

City of South Lyon
Downtown Development Authority Regular Meeting
April 9, 2009

Chair Fagin called the meeting to order at 9:05 a.m.

Present: Gary Childs, Jan Eldon, Gary Fagin, Joe Repanshek and City Manager David Murphy.

Absent: Don Beck, Barb Herzog, Gretchen Phillips and Susan Stowe.

Also present: Brent McKellar from Edward Jones Investments, Diane Roest from Diane's Dollhouse and Kristen Delaney, Director of Community and Economic Development for the City of South Lyon.

Approval of Minutes:

Motion by Childs, supported by Repanshek.

To approve the Minutes for March 12, 2009.

Vote: **Motion Carried Unanimously**

Approval of Agenda to include "Bike Racks" as item "c" under "Maintenance":

Motion by Murphy, supported by Childs.

To approve agenda as amended for April 9, 2009.

Vote: **Motion Carried Unanimously**

Public Comment: Brent McKellar from Edward Jones Investments was in attendance. He informed the board that he had sent a letter expressing his interest in becoming a member of the DDA when a position becomes available to City Manager Murphy. Diane Roest greeted the board and said that she was here to listen to the discussion.

Old Business:

- 1) **Finance Report:** Murphy explained several aspects of the finance report to the board. The board discussed how much was in the fund balance and how much money they had to spend for the upcoming fiscal year. Murphy presented the board with a draft copy of the DDA's fiscal year 2009 – 2010 budget and asked for comment. There was consensus from the board that the proposed budget looked good. Repanshek said that he appreciated Murphy's willingness to

discuss the budget with the board and he liked the fact that the City Manager would take the time to explain these issues to the board and seek their opinion.

Repanshek asked Murphy if it would be appropriate for the DDA to actively look for sponsorships as a form of revenue. Murphy responded that he did not see why not. Delaney offered that as long as the DDA did this in a judicious way and asked for sponsorships only a few times a year, that they would be successful. Eldon agreed stating that the DDA might be able to widen the scope from just businesses to families as well. She stated that a lot of people may be willing to fund improvements in the downtown.

Approval of the proposed DDA budget for fiscal year 2009 – 2010 as presented by City Manger Murphy at the April 9, 2009 DDA meeting:

Motion by Eldon, supported by Childs.

To approve the DDA budget for fiscal year 2009 – 2010 as presented by City Manager Murphy at the April 9, 2009 DDA meeting.

Vote:

Motion Carried Unanimously

2) Maintenance:

a. Purchase of Hanging Planters

Delaney presented the board with a handout describing the options for hanging planters that she, Fagin, Repanshek and Beck had come up with after their recent trip to downtown to examine the light poles and determine where the hanging baskets should be installed. The cost to install planters that “hug” the pole, on every other light pole, would be around \$3,000. Delaney asked if the board would like to install planters on every light pole. There was a lengthy discussion on the options and general consensus that they should start off doing every other light pole and if they were successful, install planters on every light pole next year.

There was discussion on how the planters would initially be started. Childs stated that the Beautification Committee would handle the installation of plants in the hanging planters.

Fagin stated that whatever direction the board chose to go they need to take action, take small steps and be consistent. Murphy asked Delaney if she had seen the ground planters on the corner of Grand River and Main Street in Brighton. She stated that she had not but would do some research and find out how much similar planters cost. Murphy stated that the DDA should purchase extra planters to emphasize the four corners at Pontiac Trail and 10 Mile, as well as the four corners at Pontiac Trail and McHattie.

Approval for the DDA to purchase 34 hanging planters that are secured around the light pole ("hugging planters"):

Motion by Repanshek, supported by Fagin.

To approve for the DDA's purchase of 34 hanging planters that are secured around the light pole ("hugging planters"):

Vote:

Motion Carried Unanimously

b. Spring Cleaning of Downtown

Murphy stated that he thought the downtown looked very clean lately and that DPW Superintendent Renwick had been doing a good job with downtown maintenance.

Fagin asked what the board wanted to do about plantings in the islands of the Wells Street parking lot as well as the lot next to Screwie Louie's (Crossroads). One option was to modify the bid specifications from last year to have the islands planted and maintained.

Delaney stated that she would speak to Scott Black, a Parks and Recreation Commissioner and landscape architect, for some recommendations on what the DDA should plant in the parking lot islands and the hanging baskets. Fagin stated that he would like a portion of the board to meet downtown and see what is currently planted there, so they could make plans on what else to plant. He stated that he would like for this to happen within one week. Repanshek and Delaney expressed interest in helping with this.

Approval to conduct an informal survey of the landscaping downtown, make a list of what needs to be completed and put the job out to bid:

Motion by Repanshek, supported by Fagin.

To approve an informal survey of the landscaping downtown, make a list of what needs to be completed and put the job out to bid:

Vote:

Motion Carried Unanimously

c. Bike Racks

Fagin explained that when he, Repanshek, Beck and Delaney walked around downtown to determine where the hanging baskets should be installed, they also decided on locations for the bike racks that had been purchased over the winter.

Due to the style of the bike racks, they were meant to be grouped together in clusters of two or more racks, instead of placing them in five separate locations like the board had originally planned.

The locations that they had come up with involved putting three racks on the corner near Kathleen's, directly across Whipple from the South Lyon Hotel and near the bench located in front of the parking lot next to Screwie Louie's (Crossroads). The placement of the bike racks would require the DPW to pour a cement pad, or dig post holes and fill those with cement to secure the rack. DPW Superintendent Renwick had told Delaney that he would have to wait until the weather improved to install the bike racks.

3) Marketing and Promotions Committee Report

a) Recap of the Ladies Night Out Event

Eldon gave an overview of the recent Ladies Night Out event that took place on March 26th. Turnout for the event included 235 people from over 21 cities. Eldon stated that the next Ladies Night would take place on June 25th, and that the participants were considering advertising the event in the "Yes!" Section of the Detroit Free Press. She stated that the prices were very reasonable, and that if 12 businesses participated, they could have a four week run in the Free Press for around \$100 a piece. The Marketing and Promotions Committee plans to hold a Ladies Night once every three months.

Repanshek stated that he thought the event was successful but that some changes needed to be made before the next event was held. He stated that some people and businesses were under the impression that the event had been organized by a single store and that in the future it needed to be clearer that it was the DDA presenting the event.

Repanshek also stated that he was doubtful about the long term benefits of events such as Ladies Night Out, and that the DDA needed to be strategic in its promotions activities. Delaney stated that she thought the event was an unequivocal success and that while these events may not be the answer to all of the issues downtown, they played a large part in attracting people into the downtown and getting them inside of the businesses. Roest stated that one of her customers had expressed surprise at seeing so many people downtown and that it made her happy to see the foot traffic on the street as a result of the Ladies Night Out. She also stated that in her 18 years downtown, she had never seen a group with such organization and enthusiasm as the members of the Marketing and Promotions Committee and that she was excited to see what they would do next.

Fagin stated that everyone played an important part in their respective roles on the DDA and that he encouraged differing points of view but wanted everyone to

know that their efforts were appreciated. He thanked Eldon and the rest of the Marketing and Promotions Committee for the work they did on the Ladies Night Out and encouraged them to keep up the good work.

b) Pumpkinfest

Childs stated that he had been in touch with Jen Wilson from the South Lyon Area Recreation Authority and that she needed a check for the DDA's portion of the stage for Pumpkinfest. Delaney stated that she would talk with the City bookkeeper and find out how payment had been made in the past.

New Business:

- 1) **Goals for 2009:** This subject was tabled until the next meeting.
- 2) **DDA Website:** The board agreed to discuss the website more in-depth at the next meeting. Delaney stated that what she really needed help with at the present time was acquiring photographs of the downtown to use in promotional materials and finding a graphic designer who could help with a new DDA logo and graphics for the web and printed promotional materials. Eldon stated that both she and the Chamber of Commerce had worked with graphic designer Jeanette Stefanski and they had been very happy with the results. Eldon said she would forward Stefanski's contact information to Delaney.
- 3) **Upcoming Meeting with Oakland County Main Street:** Delaney reminded the board about an upcoming meeting with representatives from Oakland County Main Street on Thursday, May 7 at 9:00 a.m. at City Hall.

Board Member Comments: None.

Adjournment:

Motion by Repanshek, supported by Eldon.

To adjourn meeting at 10:15 a.m.

Vote:



Gary Fagin, Chairperson

Motion Carried Unanimously



Kristen Delaney, Recording Secretary