

**City of South Lyon, Downtown Development Authority Board Meeting
March 11, 2021, Thursday, 8:00 a.m. via ZOOM Video Conferencing**

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of the Agenda
- IV. Approval of the February 11, 2021 DDA Board Meeting Minutes
- V. Citizens Comments
- VI. Budget Report
- VII. New Business:
 - A. Ladies' Night – May 2021
- VIII. Old Business:
 - A. DDA Budget FY 2021-2022
 - B. Downtown Properties Update
 - C. Design Committee Meeting
- IX. Board Member Comments
- X. Adjournment

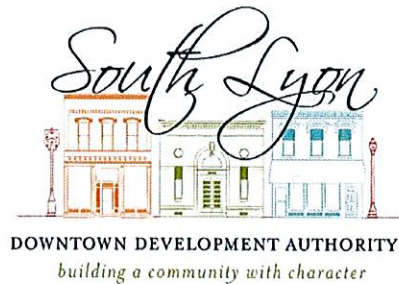
Procedures by which persons may contact members of the DDA Board of Directors prior to the meeting:

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.

Next Board Meeting is 8:00 a.m., Thursday, April 8, 2021 via Zoom video conferencing

Until further notice, the DDA Board meets regularly on the 2nd Thursday of the month at 8:00 a.m. via Zoom video conferencing.

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



MEETING MINUTES – FEBRUARY 11, 2021

- I. **Call to order.** Meeting called to order at 8:11 am via Zoom video conferencing by Chairperson, Dereck Mashburn.
- II. **Roll Call.** Dereck Mashburn joined the meeting from South Lyon, MI, Annie Buchtrup joined the meeting from South Lyon, MI, Norm Fultz joined the meeting from South Lyon, MI, Paul Zelenak joined the meeting from South Lyon, MI, Mark Childs joined the meeting from South Lyon, MI, Jeff Heinanen joined the meeting from South Lyon, MI, Gene Carroll joined the meeting from Clarkston, MI. Also present, Nate Mack, Tim Davids, Steve Kennedy, Jim Hamade. Excused: Tanya Nevitt, Gary Fagin.
- III. **Approval of the Agenda.** Jeff made a motion to approve the agenda. Supported by Paul. Motion passed unanimously.
- IV. **Approval of the January 14, 2021 DDA Board Meeting Minutes.** Dereck pointed out that the word maximum should be minimum in the DDA Volunteers paragraph. Corrected. Paul made a motion to accept the minutes as corrected. Supported by Jeff. Motion passed unanimously.
- V. **Citizens Comments.** None
- VI. **Budget Report.** Nate reported on the financial reports provided by the accounting department. Expenditures to the MDA for Nate to participate in an MDA Development Conference and annual dues and Farmers Market dues and expenses.
- VII. **Old Business**
 - A. **DDA Committee Volunteers.** Applications for the DDA Main Street Committee received from Emily Gray (Design) and Karen Nagy (Promotions). Term will be for one year to allow everyone to get acclimated. Gene made a motion to accept the applications. Supported by Paul. Motion passed unanimously.
 - B. **DDA Budget Discussion.** Nate shared a budget memo and the current draft budget status. Much discussion on how much the DDA is responsible for with regard to parking lots. Improvements or maintenance? The former Veteran's Lot is in poor condition and should be addressed as soon as possible. Needs sealing and striping. Charging stations would be a great addition to our downtown area for residents and for events. Jeff is concerned about the Farmers Market Manager wages. Are we

paying Tim a wage comparable to nearby communities? It would be devastating to lose him. Yes. Tim signed a contract with Bob in 2017.

VIII. Board Member Comments. Mark asked about the Draft Street building. Work is ongoing but we do not know what type of restaurant is going into this property.

IX. Adjournment. Mark made a motion to adjourn the monthly board meeting. Supported by Jeff. Motion passed unanimously. Meeting adjourned at 9:03 am.

*******DDA Board Retreat*******

Roll Call. Dereck Mashburn joined the meeting from South Lyon, MI, Annie Buchtrup joined the meeting from South Lyon, MI, Norm Fultz joined the meeting from South Lyon, MI, Paul Zelenak joined the meeting from South Lyon, MI, Mark Childs joined the meeting from South Lyon, MI, Jeff Heinanen joined the meeting from South Lyon, MI, Gene Carroll joined the meeting from Clarkston, MI. Also present, Nate Mack, Tim Davids, Steve Kennedy, Jim Hamade.

Citizen Comments. None.

Items for Discussion:

- 1. 2021 Farmers Market Season.** Dereck said Tim has done a great job with our farmers market and he is very happy. Tim reported that we have scheduled 27 market days for 2021, which is 6 more than 2020. Food trucks should be scheduled by March. Vendor fees will be the same for 2021. Would like to have Music at the Market once per month. We are seeking \$2,000 sponsorship from GFL. \$500/\$1000/\$2000 from major sponsors. Discussion of whether to raise sponsor fees or enlarge the sign. Keep sign the same size. Sponsor fee \$225 for returning sponsor, \$250 for new sponsor.
- 2. 2020 Accomplishments.** Obtained more than \$12,000 in grant funding which provided direct financial assistance to 16 downtown businesses. Won Best Marketing Campaign for Community with over 10,000 population from the MDA. Established Main Street Four Point Approach Committees. Tax abatement granted to 135 E. Lake Street. Completed soil borings for 390 S. Lafayette and started process to develop parcel. The Farmers Market experienced strong customer and vendor attendance. Recipient of Main Street Oakland County Placemaking Grant. Received 3 greenhouses and 1 igloo as part of the Oakland County Restaurant Relief Program. Mark asked for feedback on the greenhouses. Nate said they are good and being used by restaurants that asked for them.
- 3. Business Forecast 2021.** Oakland County lost jobs in 2020, but hopes to recover most of them by the end of 2022. Vacancy rates remain low in South Lyon. 135 E. Lake Street plans to be operational by August 2021. Nate continues to work with the winery about a possible location in downtown. 106 S. Lafayette was purchased and the new owner is working on the building which will eventually house a doctor's office and a restaurant. Downtown could see the return of events in 2021.
- 4. South Lyon DDA Events for 2021.** Jeff feels it will be tricky with Cool Yule and South Lyon Eve but we have cautious optimism for Ladies Night in May. Shoppers were

compliant on Shop Small Saturday and Annie feels that the Ladies Night event could be done safely. She also suggested a Facebook Live event.

5. DDA Committee Goals:

Organization. Dereck Mashburn, facilitator. Dereck would like to see a volunteer database that can be used by all committees when volunteers are needed. Perhaps professional contacts can assist with public relations. This committee could also review applications/resumes and present them to the DDA Board. The Board could also send this committee lists of duties for them to achieve/follow. Do we have a required meeting schedule?

Design. Gene Carroll, facilitator with Annie Buchtrup, Emily Gray. Nate feels that the 390 S. Lafayette project would be a great start for this committee. Unfortunately, the gateway sign may have an issue with the stoplight at the intersection of S. Lafayette and McMunn. Maybe a ground sign would be better on this site. Matching grants for façade funds for business building improvements. Gene would like to see matching funds for businesses and overall appeal such as benches, flowers, etc. Committee would like to meet with Nate first. Paul recommends a Zoom meeting vs. in person.

Promotions. No DDA Board facilitator, but Annie will consider, with Karen Nagy and Andrea O’Keefe. This committee will promote and market the downtown through the Mainstreet program and social media. They will get involved with existing events such as Ladies Night and Cool Yule, but main role will be in promoting downtown events. Annie asked if there is a budget for this. Nate says, yes, there is money in the budget for this.

*****Jeff Heinanen left the meeting at 10:13 am*****

Economic Vitality. Nate Mack, facilitator, with Gary Fagin, Gene Carroll, Don Beagle, Jeff Heinanen, Scott Lanam. This committee was established specifically for 390 S. Lafayette, but could be used for other duties.

Discussion of Social Media presence. Discussion of DDA district and what other nearby communities are doing and where are they getting the money. South Lyon DDA created in 1996 and started collecting TIF in 2000-2001, but lost ground during the recession and are still trying to regain lost revenues. Need to look at comparable-size communities. What are they doing to help their downtowns? Milford and Northville downtowns are both larger than us and their DDA’s have been in existence longer which provides both with large budgets that allow them to provide more assistance to businesses.

Paul made a motion to adjourn. Supported by Mark. Meeting adjourned at 10:37 am.

REVENUE AND EXPENDITURE REPORT FOR CITY OF SOUTH LYON
PERIOD ENDING 02/28/2021
FINANCIAL REPORT FOR FEBRUARY 2021

| GL NUMBER | DESCRIPTION | 2020-21 AMENDED BUDGET | YTD BALANCE 02/28/2021 NORMAL (ABNORMAL) | ACTIVITY FOR MONTH 02/28/2021 INCREASE (DECREASE) | AVAILABLE BALANCE NORMAL (ABNORMAL) | % BDT USED |
|--|--|---------------------------|--|---|---|---------------|
| Fund 280 - DOWNTOWN DEVELOPMENT AUTHORITY | | | | | | |
| Revenues | | | | | | |
| Dept 000.000 | | | | | | |
| 280-000.000-402.000 | REAL PROPERTY TAX | 48,229.00 | 48,506.22 | 185.30 | (277.22) | 100.57 |
| 280-000.000-664.000 | INTEREST | 350.00 | 18.87 | 1.38 | 331.13 | 5.39 |
| 280-000.000-674.300 | CONTRIBUTION - GIFT CERTIFICATE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 280-000.000-675.100 | FARMERS MARKET SPONSOR FEES | 12,500.00 | 895.00 | 225.00 | 11,605.00 | 7.16 |
| 280-000.000-675.200 | CONTRIBUTIONS- WINTER EVENTS | 4,000.00 | 0.00 | 0.00 | 4,000.00 | 0.00 |
| 280-000.000-675.300 | LADIES NIGHT OUT SPONSORSHIP | 3,000.00 | 0.00 | 0.00 | 3,000.00 | 0.00 |
| 280-000.000-675.401 | TRANSFER IN- CAP. IMPROVEMENT | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 280-000.000-675.410 | FARMERS MARKET VENDOR FEES | 8,000.00 | 2,073.75 | 0.00 | 5,926.25 | 25.92 |
| 280-000.000-675.700 | CONTRIBUTION - STREET BANNER | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 280-000.000-675.900 | CONTRIBUTION - MURALS | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 280-000.000-676.101 | TRANSFER IN-GENERAL FUND | 4,000.00 | 0.00 | 0.00 | 4,000.00 | 0.00 |
| 280-000.000-688.000 | PATRONICITY FUNDS ECONOMIC DEVELOPMENT | 0.00 | 7,183.11 | 0.00 | (7,183.11) | 100.00 |
| 280-000.000-698.000 | MISCELLANEOUS | 0.00 | (7,631.35) | 0.00 | 7,631.35 | 100.00 |
| 280-000.000-698.110 | CONTRIBUTION BUSINESS DIRECTORY | 500.00 | 0.00 | 0.00 | 500.00 | 0.00 |
| Total Dept 000.000 | | 80,579.00 | 51,045.60 | 411.68 | 29,533.40 | 63.35 |
| TOTAL REVENUES | | | | | | |
| | | 80,579.00 | 51,045.60 | 411.68 | 29,533.40 | 63.35 |
| Expenditures | | | | | | |
| Dept 000.000 | | | | | | |
| 280-000.000-702.000 | WAGES SALARY | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 280-000.000-702.200 | FARMER'S MARKET | 12,500.00 | 5,446.00 | 106.00 | 7,054.00 | 43.57 |
| 280-000.000-740.000 | OPERATING EXPENSE | 2,000.00 | 1,976.18 | 0.00 | 23.82 | 98.81 |
| 280-000.000-740.200 | SEASONAL IMPROVEMENTS | 7,500.00 | 1,691.74 | 0.00 | 5,808.26 | 22.56 |
| 280-000.000-801.000 | PROFESSIONAL SERVICE | 3,000.00 | 0.00 | 0.00 | 3,000.00 | 0.00 |
| 280-000.000-802.000 | CONTRACTUAL SVCS | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 280-000.000-802.100 | CONTRACTUAL SERVICES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 280-000.000-880.000 | COMMUNITY PROMOTIONS | 2,500.00 | 635.88 | 0.00 | 1,864.12 | 25.44 |
| 280-000.000-880.100 | COMM. PROM. CBD WINTER | 2,000.00 | 0.00 | 0.00 | 2,000.00 | 0.00 |
| 280-000.000-880.200 | COMMUNITY PROMOTION DESIGN | 2,500.00 | 0.00 | 0.00 | 2,500.00 | 0.00 |
| 280-000.000-880.300 | COMMUNITY PROMOTION-FACADE/SIGN | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 280-000.000-880.400 | COMMUNITY EVENT | 12,500.00 | 25.00 | 0.00 | 12,475.00 | 0.20 |
| 280-000.000-880.500 | COMMUNITY PROMO. GIFT CERTIFICATE | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 280-000.000-886.000 | SUPPORT DOWNTOWN SOUTH LYON MINIGRANT | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 280-000.000-888.000 | GRANT EXPENDITURES | 11,500.00 | 11,991.64 | 0.00 | (491.64) | 104.28 |
| 280-000.000-900.000 | PRINTING | 4,500.00 | 2,776.64 | 0.00 | 2,723.36 | 50.48 |
| 280-000.000-957.000 | EDUCATION & TRAINING | 5,000.00 | 995.00 | 0.00 | 3,505.00 | 22.11 |
| 280-000.000-962.000 | MISCELLANEOUS EXPENSE | 1,000.00 | (4,956.85) | 0.00 | 5,956.85 | (495.69) |
| 280-000.000-969.101 | TRANSFER TO GENERAL FUND | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 280-000.000-969.369 | CONTRIBUTION TO BLDG.ATHOR DR | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 280-000.000-970.000 | CAPITAL IMPROVEMENTS | 5,000.00 | 1,955.30 | 0.00 | 3,044.70 | 39.11 |
| Total Dept 000.000 | | 72,000.00 | 22,536.53 | 106.00 | 49,463.47 | 31.30 |
| TOTAL EXPENDITURES | | | | | | |
| | | 72,000.00 | 22,536.53 | 106.00 | 49,463.47 | 31.30 |
| Fund 280 - DOWNTOWN DEVELOPMENT AUTHORITY: | | | | | | |
| TOTAL REVENUES | | 80,579.00 | 51,045.60 | 411.68 | 29,533.40 | 63.35 |
| TOTAL EXPENDITURES | | 72,000.00 | 22,536.53 | 106.00 | 49,463.47 | 31.30 |
| NET OF REVENUES & EXPENDITURES | | 8,579.00 | 28,509.07 | 305.68 | (19,930.07) | 332.31 |

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON
FROM 280-000.000-001.000 TO 280-000.000-970.000
TRANSACTIONS FROM 02/01/2021 TO 02/28/2021

| JE # | Date | Description | Reference # | OFFSETTING GL | DEBIT | CREDIT |
|---|------------|-------------------------------------|-------------|---------------------|--------|--------|
| 280-000.000-001.000 CHECKING A/C PNC BANK | | | | | | |
| Journal CD: Cash Disbursements | | | | | | |
| 128984 | 02/18/2021 | SUMMARY CD 02/18/2021 | | Multiple | | 106.00 |
| | | Journal Totals | | | 0.00 | 106.00 |
| Journal GI: Journal Entry | | | | | | |
| 129015 | 02/18/2021 | CHECKING TRANSFER FOR 2/18/2021 | 10084 | Multiple | 106.00 | |
| | | Journal Totals | | | 106.00 | 0.00 |
| Totals for 280-000.000-001.000 | | | | | | |
| | | Balance 02/01/21: | 2,505.51 CR | | 106.00 | 106.00 |
| | | Net Change: | 0.00 | | | |
| | | Balance 02/28/21: | 2,505.51 CR | | | |
| 280-000.000-002.008 DDA/TIFA PNC BANK | | | | | | |
| Journal CR: Journal Entry | | | | | | |
| 128988 | 02/18/2021 | FARMERS MKT SPONSOR FEES 02/18/2021 | | 280-000.000-675.100 | 225.00 | |
| | | Journal Totals | | | 225.00 | 0.00 |
| Journal GI: Journal Entry | | | | | | |
| 128905 | 02/11/2021 | TAX DISBURSEMENT | 10073 | Multiple | 185.30 | |
| 129015 | 02/18/2021 | CHECKING TRANSFER FOR 2/18/2021 | 10084 | Multiple | | 106.00 |
| 129259 | 02/28/2021 | PNC BANK INTEREST FEBRUARY 2021 | 10110 | Multiple | 1.38 | |
| | | Journal Totals | | | 186.68 | 106.00 |
| Totals for 280-000.000-002.008 | | | | | | |
| | | Balance 02/01/21: | 60,108.07 | | 411.68 | 106.00 |
| | | Net Change: | 305.68 | | | |

| | | | | |
|---------------------------------------|------------|---------------------------------|-----------|--------|
| Balance 02/28/21: | | 60,413.75 | | |
| <hr/> | | | | |
| 280-000.000-202.000 ACCOUNTS PAYABLE | | | | |
| Journal AP: Journal Entry | | | | |
| 128918 | 02/12/2021 | TIMOTHY DAVIDS | Multiple | 106.00 |
| | | Journal Totals | | 106.00 |
| <hr/> | | | | |
| Journal CD: Cash Disbursements | | | | |
| 128984 | 02/18/2021 | SUMMARY CD 02/18/2021 | Multiple | 106.00 |
| | | Journal Totals | | 106.00 |
| <hr/> | | | | |
| Totals for 280-000.000-202.000 | | | | |
| | | Balance 02/01/21: | 0.00 | 106.00 |
| | | Net Change: | 0.00 | |
| | | Balance 02/28/21: | 0.00 | |
| <hr/> | | | | |
| 280-000.000-402.000 REAL PROPERTY TAX | | | | |
| Journal GJ: Journal Entry | | | | |
| 128905 | 02/11/2021 | TAX DISBURSEMENT | Multiple | 185.30 |
| | | Journal Totals | | 185.30 |
| <hr/> | | | | |
| Totals for 280-000.000-402.000 | | | | |
| | | Balance 02/01/21: | 48,320.92 | 185.30 |
| | | Net Change: | 185.30 | |
| | | Balance 02/28/21: | 48,506.22 | |
| <hr/> | | | | |
| 280-000.000-664.000 INTEREST | | | | |
| Journal GJ: Journal Entry | | | | |
| 129259 | 02/28/2021 | PNC BANK INTEREST FEBRUARY 2021 | Multiple | 1.38 |
| | | Journal Totals | | 1.38 |
| <hr/> | | | | |
| Totals for 280-000.000-664.000 | | | | |
| | | | 0.00 | 1.38 |

| | | | |
|-------------------|-------|--|--|
| Balance 02/01/21: | 17.49 | | |
| Net Change: | 1.38 | | |
| Balance 02/28/21: | 18.87 | | |

280-000.000-675.100 FARMERS MARKET SPONSOR FEES

| | | | |
|--------------------------------|-------------------------------------|---------------------|--------|
| Journal CR: Journal Entry | | | |
| 128988 02/18/2021 | FARMERS MKT SPONSOR FEES 02/18/2021 | 280-000.000-002.008 | 225.00 |
| Journal Totals | | | 225.00 |
| Totals for 280-000.000-675.100 | | | 225.00 |
| Balance 02/01/21: | 670.00 | | |
| Net Change: | 225.00 | | |
| Balance 02/28/21: | 895.00 | | |

280-000.000-702.200 FARMER'S MARKET

| | | | |
|--------------------------------|----------------|----------|--------|
| Journal AP: Journal Entry | | | |
| 128918 02/12/2021 | TIMOTHY DAVIDS | Multiple | 100.00 |
| 128918 02/12/2021 | TIMOTHY DAVIDS | Multiple | 6.00 |
| Journal Totals | | | 106.00 |
| Totals for 280-000.000-702.200 | | | 106.00 |
| Balance 02/01/21: | 5,340.00 | | |
| Net Change: | 106.00 | | |
| Balance 02/28/21: | 5,446.00 | | |

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON
FROM 280-000.000-001.000 TO 280-000.000-970.000
TRANSACTIONS FROM 03/01/2021 TO 03/31/2021

| JE # | Date | Description | Reference # | OFFSETTING GL | DEBIT | CREDIT |
|---------------------------------------|------------|-------------------|---------------|---------------|--------|--------|
| 280-000.000-202.000 ACCOUNTS PAYABLE | | | | | | |
| Journal AP: Journal Entry | | | | | | |
| 129217 | 03/04/2021 | TIMOTHY DAVIDS | FEBRUARY 2021 | Multiple | | 515.36 |
| | | Journal Totals | | | 0.00 | 515.36 |
| Totals for 280-000.000-202.000 | | | | | | |
| | | Balance 03/01/21: | 0.00 | | 0.00 | 515.36 |
| | | Net Change: | 515.36 | | | |
| | | Balance 03/31/21: | 515.36 | | | |
| 280-000.000-702.200 FARMER'S MARKET | | | | | | |
| Journal AP: Journal Entry | | | | | | |
| 129217 | 03/04/2021 | TIMOTHY DAVIDS | FEBRUARY 2021 | Multiple | 380.00 | |
| | | Journal Totals | | | 380.00 | 0.00 |
| Totals for 280-000.000-702.200 | | | | | | |
| | | Balance 03/01/21: | 5,446.00 | | | 0.00 |
| | | Net Change: | 380.00 | | | |
| | | Balance 03/31/21: | 5,826.00 | | | |
| 280-000.000-740.000 OPERATING EXPENSE | | | | | | |
| Journal AP: Journal Entry | | | | | | |
| 129217 | 03/04/2021 | TIMOTHY DAVIDS | FEBRUARY 2021 | Multiple | 18.00 | |
| | | Journal Totals | | | 18.00 | 0.00 |
| Totals for 280-000.000-740.000 | | | | | | |
| | | Balance 03/01/21: | 1,976.18 | | 18.00 | 0.00 |

| | | | |
|-------------------|----------|--|--|
| Net Change: | 18.00 | | |
| Balance 03/31/21: | 1,994.18 | | |

| | | | |
|--|------------|-------------------|----------|
| 280-000.000-957.000 EDUCATION & TRAINING | | | |
| Journal AP: Journal Entry | | | |
| 129217 | 03/04/2021 | TIMOTHY DAVIDS | |
| | | Journal Totals | |
| | | | 75.00 |
| | | | 75.00 |
| | | | 0.00 |
| Totals for 280-000.000-957.000 | | | |
| | | Balance 03/01/21: | 995.00 |
| | | Net Change: | 75.00 |
| | | Balance 03/31/21: | 1,070.00 |

| | | | |
|---|------------|-------------------|-------------|
| 280-000.000-962.000 MISCELLANEOUS EXPENSE | | | |
| Journal AP: Journal Entry | | | |
| 129217 | 03/04/2021 | TIMOTHY DAVIDS | |
| | | Journal Totals | |
| | | | 42.36 |
| | | | 42.36 |
| | | | 0.00 |
| Totals for 280-000.000-962.000 | | | |
| | | Balance 03/01/21: | 4,956.85 CR |
| | | Net Change: | 42.36 |
| | | Balance 03/31/21: | 4,914.49 CR |

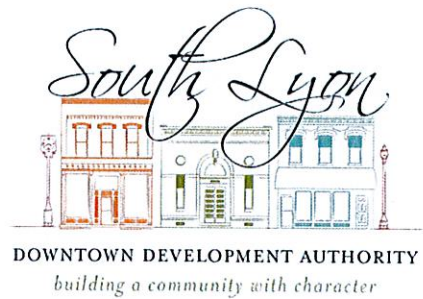
MEMORANDUM

To: Chairperson Mashburn and DDA Board of Directors

From: Nate Mack, DDA Director

Subject: DDA Budget 2021-2022

Date: March 11, 2021



The final draft of the DDA's budget for the 2021-2022 fiscal year is presented for the DDA Board's approval. An opportunity has been brought to my attention since we last met the DDA should take advantage of in the coming budget year. I have made some adjustments to the proposed budget accordingly.

The city has allocated approximately \$5,000 for 390 S. Lafayette St. in its 2021-2022 budget for the development of the property. Instead of the installation of a ground sign, I would like to allocate an additional \$2,500 to assist with the development of the property from the DDA. This will be under expenditure line item 801 – Professional Services.

The cost to have Christmas lights professionally installed was too high. The least costly quote I received was \$15,000 for the first year and \$10,000 for subsequent years. Other quotes were in the \$30,000 - \$50,000 range. This has been removed.

Next, is the cost for artificial garland. The downtown has 72 decorative poles garland is placed on each holiday season. The cost of the garland on the light poles in 2020 was about \$2,600. After receiving pricing from commercial holiday suppliers, Bronner's was far and away the cheapest. Their pricing for these decorations goes on a sliding scale, depending on the time of year the garland is ordered. If they were to be ordered from December 15 – March 1, the cost is \$127 per strand. As you progress throughout the year, prices go up substantially. Other commercial Christmas decoration suppliers provided quotes in \$200-\$225 per strand of garland. This item has been removed from the budget and the garland will remain unchanged. However, this is something I would like to return to in upcoming years as a way to save on costs for the DDA.

The new opportunity that has been brought to my attention is an electric vehicle (EV) charging station grant being offered by DTE called *Charging Forward*. This grant program offers municipalities a \$2,500 rebate per Level 2 electric car charging port. This EV charging station would be installed in the Wells St. parking lot. One pedestal for the electric charging station would have two charging ports, which would allow us to receive a \$5,000 rebate from DTE. The anticipated income for this rebate is under revenue line item 688. The corresponding expenditure is under 970 – Capital Expenditure.

This program has limited availability and once the grant funds have been exhausted, they will be gone. Additionally, once this electric vehicle charging station is being installed, I would like to add other electrical enhancements to the parking lot to accommodate food trucks and potential future events. Once the restaurant in the RCA Building is operational, which they have set a target date of August 1, 2021, this corner will become much busier with people visiting the restaurant and other establishments on Lake Street.

After discussion with the city manager, and meetings with DTE representatives and the city's electrical inspector, I recommend the DDA installs the electric charging station and additional power facilities to accommodate power needs for food trucks and other potential future events in the Wells St. parking lot.

I have spoken with individuals that have food trucks and those that are familiar with power requirements for musical acts and have a handle on what type of power would be necessary to accommodate their needs.

The city has indicated they will incur the future electrical costs for the charging stations as well as the repair of the parking lots at the farmers market and Liberty Street as well as the Whipple and Wells Streets parking lots.

This type of project falls firmly within the DDA's scope and will poise the downtown for future growth. Recent reports indicate that automakers are beginning to transition to produce more electric vehicles, and with a grant program in place currently, now is the time to be proactive.

Once these Level 2 charging stations have been installed and we are able to demonstrate we can successfully administer them, the State of Michigan has a grant available to municipalities to encourage the installation of additional charging stations. Further, there are few electric charging stations currently in western Oakland County, which will serve as an attraction for those with electric vehicles. While their vehicle is charging at our station, these individuals may shop or dine in our downtown. The closest charging station to South Lyon in western Oakland County is 10 miles away in Novi.

There are numerous benefits to having an electric charging station in downtown. Communities with EV charging stations receive positive press. Individuals that drive EVs feel welcome in the community and will attract these individuals to live, work, and shop in South Lyon.

Now is the time to take advantage of this program before the funds are exhausted. Having these electric vehicle charging stations in our downtown will not only attract people to our community but will set us up for future growth. Thank you for your time and consideration.

NM



Estimate

Date:
P.O. #:
Customer: City of South Lyon

Vendor:
Kitu Systems, Inc
3760 Convey Street, Suite 230
San Diego, CA 92111
619.569.2208

Ship to: City of South Lyon

Contact: Paul Zelenak
248.437.1735
Pzelenak@southlyonmi.org

| Delivery Date | | F.O.B. | Shipping Method | |
|---------------|--|--------|-----------------|--|
| | | Origin | | |

| Qty | Item | Description | Unit Price | Line Total |
|---------------------------|-------------------------|--|-------------|----------------------------|
| | | Level 2 EVSEs, ground-mounted (pedestal) Communication gateways and network services per DTE Energy Charging Forward requirements Final EVSE installation NOT included | | |
| | EVSE Hardware | Charge Ready-approved package | | |
| 1 | KS-DP-EVSE-WEBASTO-GM | Ground-mounted dual-port EVSE 2 x Webasto Turbo DX 32A - 25ft (Kitu DTE program configuration) ports 1 x pedestal and mounting kit 2 x Kitu on-board communication module with access control capability EVSE hardware total | \$ 2,450.00 | \$ 2,450.00 \$ 2,450.00 |
| | Gateway Hardware | Charge Ready-approved package | | |
| 1 | KS-SCOUT-LTEGW-SS | Kitu hardened outdoor gateway kit with Zigbee and LTE connectivity with single SIM - 1st year of cellular service included Gateway hardware total | \$ 1,099.00 | \$ 1,099.00 \$ 1,099.00 |
| | Network Services | DTE-required networking/communication capability | | |
| 2 | KS-CONVOYEV-NWS | 5 Year(s) Prepaid Kitu Convey EV network services featuring: - Network data collection - Site management and monitoring | \$ 300.00 | \$ 600.00 |
| 0 | KS-CONVOYEV-UAC | 5 Year(s) OPTIONAL: Prepaid Kitu Convey EV network additional services: - User access control | \$ 240.00 | \$ - |
| 0 | KS-CONVOYEV-PMT | 5 Year(s) OPTIONAL: Prepaid Kitu Convey EV network additional services: - Payment system enabled (requires access control) | \$ 360.00 | \$ - |
| 1 | KS-CELLULAR-ADDL | 4 Year(s) Future years for first SIM card | \$ 816.00 | \$ 816.00 |
| | | Network service total | | \$ 1,416.00 |
| | Discounts | EVSE commissioning and final installation | | |
| 1 | KS-CONVOY-DISCOUNT-NWS | 10% discount for 5 year prepay | \$ (60.00) | \$ (60.00) |
| 1 | KS-CONVOY-DISCOUNT-UAC | 10% discount for 5 year prepay | \$ - | \$ - |
| 1 | KS-CONVOY-DISCOUNT-PMT | 10% discount for 5 year prepay | \$ - | \$ - |
| 1 | KS-SPECIAL-DISCOUNT | Special Discount if contract signed before 3/31/2021 Discounts | \$ (122.50) | \$ (122.50) \$ (182.50) |
| Subtotal | | | | \$ 4,782.50 |
| Sales Tax 6.00% | | | | \$ 212.94 |
| Shipping | | | | TBD |
| Total | | | | \$ 4,995.44 |
| DTE Rebate | | | | \$ 5,000.00 |
| Upfront cost after rebate | | | | \$ (4.56) |
| per port | | | | \$ (2.28) |

Thank you for your business!

Payment Terms:
30% of applicable fees and charges due on order
40% of applicable fees and charges to be invoiced on equipment shipment and invoice will be due upon receipt
30% due upon commissioning

Other Terms:
This quote is subject to acceptance of the Kitu Systems Commercial Terms and Conditions and the LCFS credit management service addendum (attached hereto and incorporated by reference herein). By signing below, Customer agrees to such Terms and Conditions and the LCFS Credit Management Service addendum

Accepted By:

| |
|-----------|
| Signature |
| Name |
| Date |

Kitu Systems, Inc.

| |
|-----------|
| Signature |
| Name |
| Date |

SOUTH LYON DOWNTOWN DEVELOPMENT AUTHORITY
2021-2022 Fiscal Year Budget Narrative

The DDA is under the day-to-day direction of the Executive Director, currently an employee of the City of South Lyon, with the title “DDA & Economic Development Director.” The DDA operates according to PA 57 of 2018 (formerly Public Act 197 of 1975) as the management organization of the historic core downtown and the South Lyon DDA District. The purpose of the DDA is to comprehensively manage the downtown and DDA district by utilizing a comprehensive, community involved, transparent program known as “Main Street.” The Main Street Program is a trademarked program of the National Trust for Historic Preservation. The DDA shall make recommendations to the City on all issues/projects in the DDA District. The DDA Board of Directors is appointed by the Mayor and approved by the City Council. The DDA budget is prepared by the DDA Executive Director and the DDA Board of Directors. The budget is approved by the DDA Board of Directors and recommended to the City Council for their approval as required by DDA law.

Comprehensive, community involved management of the Downtown and DDA has four primary components in the trademarked National Main Street Center Four Point management strategy including:

- **Organization** – Having an organization (the DDA) whose sole focus is ongoing management of the Downtown/DDA District.
- **Design** – Adhering to a set of design principles and guidelines which protect and preserve the unique sense of place which defines downtown South Lyon through ongoing respect for its historic architecture and natural environment. Conformance with the City’s Overall Community Master Plan, Zoning Ordinance, *National Main Street Design Guidelines*, and the *U.S. Secretary of the Interior’s Standards for Historic Preservation Projects with Guidelines for Applying Standards*. Respect for the existing historic buildings is a key element of maintaining the City’s unique sense of place which is now recognized as a major component of economic development in communities across America. Store merchandising (window displays, interior layouts), signage, architectural character, and building condition are key elements which add quality and dictate perception of the downtown’s physical character.
- **Promotion** – Providing a wide range of promotional and marketing activities, which include but are not limited to, special events and business promotions (old and new), including use of social media, websites, printed materials (print media, brochures, posters, billboards, magazine advertising, and editorials), broadcast media, networking, organizational partnerships, volunteer outreach, etc.
- **Economic Vitality** – Defining and understanding the following items which include but are not limited to: demographics of the City and surrounding communities, detailed market data of the City’s market area (City and surrounding communities) that is regularly updated (every 2-3 years) which supports different specific types of businesses for retention, expansion, and recruitment; collecting and publishing annual benchmarking statistics to measure success which include: buildings sold, sale price, buildings rehabilitated, cost of rehabilitation, square footage of buildings rehabilitated, costs of associated rehabilitation, new and expanded construction, data on all existing buildings including square footage, age of the building, types of use, zoning and master plan designation, jobs retained, jobs created, and other indicators of private and public investment in the DDA District. Also, a knowledge of economic development programs and incentives available for developers of new buildings and for rehabilitation of existing buildings at the local, county, state, national, and private levels. Thus, the DDA budget includes items which relate to all four of the comprehensive management components noted above.

DDA REVENUE:

402 – Current Property Taxes (Captured) **\$50,640**

Tax increment financing (TIF) revenue is generated by the increase in value of the district (from the base year 2000) from all tax jurisdictions and all properties within the boundary of the DDA district. Oakland County Equalization will have a final estimate for TIF increase and total TIF revenue for 2021/2022 at the end of March after all Board of Review activity.

570 – State Shared Revenues **None**

664 – Interest Income **\$100**

The final amount of estimated interest on TIF tax capture to be determined after receipt of final information from Oakland County Equalization.

674.3 – Contribution – Gift Certificates **\$500**

Revenue generated by individuals purchasing downtown gift certificates. This revenue will be used to reimburse businesses for gift certificates that are redeemed in their store.

675 – Contribution – Private Sources **None**

675.1 – Contribution – FM Sponsor Fees **\$7,350**

Revenue from Farmers Market sponsorship fees. Sponsorship planning is in progress by the Market Manager and the DDA Executive Director for the 2021 market season (May – October 2021). \$350 will be sought to host music at the farmers market on a once per month basis.

675.2 – Contribution – Winter Events **\$2,000**

Revenues expected from Cool Yule activities.

675.3 – Contribution – Ladies Night Out Sponsorship Fees **\$2,000**

Revenues from Ladies Night Out sponsorship fees for May and October.

675.41 – Contribution – FM Vendor Fees **\$6,000**

Revenue from vendor fees at the Farmers Market. Projected revenues for 2021-2022.

675.9 – Contribution – Murals **\$5,000**

Private donations will be sought for the installation of murals in the downtown.

676.101 – Transfer In – General Fund **\$4,000**

\$4,000 donation from the General Fund toward the Cool Yule winter event.

688 – Grant Funds **\$5,500**

Revenue expected to be received for grant funding, which includes \$500 from Oakland County for a placemaking grant approved in 2020 and funds from DTE for the *Charging Forward* program.

698.1 – Contribution – Business Directory **\$500**

Revenues expected from at least two different local business sponsors for the annually updated brochure.

DDA Expenditures:

| | |
|---|-----------------|
| <u>702.2 – Wages/Salaries</u> | \$12,500 |
| Farmers market Manager hourly wages are based upon the high quality, professional and creative work ethic of the current Market Manager. | |
| <u>740 – Operating Expenses</u> | \$1,000 |
| Purchase of supplies and materials for events and projects. | |
| <u>740.2 – Seasonal Improvements</u> | \$7,700 |
| Holiday Greens, lighting, cornstalks, and pumpkins | |
| • Flowers purchase for light poles and sidewalk planters | \$4,250 |
| • Corn stalks and pumpkins | \$750 |
| • DDA winter garland for placement on all DDA light poles | \$2,700 |
| <u>801 – Professional Services Contractual</u> | \$5,500 |
| Consultants for the DDA for promotions and marketing, design (window display and store interior merchandising, etc.), business improvement, business recruitment, and to assist with the development of 390 S. Lafayette St. | |
| <u>880 – Community Promotion</u> | \$2,500 |
| Miscellaneous promotional expenses for DDA projects and programs, other than major events, including ribbon cuttings, etc. Funds for training provided through Main Street Oakland County that may be retail experts or other downtown related educational opportunities. | |
| <u>880.1 – Community Promotion CBD Winter</u> | \$2,000 |
| New lighting in trees within the DDA streetscape along Lake and Lafayette Streets, in addition to lighting on the pedestrian light poles | |
| <u>880.2 – Community Promotion Design</u> | \$7,500 |
| • Professional graphic design of promotional materials | \$1,000 |
| • Sign Grants (50% of total sign cost up to a maximum of \$500 each) | \$1,500 |
| • Downtown Murals (2 at estimated cost of \$2,500 per mural) | \$5,000 |
| <u>880.3 – Community Promotion – Gift Certificates</u> | \$500 |
| Reimbursement to downtown businesses for gift certificates. | |
| <u>880.4 – Community Events</u> | \$8,850 |
| Ladies Night Out in May and November, Kids Trick or Treat, Cool Yule, South Lyon Eve | |
| • Ladies Night Out – May | \$1,000 |
| • Ladies Night Out – November | \$1,000 |
| • Kids Trick or Treat – October | \$500 |
| • Cool Yule/South Lyon Eve | \$6,000 |
| • Farmers Market Monthly Music | \$350 |

900 – Printing/Publishing **\$5,600**

Advertising/promotion for major DDA projects and events including the downtown business directory annual update, holiday gift guide, events guide, over-the-road banner pole hardware, and other related items.

- Downtown business directory, annual update **\$1,200**
- Holiday Gift Guide, Lyon Today, and overrun **\$3,300**
- Events guide **\$500**
- Downtown gift certificate printing **\$100**
- Over-the-road banner hardware **\$500**
 - Hardware utilized to improve the installation of banners.

957 – Education and Training **\$4,000**

Continuing education for the DDA/Economic Development Director, farmers market manager and DDA board members including workshops and conferences and professional organizations such as the Michigan Downtown Association, Michigan Farmers Market Association, and Main Street America

962 – Miscellaneous Expense **\$1,000**

Items such as parking shuttle for events, supplies for events, etc.

970 – Capital Expenditures **\$15,000**

Holiday lighting for streetscape trees and over E. Lake St., new holiday lighting on trees in downtown

- Lights over E. Lake St. and cable (Lafayette to Wells Streets) **\$3,000**
- Fall and holiday lights for trees **\$2,000**
- Electronic Vehicle Charging Station & Electrical Power Enhancements for the Wells St. Parking Lot **\$10,000**

**DOWNTOWN DEVELOPMENT AUTHORITY
OPERATING FUND**
280

| Revenue | Description | Audited 2019-2020 | Adopted 2020-2021 | Amended 2020-2021 | Draft 2021-2022 | Proposed 2022-2023 | Proposed 2023-2024 |
|---------|------------------------------------|----------------------|----------------------|----------------------|--------------------|-----------------------|-----------------------|
| 402 | Current Property Taxes (Captured) | 45,705 | 48,229 | 48,229 | 50,640 | 51,906 | 53,204 |
| 664 | Interest Income | 100 | 350 | 350 | 100 | 100 | 100 |
| 674.300 | Contribution - Gift Certificate | | | | 500 | | |
| 675.100 | Contribution - FM Sponsorship Fees | 3,830 | 12,500 | 12,500 | 7,350 | 7,534 | 7,553 |
| 675.200 | Contribution - Winter Events | | 4,000 | 4,000 | 2,000 | 2,050 | 2,055 |
| 675.300 | Ladies Night Out Sponsorship Fees | 300 | 3,000 | 3,000 | 2,000 | 2,050 | 2,055 |
| 675.410 | Contribution - FM Vendor Fees | 4,896 | 8,000 | 8,000 | 6,000 | 6,150 | 6,165 |
| 675.700 | Contribution - Street Banner | 900 | | | 0 | 0 | 0 |
| 675.900 | Contribution - Murals | | | | 5,000 | 0 | 0 |
| 676.101 | Transfer In - General Fund | | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 |
| 688 | Grant Revenues | 4,917 | | | 5,500 | 0 | 0 |
| 698.110 | Contrib. Business Directory | | 500 | 500 | 500 | 500 | 500 |

2.5% increase factored in for FY23, FY24
PT entered interest decrease due to banking interest rate trend

Total Revenues

| | | | | | |
|--------|--------|--------|--------|--------|--------|
| 60,648 | 80,579 | 80,579 | 83,590 | 74,290 | 75,632 |
|--------|--------|--------|--------|--------|--------|

Expenditure

| Description | Audited 2019-2020 | Adopted 2020-2021 | Amended 2020-2021 | Draft 2021-2022 | Proposed 2022-2023 | Proposed 2023-2024 |
|---|----------------------|----------------------|----------------------|--------------------|-----------------------|-----------------------|
| 702.200 Wages/Salaries | 13,338 | 12,500 | 12,500 | 12,500 | 12,500 | 12,500 |
| 715 Fringe Benefits | | | | | | |
| 740 Operating Expense | 607 | 1,000 | 2,000 | 1,000 | 1,025 | 1,051 |
| 740.200 Seasonal Improvements | 5,512 | 7,500 | 7,500 | 7,700 | 7,893 | 8,090 |
| 801 Professional Services | 0 | 3,000 | 3,000 | 5,500 | 5,638 | 5,778 |
| 880 Community Promotion | 664 | 2,500 | 2,500 | 2,500 | 2,563 | 2,627 |
| 880.100 Community Prom. CBD Winter | 0 | 2,000 | 2,000 | 2,000 | 2,050 | 2,101 |
| 880.200 Community Promo. Design | 300 | 2,500 | 2,500 | 7,500 | 7,688 | 7,880 |
| 880.400 Community Events | 8,858 | 12,500 | 12,500 | 8,850 | 9,071 | 9,298 |
| 880.500 Community Promo. Gift Certificate | | | | 500 | 513 | 525 |
| 888 Grant Expenditures | 0 | 0 | 11,500 | 5,500 | 5,638 | 5,778 |
| 900 Printing/Publishing | 1,978 | 5,500 | 5,500 | 5,600 | 5,740 | 5,884 |
| 957 Education & Training | 1,643 | 4,500 | 4,500 | 4,000 | 4,100 | 4,203 |
| 962 Miscellaneous Expense | 280 | 1,000 | 1,000 | 1,000 | 1,025 | 1,051 |
| 969.101 Transfer to General Fund | 0 | | | | | |
| 970 Capital Expenditure | 6,665 | 5,000 | 5,000 | 15,000 | 8,000 | 8,000 |

2.5% increase factored in for FY23, FY24

Total Expenditures

| | | | | | |
|-------------------------------|--------|--------|--------|--------|--------|
| 39,844 | 59,500 | 72,000 | 79,150 | 73,441 | 74,765 |
| BEGINNING FUND BALANCE | | | | | |
| TOTAL REVENUES | 8,595 | 29,399 | 29,399 | 37,978 | 42,418 |
| TOTAL EXPENDITURES | 60,648 | 80,579 | 80,579 | 83,590 | 85,632 |
| ENDING FUND BALANCE | 39,844 | 59,500 | 72,000 | 79,150 | 74,765 |
| | 29,399 | 50,478 | 37,978 | 42,418 | 44,134 |

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