



## I. MEETING MINUTES –SEPTEMBER 14, 2017

- I. **Call to Order:** 8:39 a.m.
- II. **Roll Call:** Present: Marilyn Smith, Abe Ayoub, Dereck Mashburn, Marsha Calus, Jennifer Dunigan, Gene Carroll, Cheryl Wickham and Bob Donohue. Absent: Lynne Ladner and Tracey Hill.
- III. **Approval of the Agenda:** Cheryl motioned to approve, supported by Abe. Motion passed unanimously.
- IV. **Approval of the August 10, 2017 DDA Board Meeting Minutes:** Minutes were not available at the time of the meeting. Bob will send out shortly.
- V. **Citizen Comment:** None

## VI. **New Business:**

### A. Farmers Market Update by Tim Davids, Market Manager:

1. General Update. Bob stated that Tim was not able to be at the meeting today but said the Market was running smoothly. This weekend will be light on vendors but Tim has contacts and will see if he can fill some spots.
2. Pumpkinfest Tent. Bob stated the Pumpkinfest Committee asked that our presenting sponsor, Busch's, not be in the Farmers Market tent this year since they would be offering food. Busch's has graciously agreed to that. For next year, the City will send a letter to the Pumpkinfest Committee to let them know that the Farmers Market will not move to a different tent but remain in their regular weekly location in the parking lot on the northwest corner of N. Lafayette and W. Liberty Streets and that their presenting sponsor will be allowed to participate. Bob will do survey to present to Pumpkinfest Committee showing that other communities do not relocate their Farmers Market for special events. This would also save tent costs as well.

### B. DDA- Economic Development Activity Update:

1. Next Downtown Business & Property Owners Mtg. Thursday, September 28<sup>th</sup> at 8:30 a.m. Bob stated attendance has been light for the summer, which is typical, but expects that it will pick back up in the Fall.
2. Buildings & Property Sale/Lease, Business Recruitment & New Business Activity. Bob stated there are two new restaurants in negotiations and two other building owners have submitted plans for a total of five building



renovations. The South Lyon Hotel now expects to open the first week of October and unfortunately, will not be open for Pumpkinfest. Further discussion was held regarding the hotel including that because of the rebuild, the value of the building will increase from \$500,000 to approximately \$2 million which will ultimately increase the DDA budget by approximately \$20,000 in additional TIF revenue. Gene suggested that when the time comes, the money be used for \$5,000 façade grants.

- C. Review DDA Bylaws re: Attendance. This item was tabled until the next meeting.

## VII. Old Business:

- A. Oakland County Heritage Conference, Friday, Sept. 15<sup>th</sup> in Downtown South Lyon. Bob stated that registration for the event will begin at 8:30 a.m. with the welcome at 9. The tour will start at the South Lyon Theatre. He expects approximately 120 people to attend.
- B. Update on Action to Purchase Corn Stalks for all (80) pedestrian light poles week of 10/1. Bob stated that there are 79 poles and the corn stalks are to replace the scarecrows when they come down. The cost of the cornstalks will be approximately \$500. The DPW will assist with putting up the cornstalks but we will need a workgroup the week of October 1<sup>st</sup>. The cornstalks will be up until the week before Thanksgiving.
1. Motion to spend up to \$500 for cornstalks to decorate lightpoles. Motion by Cheryl, supported by Dereck. Motion passed unanimously.
- C. South Lyon Hotel Update. This was already discussed under New Business, DDA-Economic Development Activity Update, Item 2.
- D. DDA Events/Committees/Activity Updates.
1. Kids Trick or Treat (October) (Abe). Abe stated he would like to add a zombie walk. Gene stated committee would need to make decision as he is working on posters and would need to know if there is a name change.
    - a) Motion to add Zombie Walk to Kids Trick or Treat. Motion by Cheryl, supported by Dereck. Six in favor; one opposed. Motion passed.
  2. Ladies Night Out (Friday, November 17), Update on Billboard (Marsha). Marsha stated billboard company will now be doing graphics design. Waiting on logos; Bob said he would send them to her today. Marsha stated that she would be handing out sponsorship flyers to businesses



today. The South Lyon Hotel is interested in being the presenting sponsor but needed a couple weeks to decide. Sponsor commitments and money are due Friday, October 13<sup>th</sup>, so can go to print. Money will go towards billboard, shuttle, etc. Swag bags were suggested. Marsha said Exquisite Kitchens could be the pickup point for those. Let businesses know if they have something they would like to put in bag as well as including a flyer with participating businesses and the new DDA Directory. Also a punch/stamp card was suggested for prize/gift. It was also suggested that the flyers for Ladies Night Out be up by Pumpkinfest. Bob stated he would design.

- a) Motion to spend up to \$1,000 (in addition to billboard) to support Ladies Night out. Motion by Marilyn, supported by Dereck. Motion passed unanimously.

- E. Cool Yule Discussion re: DDA Participation? City is in charge of Cool Yule; Kathy Swan is chair. Discussion tabled until next meeting.
- F. Update on No Truck Turns at Lake & Lafayette Streets; RCOC. Bob stated the sign order has been placed. It will take two to three months to manufacture and then installation by RCOC. Estimated completion is in November.
- G. Need to Redo Striping of All Crosswalks in Core Downtown; RCOC. Bob stated the Road Commission of Oakland County will redo the striping. Same timeframe as signs.
- H. Status of New DDA/Downtown Area Business Directory: Brochure and on City Website. Bob stated the directory is with the printer and a draft will be ready soon. This will be the last chance to make corrections. The final directory should be ready just before or right after Pumpkinfest.
- I. Status of New Downtown Area Historic Walking Tour/Brochure. Bob stated that he is working on this. He is giving a verbal tour tomorrow which will become the brochure. He anticipates having a draft at next month's meeting.
- J. E-mails re: Scarecrows at Pumpkinfest. Abe had to leave meeting early and Lynne was absent so item was tabled until next meeting.
- K. Update on Installation of Banner Poles on N. Lafayette. Bob stated that Harlan Electric will install poles during the week of September 25<sup>th</sup>. Miss Dig has been out to mark. Marsha will contact QuickSilver to see about a potential banner for Ladies Night Out.

VIII. **Tabled Business: none.**



- IX. **Other Items:** none.
- X. **Board Member Comments:** none.
  
- XI. **Adjourn:** Motion by Dereck, supported by Marsha. Motion carried unanimously.  
Meeting Adjourned at 9:35 a.m.