City of South Lyon
Downtown Development Authority
Regular Meeting Minutes
November 13, 2014

The meeting was called to order by Chairperson Gerdom at 8:35 a.m.

Roll Call: Holly Gerdom, Vice Chair
Gene Carroll
Tracey Hill
Bill Jarratt
Marilyn Smith
Cheryl Wickham
Lynne Ladner, City Manager

Absent: Susan Stowe

Also Present: Kristen Delaney, City of South Lyon. Mary Novrocki, Market Manager, South Lyon Farmers Market.

Jarratt asked that the SAFETEA-LU Earmark be added to the agenda under "Old Business", Item #4.

MOTION TO APPROVE AGENDA AS AMENDED

To approve DDA Agenda for November 13, 2014 as amended.

Motion by Jarratt, supported by Smith.

To approve the Agenda as amended for November 13, 2014.

VOTE **MOTION CARRIED UNANIMOUSLY**

Gerdom noted that her title in the minutes should be amended to reflect her new position of Chair.

APPROVAL OF MINUTES AS AMENDED

Motion by Jarratt, supported by Wickham.

To approve the Minutes as amended for August 14, 2014.

VOTE **MOTION CARRIED UNANIMOUSLY**

COMMENTS FROM THE PUBLIC ON NON-AGENDA ITEMS

None.

NEW BUSINESS

1) **Prioritizing Downtown Projects/Potential Eagle Scout Projects:** There was a recap of the discussion from the previous meeting. Ideas were discussed at this meeting, but no official action was taken since there was not a quorum present. The following projects were discussed, and categorized as follows:

Public	Private
1) **North/South Municipal Parking Lots:** Landscape improvements and general cleanup in lot. Focus on decorative elements along Pontiac Trail. Create "entrances" from the sidewalks. Consider locating more seating there, especially in the north lot where the Farmers Market is located. 2) **Ground Planters:** Find, purchase and install decorative ground planters strategically along streetscape (space permitting). 3) **Improve Landscaping Along the Front of Wells Street Parking Lot:** Should mirror what is done along the front of the north/south municipal lots. 4) **Install Bollards at SW Corner of Pontiac Trail and 10 Mile:** to prevent vehicles from driving over the curb onto Pontiac Trail. 5) **Crosswalk in Front of SL Hotel:** Exact project TBD. Need something to make this crosswalk safer for pedestrians and more visible to motorists. 6) **Whipple Street Lot:** Not located in the DDA, however, would like to incorporate similar decorative elements and landscaping along the sidewalk, similar to what is in the DDA district along north/south municipal lots. Possible new signage that closely mirrors DDA signage. 7) **Over-the-Road Banner:** Research locations and most inexpensive way to locate over the road banners in 2, highly-visible locations along Pontiac Trail.	1) **Heinanen Engineering:** Improvements and/or landscape to paved over area in the front yard. 2) **Jarratt Lot:** Improvements and/or landscape to vacant lot next to Auriel Jewelry Design. 3) **Norm's Corner:** Improvements and/or landscape to the SW corner of Pontiac Trail and 10 Mile.

Jarratt commented that South Lyon has the narrowest sidewalks he has ever seen. He stated that widening the sidewalks would make downtown more pedestrian friendly.

Ladner left the meeting at 9:45 a.m.

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2) **DDA Board Vacancy:** There was a discussion about potential candidates for the current vacancy on the DDA board. Board members were encouraged to invite fellow business owners to submit an application or letter of interest.

3) **Inviting City Council to DDA Members:** Jarratt stated that the thought there needed to be more communication between the City Council and the DDA. He talked about inviting Council members to DDA meetings or making a presentation to Council. Gerdom stated that she thought the bigger issue was that the DDA needs to decide what it wants to do and then communicate that with the Council. She noted that they have been supportive of past DDA projects.

OLD BUSINESS

1) **Wells Street Parking Lot – Landscaped Island Maintenance & Plantings:** No update.

2) **Committee Updates:**

   a. **Design** None.

   b. **Marketing & Promotions** None.

      i. **Ladies Night Out 2015** None.

      ii. **Downtown Trick-or-Treat 2014 Wrap Up:** Comments from Sue Stowe and Chief Kennedy were reviewed. There was consensus that the road closure was a good move. Kennedy would recommend for 2015 closing the road at 6 pm and starting the event at the same time. Stowe had sent an e-mail to Delaney after the event. Delaney read it, noting that Stowe recommended the times could be scaled back by a ½ hour next year. She suggested having the event from 6:00 p.m. – 7:30 p.m.

      Smith stated that it might be helpful to let other business owners know how much candy they should expect to have on hand. Some were confused about that.

      There was a general discussion about adding to the event by offering some other features like the Lord of the Gord or approaching businesses and churches outside of the DDA to set up and hand out candy.

      iii. **Other 2015 Events – i.e. Blues, Brews & Brats** None.

   c. **Farmers Market:** Novrocki gave an overview of the 2014 Farmers Market. She passed out several spreadsheets to give the DDA board members an update on the market's finances. Novrocki stated that there were several purchases that she would like to make in the coming year, including renewing their MIFMA membership at a cost of $250 per year. Novrocki stated that she needed to work with the City Attorney to review and finalize her

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contract. There was a discussion about having a substitute Market Manager and whether or not that person would also need a contract.

There was a discussion about over $6,000 from the previous year (2013) and where that money was. Novrocki stated that she would follow up on that question and get back to the board.

3) **SAFETEA-LU Earmark:** Jarratt presented some documents that he had found in regards to the earmarked money. He stated that there was approximately $90,000 available and a required 20% match. There was a discussion about the parameters of the grant and exactly what the money could be spent on.

TABLED ITEMS

None.

BOARD MEMBER COMMENTS

None.

ADJOURNMENT

Motion by Jarratt, supported by Wickham.

To adjourn the November 13, 2014 board meeting at 10:35 a.m.

VOTE **MOTION CARRIED UNANIMOUSLY**

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Holly Gerdom, Chairperson Kristen Delaney, Recording Secretary

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