



MEETING MINUTES – DECEMBER 13, 2018

- I. **Call to Order.** Meeting called to order at 8:07 am by Chairman, Gene Carroll.
- II. **Approval of Agenda.** Motion made by Jennifer to approve agenda. Supported by Abe. Motion passed unanimously.
- III. **Roll Call:** Present, Anne Buchtrup, Jeff Heinanen, Gene Carroll, Dereck Mashburn, Abe Ayoub, Mark Childs, Jennifer Dunigan, Paul Zelenak. Also present, Bob Donohue, Tim Davids, Norm Fultz. Excused, Marsha Calus.
- IV. **Approval of November 8, 2018 DDA Board Meeting Minutes.** Paul made a motion to accept minutes as submitted. Supported by Dereck. Motion passed unanimously.
- V. **Citizens Comment:** Norm said he is here to get familiar with the DDA Board. He is waiting to be approved.
- VI. **New Business:**
 - A. Purchase of new trash cans and flower pots from Superb Fabricating. Bob presented samples of new trash cans and flower pots. We need to improve our flower presence in the downtown area. The DDA will provide the containers, which cost \$75 each, and the local businesses will provide the flowers. Will start with an initial order of 10. These pots will be in addition to the hanging baskets. DPW employees will water these pots as well as hanging baskets. New trash receptacles are also being made at a cost of \$300 each. Unfortunately, there is no money in current budget to cover the trash cans. More information is needed. Paul made a motion that Bob come back to the board with a spreadsheet indicating costs and placement of flower pots and trash cans. Supported by Dereck. Mark questioned the placement of the trash cans for winter. Mark reported that trash cans were overflowing at the Cool Yule event. The flowers need to be better maintained and there needs to be a designated person handling the watering. Annie said she will contact Mike's for flower information. If people want to purchase flower pots on their own, they should be available. Bob will look at where plants will be placed. Gene recommends having a greenhouse grow plants right in the pots for us. Motion passed unanimously.
 - B. DDA Board Retreat. Board recommends the meeting and retreat be held February 7, 2019 from 6-9 pm. Location TBD – Bob will scout locations. Paul

made a motion to change the meeting from the second Thursday of the month to the first and include the retreat. Supported by Dereck. Motion approved unanimously.

- C. DDA – Economic Development Activity Update. An offer is pending on 110 Detroit Street, but the family wants to offer the property to Providence again. Providence would possibly demolish the house to increase their property holdings. The Bonner buildings have been inspected and found to be unsafe for occupancy. The utilities need to be turned off. There is also dangerous façade that needs to be addressed. The BP car wash is being sold to the owner of the Salvation Army shopping center who plans to demolish the car wash to expand the out lot. Code enforcement is addressing other issues. Mo's is still being addressed. There will be more enforcement activity in 2019. Board members question why ordinances are not being fully enforced.

VII. Old Business:

- A. Ribbon cutting for 115/117 N. Lafayette held November 15 was well attended. There was a news presence and it was on social media. Overall good PR.
- B. The Holiday Gift Guide has been distributed and has been well received. The guide was direct mailed to residents of the Lyon Township/South Lyon area and all 5000 additional copies have been distributed. Annie felt that the guide was good, but people didn't understand fully what the guide was about prior to printing. Paul recommends using the guide as a marketing tool. It would be nice to add winter photos of the city next year.
- C. Ladies Night was successful. Marsha did a good job. The street closure was good, but Jennifer's business at The Christmas House was down. We need a place for people to gather and we need to generate business on Lake Street. Next year, we need to program use of the street or don't close it. 500 bags were put together for the event. Some businesses complained about the type the bag used and suggested a reusable bag next year. Alcohol on the street was still a problem. Annie is willing to help with next year's Ladies Night. Maybe Tonya from Venue would like to help out. Should we have the Downtown Business Directory available on this night? We need to request feedback from residents and vendors.
- D. Small Business Saturday. Annie reported that it was a great event. Mark said business was not increased at the cycle shop. Bob reported there was an issue with the Andrea from the Kensington Valley Chamber of Commerce taking over communications with the event sponsor. We need to work with Andrea going forward to make this event even more successful. Mark talked about the Buy

Nearby program that is sponsored by the Michigan Retailers Association. It is a year-round program designed to support Michigan businesses and communities.

- E. Cool Yule. Unfortunately, the rainy weather resulted in lower attendance numbers. Mike Horlacker did a great job chairing the event. Event needs better promotion going forward. Mike met with Paul and Bob for ideas for next year. Communication was lacking. We also need a work plan. We need to create a template for everything that needs to be done for the event. Jennifer's numbers were down from last year because of the rain. Annie said parents and kids enjoyed finding the stockings in local stores and other events. We need more flyers and advertising next year.
- F. Heinanen Tree Lighting. The weather was damp and rainy, but there was still good attendance for the inaugural tree lighting. People really enjoyed it. May want to consider a road closure for next year. Jeff would like to see more vendors involved and make it an all-day event, possibly with heated tents. Jeff is working to create a non-profit for funding going forward. Gene commends Jeff on his efforts. We need better coordination for the event and an agreement needs to be reached with the Historical Society going forward.
- G. DDA Trees. Trees look good, but we need more lights for next year. Volunteers wrapped the bases (Thanks, Abe!). Paul and Bob strung lights in the alley next to the former quilt shop and they look very nice. Paul would like to see more lights on the east end of Lake Street next year. We would need to get businesses on board. Cost is a factor but it does help improve the atmosphere in downtown and we are getting lots of compliments on the current lighting.
- H. Downtown Business Directory. There were seven mistakes in last year's directory. 15 changes were made to this year's directory. Bob would like to add stands in the downtown area where people could view a larger version of the directory. We should add the American Legion next year. Mark pointed out that the Corner Caffe is listed in the wrong block. Mark would like to see website addresses added to business entries.
- I. Board Vacancies. Marsha and Abe are off the DDA Board as of 12/31/18 leaving two openings. We already have Norm's application. The process is to now have the DDA recommend Norm's application to the Mayor. Abe made a motion to recommend Norm for one of the open positions on the DDA Board. Supported by Mark. Mark questioned the application form regarding duties of someone serving on the board. The new candidate questionnaire shows all of the boards and commissions, duties, and meeting dates.

(I. Continued)

Roll call vote:

Dereck – no

Abe – yes

Gene – yes

Jennifer – yes

Annie – no

Jeff – yes

Paul – yes

Mark – yes

Motion passed 6-2. DDA recommends Norm for open position and will pass application on to the Mayor. An application was given to Ronnie Evangelista but has not been returned. DDA Board members can consist of business owners, property managers, and residents. Abe thanked everyone for allowing him to serve on the DDA Board and he says he is available in the future to help with tree decorating, trick or treating, etc.

VIII. Board Member Comments:

Jennifer announced that she is closing her Christmas store as of 12/31/18. Business was down 75% this year. She is looking at different ideas going forward. Home tours have been very popular.

Tim gave a Farmers Market report. He would like to do a mailing in January seeking vendors and sponsors. Some markets are already scheduling for 2019. Tim would like to merge the Facebook pages that currently exist for the South Lyon Farmer's Market, but is getting no response from previous market manager. Discussion of legal action. Legal action not likely since previous manager started and maintains the page.

****Gene left the meeting 10:00 am. ****

Need to move forward with our South Lyon Farmers and Artisans Market page as the OFFICIAL page and advertise as such. Can anyone else try to contact Bruce, the former market manager?

IX. Motion to Adjourn. Paul made a motion to adjourn, supported by Jennifer. Meeting adjourned at 10:07 am.