

**City of South Lyon
Downtown Development Authority Special Meeting
October 14, 2009**

The meeting was called to order at 8:37 a.m.

Present: Gary Childs, Gary Fagin, Jan Eldon, Barb Herzog, Susan Stowe, Dave Grimes, Rhonda Bifano and City Manager David Murphy.

Absent: Rhonda Bifano, Joe Repanshek.

Also present: Chang Soo and Amy Hahn of Hahn's Tae Kwan Do Academy, Diane Roest of Diane's Dollhouse and Cheryl Wickham of Divine Yoga and Massage.

Chairperson Fagin asked for the minutes to be clarified to show that he stated that the crab trees installed near the Veteran's Memorial were part of the original plan.

Approval of Minutes as Amended:

Motion by Murphy, supported by Fagin.

To approve the Minutes for September 10, 2009.

Vote: **Motion Carried Unanimously**

Approval of Agenda:

Motion by Childs, supported by Herzog.

To approve agenda for October 14, 2009.

Vote: **Motion Carried Unanimously**

Public Comment: Roest questioned why crab apples trees were installed around the Veteran's Memorial. She stated that in her opinion they were very messy and she would like to also see the Bradford Pear trees downtown replaced with something else. Delaney stated that she had heard this open from other business owners and that they would take this into consideration. Fagin stated that if it was possible to replace the trees in the future they would use a different type and go to the downtown merchants for feedback before they moved ahead on purchasing any trees.

Old Business:

1. **Finance Report:** Murphy went over the financial reports and answered several questions about what the particular columns represented. He directed their attention to the last column, percentage spent and noted that they would want to spend around 25% during each quarter of the fiscal year in order to stay within budget.

2. Marketing and Promotions Committee Report:

a. **Logo and Slogans:** Delaney gave an update on the progress of the logo. Stowe produced a version of the logo that the board had chosen at a prior meeting as well as the sketch of the downtown buildings that Eldon's husband had done. Delaney asked if anyone had ideas for the slogan that would go with the logo. Fagin suggested using Facebook to get some direction from the community on the slogan. Delaney stated that she would follow up and post this on the fan page.

b. Downtown Saturday Night:

i. **Quick Recap of the Event:** Stowe and Eldon took turns giving an overview of Downtown Saturday Night. Overall, they stated that the event was a big success. After talking to Sam Walton of Signature Audio, they estimated that there were between 600-800 people on the street that night. Eldon believed that the total was probably even higher than that due to the number of people at the South Lyon Hotel. Some issues that would need to be worked on for next year included the size of the tent, lighting inside of the tent and the flow of events on the street. They stated that they would like to have more events down Lake Street to draw traffic down that way. Fagin stated that it would have been nice to get a recap from Corry Bala of the South Lyon Hotel on the beer tent. Childs stated that he had been in touch with Bala and he had provided information to him on the beer tent. Childs stated that the beer tent had been busy and that Bala had made a profit of around \$1,200 which would be going the Chamber.

Stowe, Eldon and Delaney told the board about a recap meeting they had with Sam Walton the previous day. Walton gave them numerous ideas on how to refine the event and build it so that we could attract larger sponsors. Eldon stated that the eventual outcome was that the event, and others, be self-sustaining. Herzog expressed concern that seeking sponsors for Downtown Saturday Night would take away from Pumpkinfest. Roest stated that she agreed with this. Murphy said that he thought that there was a way that the two events could be combined so that both events would benefit. Stowe stated that it was not their intent to take away from Pumpkinfest. Roest stated that she did not agree with that the events could be combined. She stated that the crafters would not want to be located downtown, and that the bouncies would have to be placed on grass. Delaney suggested that the bouncies could be located in McHattie Park and perhaps the crafters could be put under a large tent with heaters. Roest said that she thought the event should stay at the middle school. She suggested that the board bring back the Summer Sizzle event and do a craft show downtown during the warmer weather. She also mentioned bringing back Gala Days. Roest finished by saying that events like Downtown Saturday Night do nothing for her business because she had too many people in her store to keep track of them.

Murphy remarked that the Fire Department, DPW and Police had done an excellent job on the event. He suggested that Fagin and Delaney work together to write a letter to the

c. **Ladies Night Out:** Stowe and Eldon reminded the board about the upcoming Ladies Night Out event that would be held the next day.

- d. **Brainstorming Session with Downtown Businesses:** Delaney stated that she would be having a wrap up meeting on Downtown Saturday Night on Friday morning at 10:00 a.m.

Board member Herzog excused herself at 9:20 a.m.

New Business:

1. **Loading Zone in Front of Hahn's Tae Kwan Do in the Wells Street Parking Lot:** Chang Soo and Amy Hahn of Hahn's Tae Kwan Do Academy introduced themselves to the board. They stated that they had children coming in and out of their building and would like to have a space lined off like the Lake Street Tavern has so they would have a safe place for children to be dropped off and walk up to their back door. They stated that they would like to have the spot directly in front of their door striped and turned into a loading zone. Roest mentioned that the spot that they were requesting once was a loading zone but the last time the lot was restriped it was lost. Fagin welcomed the Hahns and stated that the board was also working with the city to resolve the drainage issues at the back of their building.

The board discussed several options so resolve the Hahn's request. Fagin was in favor of restriping that entire row of parking spaces and making the loading zones smaller than a regular parking spots. Murphy stated that he thought they should just stripe off a parking space like they did for the Lake Street Tavern and that if the board was planning to seal and stripe the lot in the spring they could take care of it then.

Approval to resolve the drainage issues on the south side of the Wells Street Parking Lot and the loading request for the spot directly in front of Hahn's Tae Kwan Do Academy.

Motion by Eldon, supported by Grimes.

To approve the board to take action on the drainage issues around the sidewalk at the south side of the Wells Street parking lot, and to follow up on the request for a loading zone directly in front of Hahn's Taeo Kwan Do Academy.

Vote:

Motion Carried Unanimously

2. **By-Laws, P.A. Act 197 and the Bidding/Purchasing Process:** Copies of the by-laws and the portion of the City Charter that deals with purchasing were handed out. Delaney stated that she would follow up and get each board member a copy of P.A. 197 as well.
3. **Wells Street Parking Lot Improvements / Issues with Brick Sidewalk:** Fagin stated that they had already discussed this issue at length when responding to the Hahn's request. He stated that Murphy and DPW Superintendent Renwick along with himself would be working to determine the cause of the problem with the city engineer and keep the board aware of what they found out.
4. **Work Plans and Goals for 2010:** Delaney stated that she had included one of Farmington DDA's draft work plans. She asked the board to think about what they hoped to accomplish in 2010. She noted that she had included a brief list of ideas and that this list was included in the packet. Delaney noted that since Downtown Saturday Night, she had heard repeatedly that people would like

to see more events happening downtown. Fagin asked if this was something that the Chamber of Commerce could help with in the future. Stowe stated that they were already working on some new events like the upcoming Grub Crawl taking place next Wednesday. Delaney asked the board to think about 2010 goals before the next meeting.

5. Maintenance of the Trees in the DDA: Fagin stated that he thought the board needed to take action on some necessary tree trimming that must be done in the fall. He noted that the landscaper who did the project at the Veteran's Memorial noted that the maple trees needed to be shaped in the fall. Murphy asked for clarification on what exactly needed to be trimmed. Fagin stated that all of the streetscape trees needed to be trimmed and shape, in addition to the trees in the lot next to Crossroads Grille.

Fagin noted that the trees that had just been planted near the Veteran's Memorial lot appeared to have been trimmed. He asked Delaney to follow up with the property owner next to the lot to see if he had trimmed them.

Approval to gather three bids to have the streetscape trees, within the DDA, trimmed along with the trees in the north municipal lot on Pontiac Trail trimmed this fall, as well as to approve the lowest bid under \$1,000.

Motion by Childs, supported by Stowe.

To approve the gathering of three bids to have the streetscape trees, within the DDA, trimmed along with the trees in the north municipal lot on Pontiac Trail trimmed this fall, as well as to approve the lowest bid under \$1,000:

Vote:

Motion Carried Unanimously

6. Recap of Oakland County Main Street Training Workshops: (Tabled)

7. South Lyon/Lyon Township 3 Minute Film Festival: Delaney told the board about the film festival that was being planned by local resident Rich Perry. She noted that the festival was seeking sponsors and indicated that Perry's contact information was included in their packet.

8. Change of Meeting Time: The board discussed moving their meeting time from 9:00 a.m. to 8:30 a.m. because they needed more time to discuss agenda items.

Approval to change the meeting time of the Downtown Development Authority from 9:00 a.m. to 8:30 a.m.

Motion by Murphy, supported by Fagin.

To approve the changing of the meeting time of the Downtown Development Authority from 9:00 a.m. to 8:30 a.m.:

Vote:

Motion Carried Unanimously

9. Farmer's Market: Delaney noted that she had heard from many people that they would like to have a Farmer's Market downtown. Eldon, Childs and Cheryl Wickham expressed interest in getting involved in this, as did Fagin. Delaney said that she would follow up with the woman who had given the presentation about farmer's markets at this summer's Main Street Oakland County workshops and then call a meeting to proceed.

Adjournment:

Motion by Fagin, supported by Childs.

To adjourn meeting at 9:56 a.m.

Vote:

Motion Carried Unanimously

Gary Fagin, Chairperson

Kristen Delaney, Recording Secretary