

**City of South Lyon  
Downtown Development Authority Meeting –  
Joint Meeting with the Chamber of Commerce for the South Lyon Area  
November 10, 2011**

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

**Present:** Gary Childs, Gary Fagin, Holly Gerdom, Dave Grimes, Mary Poole, Joe Repanshek, City Manager David Murphy.

**Absent:** Rhonda Bifano, Susan Stowe (both excused).

**Also present:** Kristen Delaney, Director of Community and Economic Development for the City of South Lyon, Marilyn Smith (South Lyon Resale Shop), Diane Roest (Diane's Doll House), RoseAna Twitchell (South Lyon Farmers Market), Kim Thompson (Executive Director, Chamber of Commerce), Bob Langan (River Bank Golf Course), Sharone McPherson (Craft Worx).

**Approval of Minutes:**

Motion by Gerdom, supported by Repanshek.

To approve the Minutes for October 13, 2011.

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

**Amend Agenda:**

Motion by Repanshek, supported by Gerdom.

To amend the Agenda for November 10, 2011 to discuss New Business first and to include the Michigan Sculpture Initiative as New Business Item 2.

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

**Approval of Agenda as Amended:**

Motion by Murphy, supported by Gerdom.

To approve the Agenda as Amended for November 10, 2011.

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

**Public Comment:** Sharone McPherson introduced herself. She and her husband Sean recently purchased the building at 134 E. Lake Street, formerly known as Bella Luna. They have lived in South Lyon for six years and are eager to be part of downtown. Their business will offer arts and crafts supplies and classes. Their hope is to be open in December. The Board welcomed her.

**New Business:**

**1. Conversation with Chamber of Commerce for the South Lyon Area about 2012 Events:**

Fagin welcomed the Chamber of Commerce Board Members in attendance. There was a discussion about the purpose of this meeting and the need for the two groups to work together.

There was a lengthy discussion about jointly funding a summer event in downtown South Lyon. Delaney noted that the hope was to hire an event planner and have them handle all the details, rather than relying on a volunteer committee. There was discussion about having an event in mid-July involving bands, food and possibly classic cars. Delaney noted that an event would cost between \$10,000 and \$15,000. Perhaps the event could be funded through donations from the DDA, Chamber and sponsorships?

Langan noted that he had reservations about a joint venture. Gerdom said that she thought it was important for the DDA and Chamber to work together. She suggested a representative from each group work together on some preliminary plans and a RFQ for an event planner. Poole and Thompson volunteered to work on this.

There was a discussion of the Pub Crawl. Many would like to see this event return. There was further discussion about providing transportation for the event. The tentative plan is to hold this event in April.

Thompson discussed doing something like statues on parade, and have both South Lyon and Lyon Township participate.

Delaney brought up the possibility of expanding the downtown trick-or-treat event. Several business owners had brought up the idea of closing the streets and involving more activities.

There was a discussion of Cool Yule. Delaney thanked the Chamber for their support of the parade.

Murphy brought up the idea of doing more after hours mixers. He commented that not everyone can make the morning meetings.

Poole said that she would like to organize weekly car shows during the summer, possibly on Wednesdays. Roest noted that there used to be events held in McHattie Park. They were very nice but expensive to put on. Repanshek talked about fund raising, could the Chamber or the DDA do something similar to Brighton's Big Moola Ball? He talked about the need for a gala event to raise money. There was discussion about the Taste & Business Expo that had been held in previous years. It had cost the Chamber money so it was discontinued.

To wrap up the conversation, Thompson and Poole stated that they would get together and draw up an RFQ for event planners and discuss events. Fagin thanked Chamber Board Members for attending the meeting and stated that the DDA looked forward to working with them.

**2. Midwest Sculpture Initiative:** Delaney gave an overview of the MSI. She had seen the MSI's display in Hastings, Michigan recently. She researched the group and found out that the City of South Lyon could participate. She explained the process and the cost. She noted that if the DDA would like to participate they would need to send in a letter of intent by Friday, November 11.

**Participate in the Midwest Sculpture Initiative's 2012 Season:**

Motion by Childs, supported by Poole.

To send a letter of intent to the Midwest Sculpture Initiative and to participate in the 2012 season:

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

**Old Business:**

**1. Budget / Financial Report:** Bifano was absent, so there was no financial information to review.

**2. Committee Updates:**

**a. Design:** Fagin stated that the design committee had not met in a while. He would set a date to meet so they can start working on the MSU findings.

**b. Marketing & Promotions:**

**i. Ladies Night Out Holiday Preview – Thursday, November 17th from 5-9 pm:**

Delaney gave a quick update on the progress of the event.

**ii. Downtown Trick or Treat Recap:** Delaney gave an overview of the event. Participation was up from last year. There was a discussion about how to signify that a business is participating. There was a suggestion to make a general sign that businesses could put up that does not list all the businesses. This information could be on Facebook and the website instead.

**c. Farmers Market**

**i. Approval of Expenses**

**1. Reimburse Kristen Delaney \$68.40 for Farmers Market Wrap Up Breakfast**

**Approval of Reimbursement:**

Motion by Poole, supported by Repanshek.

To approve reimbursement to Kristen Delaney in the amount of \$68.40 for the Farmers Market Wrap Up Breakfast out of the Farmers Market Sponsorship funds.

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

**2. Request to Spend Not More Than \$50 Purchasing Pizza for DPW**

**Approval of Expenditure:**

Motion by Poole, supported by Repanshek.

To approve the expenditure of not more than \$50.00 to purchase pizza for the DPW out of the Farmers Market Sponsorship funds.

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

There was a discussion on giving the Farmers Market Committee the ability to spend funds within a certain amount.

**3. Flower Basket Quote from Landscape Design & Associates LLC:** Murphy stated that his quote to have a vocational school do the flower baskets came in at well over twice the amount that was quoted by the company in Howell. Fagin brought up the idea of replacing the current flower baskets because the planting was so time consuming. There was also a discussion about replacing the flag holders. Murphy stated he would find out where the VFW is at with this. The cost to replace them is around \$200 each but they are supposed to last 10-15 years.

**4. Snow Removal – Obtaining Quotes:** No discussion.

**Board Comments:** None.

**Adjournment:**

Motion by Childs, supported by Poole.

To adjourn meeting at 9:55 a.m.

**Vote:**

**Motion Carried Unanimously**

---

Gary Fagin, Chairperson

---

Kristen Delaney, Recording Secretary