

**City of South Lyon
Downtown Development Authority Meeting
March 11, 2010**

The meeting was called to order at 8:43 a.m.

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

Absent: Gary Childs (excused).

Also present: Kristen Delaney, Director of Community and Economic Development for the City of South Lyon, John McCarter of McCarter Construction, Ed Brown of Browns Root Beer and Sandwich Shop.

Approval of Minutes:

Motion by Stowe, supported by Murphy.

To approve the Minutes for February 11, 2010.

Vote: **Motion Carried Unanimously**

Approval of Agenda as Amended:

Motion by Murphy, supported by Repanshek.

To approve agenda for March 11, 2010.

Vote: **Motion Carried Unanimously**

Public Comment: Ed Brown told the board about the 50 year anniversary party planned for June 27, 2010.

Old Business:

- 1. Review of the Landscape Contract:** Chairperson Fagin asked that this topic be tabled for the time being. He stated that he was working with the Design Committee to see if these maintenance tasks could be handled by volunteers in conjunction with the DPW. Delaney stated that if they would like to put the contract out to bid, she would need to know in two weeks. Fagin said that it would be not be a problem, because the Design Committee was meeting next Wednesday and the decision could be made then.

Murphy noted that the Design Committee needed to get a list the locations where they would like to have streetscape trees replaced.

- 2. Marketing & Promotions Update:** Stowe and Eldon gave the board an update on the committee's activities. They noted that there was a Ladies Night scheduled for Thursday, March 25th and another one scheduled for June 24th. They noted that the committee would be

meeting this Friday and that they would be discussing cooperative advertising campaigns and upcoming events.

Eldon gave the board an update on planning for the two Downtown Saturday Nights scheduled for May 15th and July 24th. She noted that Corry Bala had been a really big help in planning these events.

New Business:

- 1. Recap of Main Street Workshops:** Stowe and Eldon gave a brief recap of the workshop that they attended in Franklin. Stowe said that it had been extremely beneficial, and that both the Rochester and Ferndale DDA Directors had been a great resource. There was some discussion of Rochester's Big Bright Light Show and the promotional magazine that the DDA mails. There was some discussion about doing a scaled down version for the DDA.
- 2. Budget:** Murphy went over the fiscal year 2010-2011 budget with the board. He reviewed the various line items and explained what each line covered. There was some discussion over who should be responsible for the drainage situation in the Wells Street Parking Lot. The commission made recommendations for the amount of money that they would like to see budgeted for each line item, based on their plan for the upcoming year. Murphy stated that he would make the changes and present them with an updated draft budget at the April meeting.
- 3. DDA Plan (Legal Statement):** There was some discussion of the necessity of having a TIF plan in order to justify capture of taxes. It was noted that this had been done in the past when the DDA was formed but probably needed to be revisited and updated.
- 4. Regular Meeting Times:** Chairperson Fagin brought up the idea of having shorter meetings. There was a consensus that the board needed a full hour and a half to discuss all of the items on a typical agenda.
- 5. Projects in Ranking:** The board discussed some projects that needed to be completed in the upcoming year. There was general agreement to go back and review the work plan that Delaney had created in December 2009 to refine the list.

Board Comments: Fagin stated that he was in the process of getting three quotes for each of the jobs that needed to be completed in the Wells Street Parking Lot. Delaney talked about the two quotes that had been included in each of the board member's packets. She stated that she would like to get moving on creating a DDA website. She stated that both of these estimates were under \$700 for creation and hosting, with Accunet being around \$400.

John McCarter introduced himself. He stated that he didn't think that the projects of the DDA or the purpose of the DDA were very well publicized. He urged the board to let residents and business owners know about their plans and to promote themselves more. He stated that he was glad that he attended the meeting, and would like to get involved with the DDA.

Vote:

Motion Carried Unanimously

Adjournment:

Motion by Repanshek, supported by Murphy.

To adjourn meeting at 9:55 a.m.

Vote:

Motion Carried Unanimously

Gary Fagin, Chairperson

Kristen Delaney, Recording Secretary