

**City of South Lyon
Downtown Development Authority
Regular Meeting Minutes
December 11, 2014**

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

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

Absent: Tracy Hill, Treasurer
Susan Stowe, Secretary
Cheryl Wickham

Also Present: Kristen Delaney, City of South Lyon.

Delaney stated that the board had received an e-mail from Mary Novrocki, Farmers Market Manager, with an update on the finances of the market and a request for several purchases. One of those purchases is on the agenda for today, the others require documentation in order to be considered. She noted that Novrocki had also request a raise for the 2015 season and asked if the board would like to add that item to the agenda.

MOTION TO APPROVE AGENDA AS AMENDED

To approve DDA Agenda for December 11, 2014 as amended, to include under “Old Business, Item C., ii. Market Manager Pay Raise”.

Motion by Smith, supported by Ladner.

To approve the Agenda as presented for December 11, 2014.

VOTE

MOTION CARRIED UNANIMOUSLY

Gerdom noted that her title in the minutes should be amended to reflect her new position of Chair. Jarratt stated that his comments regarding the SAFETEA-LU Earmark should be amended to reflecting that the money available is \$100,000, not \$90,000 and the match is not 20%, it is \$25,000.

APPROVAL OF MINUTES AS AMENDED

Motion by Carroll, supported by Smith.

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 lengthy conversation about potential projects discussed at the last meeting. There was consensus that the most feasible projects should be \$3,000 or less.

Gerdom noted that she would like to talk to Bob Martin and see if he has any ideas for banner locations. Ladner stated that she would follow up with Martin after leaf collection was over. She also noted that she would like to speak to Mike Darga about this so he can give input on potential locations.

Ladner stated that she and Martin were also working on getting light to the Whipple Street parking lot, an issue they had noticed at the last Blues, Brews and Brats event.

In regards to improvements at the four corners, Ladner stated that she has started working with the Road Commission to get information on what they would allow in terms of walls and/or seating areas. There was discussion about an elevated planter with seating that could be used throughout the DDA district.

There was a discussion of how SAFETEA-LU funds could be spent on these projects. Jarratt stated that as he understood it, there was some flexibility on where the money was spent. Gerdom noted that this issue was on the agenda and could be discussed later.

Ground/moveable planters were also discussed. Jarratt stated they had been done in the past and did not work well. Smith stated that she thought the issue was more with their placement and their size.

The following projects were discussed, and categorized as follows:

Public	Private
<ul style="list-style-type: none"> 1) Over-the-Road Banner: Research locations and most inexpensive way to locate over the road banners in 2, highly-visible locations along Pontiac Trail. 2) Improvements at SW Corner of Pontiac Trail and 10 Mile: to prevent vehicles from driving over the curb onto Pontiac Trail and beautify the corner. 3) North/South Municipal Parking Lots: Landscape improvements and general cleanup in lot. Focus on decorative 	<ul style="list-style-type: none"> 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.

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.

- 4) **Ground Planters:** Find, purchase and install decorative ground planters strategically along streetscape (space permitting).
- 5) **Improve Landscaping Along the Front of Wells Street Parking Lot:** Should mirror what is done along the front of the north/south municipal lots.
- 6) **Crosswalk in Front of SL Hotel:** Exact project TBD. Need something to make this crosswalk safer for pedestrians and more visible to motorists.
- 7) **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.

- 2) **DDA Board Vacancy:** No business owners have approached Ladner with interest in joining the board. There was a discussion about ways to reach out to potential board members.
- 3) **DDA By-Laws:** The Board reviewed the by-laws in their packets. Carroll suggested bringing back any revisions or additions to the January meeting.

OLD BUSINESS

1) Committee Updates:

a. **Design** None.

b. **Marketing & Promotions** None.

i. **Other 2015 Events – i.e. Blues, Brews & Brats, Ladies Night Out 2015:** Gerdom noted that Wickham was going to research what dates other communities are having their nights on.

c. **Farmers Market:**

- i. **Requested Purchase: Michigan Farmers Market Association Membership for \$250:** Delaney stated that there was an invoice included in their packet for this membership.

APPROVAL OF EXPENDITURE OF AN AMOUNT NOT TO EXCEED \$250 FOR MICHIGAN FARMERS MARKET ASSOCIATION (MIFMA) MEMBERSHIP

Motion by Smith, supported by Ladner.

To approve the expenditure of not more than \$250 for a MIFMA membership.

VOTE

MOTION CARRIED UNANIMOUSLY

ii. **Market Manager Pay Raise:** Carroll stated that he was very happy with the job that Novrocki had done. He noted that she currently makes \$10 an hour. He thinks that a raise to the requested \$12.50 an hour is fair. Gerdom agreed. Carroll stated that Novrocki does an excellent job and deserves their support.

APPROVAL OF PAY RAISE FOR MARKET MANAGER POSITION

Motion by Carroll, supported by Smith.

To approve the pay raise for the Market Manager position from \$10/hour to \$12.50/hour.

VOTE

MOTION CARRIED UNANIMOUSLY

- 2) **SAFETEA-LU Earmark:** Ladner stated that she is currently in discussions with Hubbell Roth & Clark (HRC) and MDOT. There was a lengthy discussion about how the money could be spent in terms of the projects discussed earlier.

TABLED ITEMS

None.

BOARD MEMBER COMMENTS

Carroll stated that he had looked into solutions for the dumpster enclosure in the Wells Street parking lot. Many of his clients use a steel gate, which is much more expensive than the proposed chainlink/plastic gate proposed. Carroll stated that he thinks that a good compromise would be to re-do the wood slat front gate.

There was a discussion about the ongoing issues with the dumpsters in the lot. Someone or multiple groups are leaving garbage outside the dumpster.

ADJOURNMENT

Motion by Smith, supported by Ladner.

To adjourn the December 17, 2014 board meeting at 9:51 a.m.

VOTE

MOTION CARRIED UNANIMOUSLY

Holly Gerdomb, Chairperson

Kristen Delaney, Recording Secretary

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