



MEETING MINUTES - JUNE 14, 2018

- I. **Call to Order:** 8:03 am
- II. **Approval of Agenda.** Correction. Ladies Night is in November. Add Cool Yule to New Business after Ladies Night. Dereck made a motion to approve agenda as corrected. Supported by Marsha. Motion passed unanimously.
- III. **Roll Call:** Gene Carroll, Dereck Mashburn, Anne Buchtrup, Marsha Calus, Abe Ayoub, Mark Childs. Also present: Tim Davids, Bob Donohue, Joe Burchill. Absent: Jennifer Dunigan, Chief Lloyd Collins.
- IV. **Approval of Minutes from March 8 and May 10 DDA Board meetings.** Gene pointed out in the March 8 Minutes that under Old Business, DDA Bylaws have still not been approved because a final reading of the bylaws has not yet occurred. We should add that to the agenda for the July meeting. Marsha made a motion to approve the March 8 minutes as corrected and the May 10 minutes as submitted. Supported by Abe. Motion passed unanimously.
- V. **Citizens Comments:** None
- VI. **New Business:**
 - A. **Farmers Market Manager Report.** Market Manager, Tim Davids, reported that we are entering our 6th week for the market. There have been some weather issues, but the market will be full this week. There was an article in the South Lyon Herald about the Farmers Market recently, but there were inaccuracies. The Detroit News and the Detroit Free Press both contacted Tim for an article about Farmers Markets. Tim shared a free festival flyer that was put together and distributed by Senator Jim Marleau. Unfortunately, the list does not include South Lyon events like the Pumpkin Fest. Tim is trying to get the different food trucks that are working Witch's Hat in the afternoon to work the Farmers Market in the morning. The new shed is awesome—Thanks! Still trying to get admin rights from Bruce for the old Farmers Market Facebook page. He is not responding to requests. Bob will request a letter from the City Attorney be sent

to Bruce asking him to release the admin rights. Discussion of layout for the market. Can we get any extra booths in? Dereck asks if there are more vendors than spaces available? Complaints have been received that there is not enough produce. The shed cost \$1400 and has been assembled and installed by the DPW. It looks great! Bob has a couple of plant hooks to be installed so hanging baskets can be put up.

- B. Brotober Fest. Joe Burchill, event chairperson, reported that the date may be changing from October 19 to the 20th due to football. Currently checking the schedule. Police and Fire were okay with the plan. We have been looking for a non-profit to work and benefit from the event. The VFW has been approached and it looks like it may work out. DPW will provide orange fencing for the area surrounding the beer tent for the event. VFW participation and handling all details at the beer tent may encourage other veterans' organizations to participate. Teddy's Pizza will be contacted to provide food. Busch's said they will participate. Need to get council approval and then notify the community to save the date. Still working on sponsors for the event. Looking for businesses to sponsor a game/activity outside their business. KV Sports wants to participate. The DDA is looking for events to springboard and build off of each other, like Brotober Fest leading into Ladies Night. Will there be music at Brotober Fest? Third Monk Brewing is willing to sponsor an Open Mic Night. The VFW will serve Third Monk and Witch's Hat brews but would like representatives on hand to talk about their products. Planned location is Lake Street between Lafayette and Wells. We need Chief Collins to approve and then City Council. \$1000 from the DDA has been approved. Would be nice to offer businesses a sponsorship package deal for Brotober Fest and Ladies Night together.
- C. Kids Trick or Treat will take place on Thursday, October 25. It would be a good idea to hand out Ladies Night flyers at this event. Businesses will provide candy, same as the last few years. The DDA has made \$500 available for entertainment, but it was not used last year. City Police will put barricades out for this event. It would be nice to see more business owners in costume. This is a great event for the kids and the parents love it.
- D. Ladies Night. Recap of the May, 2018 Ladies Night. The weather was awful but Annie reported that all the businesses did better sales than the previous Ladies Night. Six sponsors contributed \$100 each. Next proposed Ladies Night is Friday, November 16. Approved. Can we choose a May date for 2019? Friday, May 10, 2019 will be the spring Ladies Night. Quicksilver may donate the graphics.

- E. Cool Yule is scheduled for December 1. Mike Horlocker will chair this event. He is currently looking for choral groups and activities to take place downtown. Bob is working with Heinanen Engineering to get their 30' tree involved. Annie suggests doing a Christmas window reveal during this event.
- F. SW Corner of Lake & Lafayette – Superb Fabricating wants to make an offer on creating a fence that would be 24' on Lafayette and 34' on Lake Street. Fence would be covered with vines. We will need a final design before Oakland County Road Commission will approve. We could use some of our cash reserve, approximately \$10,000-\$12,000 for this purchase. Screen would be similar to what is at A Good Day Café. 6' panels, 1' off the ground. Bob will provide details and final cost next month. All board members liked the idea and thought it would be a good use of DDA funds.
- G. DDA – Economic Development Activity Update: Bob reports that we are close to getting an antique shop in town. They are looking at the quilt shop. A floral shop is also looking at the area. 110 Detroit Street has three potential buyers. Could be a wine bar or restaurant. The building projects are generating interest in downtown. All 6 current façade rehab projects should take 4-8 weeks to complete. Unfortunately, the Lake Street Tavern building requires more work than expected due to what was found under the existing façade. By the end of summer, we will have eight buildings with new facades for 2018.

VII. Old Business

- A. Because of our new start time of 8:00 am, we need to post a REVISED 2018 meeting schedule.
- B. Jeff Heinanen is interested in the vacant position on the DDA Board. We need to put him in touch with Gene. Mark has worked with Jeff in the past and says Jeff has a strong interest in South Lyon and recommends him for the vacant position.
- C. The Banner Policy has been sent out and we are awaiting feedback. A simple application will be created. Discussion of fees and verbiage to be allowed on signs. Bob suggests adding a "review of sign" section under the design heading. Design, review, recommend action. Approval of the policy will be subject to one more review contingent on attorney review and council approval. Dereck made a motion to approve the banner policy and recommend that council approve subject to attorney review. Supported by Abe. Motion passed unanimously.
- D. Downtown and City-wide calendar. Bob will complete an update of the calendar in the next 1-2 weeks.
- E. Holiday Gift Guide. Bob provided an example of a holiday gift guide that the City of Rochester put together for their downtown businesses. Lyon Today wants to add this as an insert for their magazine and it could also be used as stand-alone

advertising. Bob will shop it around with the DDA logo and presence, but there would be no money provided by the DDA. Businesses will pay to participate. Bob will provide real numbers at the next meeting.

- F. **Store Videos and DDA Website Video Production.** The video people will not be holding a Chili Cook off this fall because there really was not enough time to plan the event properly. The video people will provide a cost sheet on the business videos by the next DDA meeting.
- VIII. **Other Items:** Bob asked if the board would like coffee and/or bagels at the meetings. Other boards provide refreshments for board members and guests at their meetings. Marsha suggested we use someone local like Biggby. Budget of \$300. The Board gave Bob general approval to utilize approximately \$300 per year to provide coffee, bagels and donuts for DDA meetings.
- IX. **Board Member Comments:** Mark Childs reminded that we had discussed getting additional crosswalk signs for downtown and had that put into the budget. Where would the new signs go? Whipple and N. Lafayette, Liberty and S. Lafayette, and Lake Street and Wells. Signs cost about \$250-\$300 each. Signs are not permanent and would need to be put out and taken in each day. Who would handle that? Also concerns that they may be stolen. Will handle these details as they arise. Dereck made a motion that we purchase six crosswalk signs with a total cost of approximately \$1800 with the money coming from our cash reserves. Supported by Abe.
- X. **Motion to adjourn:** Motion to adjourn made by Dereck, supported by Abe. Meeting adjourned 10:09 am.