

Nov 9

*South Lyon*



**DOWNTOWN DEVELOPMENT AUTHORITY**  
*building a community with character*

## I. MEETING MINUTES – NOVEMBER 9, 2017

- I. Call to Order: 8:36 a.m.
- II. Roll Call: Present: Marilyn Smith, Dereck Mashburn, Marsha Calus, Jennifer Dunigan, Cheryl Wickham, Gene Carroll, Abe Ayoub, Tracey Hill and Bob Donohue.  
Absent: Lynne Ladner
- III. Approval of the Agenda: Bob requested that Item C under New Business be removed. Cheryl motioned to approve as amended, supported by Dereck. Motion passed unanimously.
- IV. Approval of the August 10<sup>th</sup>, September 14<sup>th</sup>, and October 12<sup>th</sup> 2017 Board Meeting Minutes: August 10<sup>th</sup> – Marilyn motioned to approve as presented, supported by Abe. Motion passed unanimously. September 14<sup>th</sup> – Dereck motioned to approve as presented, supported by Marsha. Motion passed unanimously. October 12<sup>th</sup> – Marsha stated on page 3, Item 3, she had received \$2100 in sponsorships, not \$2900. Jennifer motioned to approve as amended, supported by Tracey. Motion passed unanimously.
- V. Citizen Comments: None
- VI. New Business:
  - A. Farmers Market Report. Bob stated that Tim couldn't be here today but they had a great wrap-up meeting after the last market. Most of the vendors were able to attend. There were 16 items on the agenda (attached) with a lot of conversation about Pumpkinfest. The vendors want to stay put at the regular seasonal market location during Pumpkinfest which eliminates the additional cost of tent rental. It is a City lot and a City Council decision and they would like this discussed with the Pumpkinfest Committee for approval by the City next year. But overall, vendors were pleased with the Market this year. Tim would like to come back next year but suggested that a couple alternates be put in place so that he can miss on occasion for family concerns. It was suggested that reviewing Tim's contract be added to the next meeting's agenda. Bob stated the closing financial report will be available at the next meeting.
  - B. DDA- Economic Development Activity Update:
    1. Downtown Business & Property Owners Mtg. October 26<sup>th</sup> was well attended.
    2. Buildings & Property Sale/Lease, Business Recruitment & New Business Activity. Bob stated there has been a lot of interest by developers including



Robertson Bros. who are looking at building brownstones on some property in the downtown area. The wine bar pulled out because they felt that the rent price in the quilt store building was overpriced. The candy store is still looking for a location. Three upscale restaurants still want to locate in downtown but adequate space is not available. Bob is working with 5 different property owners for future restaurant sites.

- D. Prosper Magazine (Oakland County & Regional), Cost of Advertisement w/City: Lynne. Bob stated that in talking with Lynne, an ad in Prosper Magazine was not going to work because of the timing. He stated that the DDA should investigate the best placement for advertising on an annual basis. This will be discussed at the DDA Board Retreat Goals and Objectives meeting in February.
- E. Sale of City Owned Property at the NW Corner of McHattie & S. Lafayette Streets. Bob stated that it would be a good idea for the DDA to get involved because this could provide more revenue for the DDA. He went on to say that the Master Plan calls for a 2-story building. However, there are soil issues on the property. The property can't be sold for more than the City paid for it. Abe asked if the DDA could purchase the property and resell it. It may also have value as a public or private parking lot. Bob stated that he will investigate the DDA's purchase options with Tim Wilhelm, City Attorney. This can be added as new business to the Board Retreat agenda.
- F. Nov. 25<sup>th</sup> is Small Business Saturday. Items to promote are available. Bob stated that he signed the City up as a coordinating city and received lots of freebies. The tote bags will be put in the Ladies Night Out swag bags. Other items will be distributed during the week of November 20<sup>th</sup>.

#### VII. Old Business:

- A. South Lyon Hotel Update. Cheryl stated that the hotel had a soft opening last night. November 15<sup>th</sup> is the official opening. On December 1<sup>st</sup> at 10 a.m., the DDA will host a ribbon cutting ceremony and media will be there.
- B. DDA Bylaws Amendment: Sec. 3, Board of Trustees, Item E, Attendance. Continued discussion from last meeting. However, it appears that there was not any formal action by City Council since December 2016 meeting which would mean that the 12/16/14 by-laws are still in effect. Bob will put on Board Retreat agenda to review by-laws. It was suggested that Tim Wilhelm be invited to Board



Retreat. It was also suggested that the new Mayor and Council Members be invited to the next DDA meeting.

G. DDA Events/Committees/Activity Updates.

1. Kids Trick or Treat October 26<sup>th</sup> Report: Cheryl. Cheryl stated the event was a success. The weather was good and she added entertainment in the intersection which was well received. The event appeared to be a lot bigger. Cheryl said they gave out 1200 pieces of candy last year; this year 1800. The church did their trunk or treats and the nursing home did their trick or treating the same night. Suggestion for next year: police presence on corners to slow down drivers—Chief Collins suggested using crossing guards.
2. Ladies Night Out (Friday, November 17<sup>th</sup>), Update on Promo/Mktg Activities, etc.: Marsha & Bob, Swag Bag Items, etc. Marsha stated she has passed out fliers at businesses in the DDA as well as the Coney Island's and a few other places just outside the DDA. Bob will bring coupons, item donations and business directories to Marsha by Tuesday for 250 swag bags. On Wednesday (November 15<sup>th</sup>) at 6:30 p.m., there will be a stuffing party at Exquisite Kitchens. A&E Jewelers is having a drawing for a ladies watch valued at \$500. LNO participants will fill out card for drawing and then receive swag bag.

H. Cool Yule Discussion re: DDA Participation? Next year? This will be added as an agenda item to the Board Retreat Goals and Objectives Meeting.

I. Update on No Truck Turns at Lake & Lafayette Streets; RCOC. Bob stated that compliance is estimated to be about 75% at this point and there will be more enforcement by the Police Department. As a side note, all crosswalks in the DDA have been restriped.

J. Status of New Downtown Area Historic Walking Tour/Brochure. Bob stated he is working on this. Currently, others are reviewing it.

K. Update on Installation of Banner Poles on N. Lafayette, RCOC Permit & Install Contract. Bob stated the installation company needs a contract. Lynne looked at it and it is now with Tim Wilhelm.

VIII. Tabled Business: none.

IX. Other Items:

A. Future TIF. Bob stated on July 1<sup>st</sup>, there should be approximately \$20-\$25k in new tax revenue due to the increased value of the Hotel and A Good Day Café.

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- B. Veterans Memorial. Bob stated that this is still in the works for 2018 or 2019.
- X. Board Member Comments: none.
- XI. Adjourn: Motion by Dereck, supported by Abe. Motion carried unanimously.  
Meeting adjourned at 10:34 a.m.

## South Lyon Farm Market Ideas and issues

These are in no special order

1. Non Profit group should not be charged and we should have one every week
2. Need flower vendors in early spring
3. If you have a vendor there every week they should not be moved as people come looking for them in these spaces
4. Fee Schedule should have a seasonal rate, long term rate (every week for long term), weekly rate  
Example: Northville does Weekly rate after 10 week your paid for the season, this should be a little higher than a seasonal rate
5. First year vendor should not be guaranteed the same spot every week
6. Try to have something for kid's weekly- Oakland county parks, magic shows, face painting etc.
7. Set up times and teardown time need to be enforced and no vehicles in after a set time prior to set up and must be out ½ hour prior to open of market time for safety purposes
8. Vendors would like to know if we're not going to have food vendors there
9. Weekly maps and emails on either Thursday Night or Friday
10. Should have a policy that if a vendor that is signed up fails to notify the market manager that there not coming they may lose their spot, Set a time that they must call by. Or they have to pay for that day before they can come back
11. Vendor parking need to be enforced, there was many days that vendors vehicles were blocking views of the market. This also deters shoppers if they have to walk too far.
12. There was a lot of issues due to changes being made early in the year with no straight answers, don't try to turn away crafters until you have plenty of produce vendors last year there was plenty of bad feeling due to this! Let's have a full market before we cut anyone.
13. Vendor of the week special.
14. Newsletter to hand out to shoppers

- Pumpkinfest Next yr.  
- Permanent Home