officials.
  3. Provide technical assistance from a select group of individuals to communities when requested.