

**City of South Lyon  
Downtown Development Authority Meeting  
January 13, 2011**

The meeting was called to order at 8:30 a.m.

**Present:** Rhonda Bifano, Gary Childs, Jan Eldon, Gary Fagin, Holly Gerdomb, Dave Grimes, Joe Repanshek, Susan Stowe and City Manager David Murphy.

**Absent:** Susan Stowe (excused)

**Also present:** Kristen Delaney, Director of Community and Economic Development for the City of South Lyon, John McCarter, John McCarter Construction, RoseAna Twitchell, Diane Roest of Diane's Dollhouse, Rick LaChance of Emma's Graphics.

**Approval of Minutes:**

Motion by Murphy, supported by Bifano.

To approve the Minutes for December 9, 2010.

**Vote:** **Motion Carried Unanimously**

**Approval of Agenda:**

Motion by Childs, supported by Gerdomb.

To approve the Agenda for January 13, 2011.

**Vote:** **Motion Carried Unanimously**

**Public Comment:** Lachance noted that the city's parking areas on the street were atrocious. He thinks they are filled up with snow and it's too difficult for people to park there. He stated that the city was taking too long to clear the spots. Murphy noted that the County was responsible for Pontiac Trail. Gerdomb stated that she was more concerned about property owners who do not clear their walks. LaChance agreed that was also a problem. However, she thought snow removal from the sidewalks was an issue of personal responsibility. Fagin said that the issue should be put on the maintenance schedule. He noted that there were legitimate concerns about this issue. Murphy said that he would talk to the DPW about trying to plow early so there would not be cars in the way. LaChance said that he would like the board to address the issue of street cleaning at a later meeting.

**Old Business:**

1. **Budget/Financial Report:** Bifano presented the budget spreadsheet. Murphy noted that everything was on track. There was a brief discussion about interest and how much the DDA earns from it.
2. **Committee Updates:**
  - a. **Design:**

- i. **MSU Small Town Design Initiative:** Fagin reminded the board that the next MSU meeting was coming up. He stated that so far, \$1,300 had been donated toward the study. Repanshek asked how the money had been solicited. Fagin said it was the result of a discussion at a fall DDA meeting. Board members had contributed most of the money. There was a discussion about the importance of getting grants after the study is completed and how Whitmore Lake is currently putting together a sign and façade program.
  
- b. **Marketing & Promotions:** There was a discussion about the list of events for 2011. The first Ladies Night Out will be Thursday, May 5<sup>th</sup> which also happens to be Cinco de Mayo. There was a discussion about whether or not the Chamber of Commerce planned to have a Downtown Saturday Night. If not, the Marketing and Promotions Committee was interested in doing one on Saturday, July 16<sup>th</sup>. There was a discussion about who would put on the beer tent. Murphy noted that there was considerable improvement in the Pumpkinfest beer tent. Eldon noted that she would like to go in that direction for the Downtown Saturday Night.

Eldon asked if there was interest in doing another Strolling the Streets. There was consensus that this event should happen again in 2011. This event will be discussed at a future meeting.

Roest stated that she would not be participating in Downtown Trick-or-Treat. She was not happy with the day that was chosen, she would be doing trick-or-treat on Halloween. Delaney noted that after some discussion, it was decided to hold Downtown Trick-or-Treat on the Thursday before Halloween. Ed Brown had suggested that a weekday would be more convenient for parents.

There was a lengthy discussion about Cool Yule and what the DDA's involvement in this event should be. Fagin stated that it could be discussed at a future meeting. Murphy noted that it needed to be discussed soon so the people planning it could start working on it. LaChance stated that he had been working with Scott Smith to do a run before the Cool Yule parade.

- c. **Farmers Market:** Delaney stated that the market would kick off on Wednesday, May 4<sup>th</sup> and would run through October. Planning is currently underway and applications will be ready soon.
  
- d. **Cool Yule:** Fagin noted that this topic had been covered under "Marketing and Promotions".

#### **New Business:**

**None.**

**Board Comments:** There was a discussion about the DDA website. Delaney noted that a committee had been formed, but that she needed direction from the board – she could find quotes for as little as \$700 and for \$5,000 and more. She asked for a range in what the DDA wanted to spend. McCarter noted that he had just gotten a new website and would send some information to Delaney. LaChance recommended they contact John Hicks.

Childs asked what had happened with the University of Michigan Study. Fagin noted that he had been completed and William Hundley had been in touch with the professor. He stated that he would follow up with Hundley.

Murphy stated as a follow up from the last meeting that the DDA had received a check for \$500 from the Chamber of Commerce as a partial reimbursement for the Downtown Saturday Night.

**Adjournment:**

Motion by Repanshek, supported by Eldon.

To adjourn meeting at 9:51 a.m.

**Vote:**

**Motion Carried Unanimously**

---

Gary Fagin, Chairperson

---

Kristen Delaney, Recording Secretary

DRAFT