**City of South Lyon**

**Downtown Development Authority Agenda**

**Call to Order**

**Roll Call**

**Approval of the January 14, 2016 Agenda**

Agenda approval - add to new business banners for BBB from chamber Add discussion on 390 Lafayette Add discussion on Oakland County Main Street

Motion to approve amended gene, Tracy – motion passed

**Approval of the November 12, 2015 Minutes**

Request to amend minutes to correctly state the motion for the revised contract

Motion on amended minutes - Jenny, Abe – motion passed

**Citizen Comments –**

Karl Richards crossed a line, over the holidays he has been getting thoughts on the planning commission, all the people he spoke to had a complaint about the DDA, administration, etc. mentioned complaint form from city hall, what ever the DDA does at least show up at council to tell people what we are doing, put out a newsletter, hope to. Be positive influence on group

New Business

1. **Discussion: Develop DDA calendar of events with deadlines related to requests for City Assistance, advertising, etc.**

DDA calendar - felt last year we were playing catch up so we don't scramble to catch up. Get things that we always do scheduled now, so DDA not excluded from downtown events

Marilyn gets requests for ladies nights, Holly - Jan and Feb usually nothing, done . BBB August 6, Pumpkinfest Sept 23-25 Downtown trick or treat Oct 27 Cool Yule Dec 3

Might be nice to tie Ladies night with the car shows, Graduation is June 11

Might be nice try to do a Cinco de Mayo ladies night, have restaurants and bars do specials to combine with the retail specials.

Try to do something to tie into Small business Saturday, used to be promoted heavily on Facebook site,

Try a ladies night before school – consensus everyone is too busy with end of summer vacations etc. it would be better to try to do one in Oct or earlier Sept. RoseAna attended an event in. Brighton before thanksgiving as a kickoff to the holiday shopping season might be something to try.

How about tie something in and try and do one night market, food truck rally, add it as a craft market for Christmas? Wixom does something similar with heated tents, ice carvings, crafts, chili cook off. It was suggested some of those ideas might be better to tie into cool Yule,

Bruce mentioned that many vendors want market 2 days a week and a night this is something for discussion when we get to the Farmer’s Market on the agenda.

Do a ladies night on Oct 6th or 13th is it possible to do some sort of marketing for both events

13th better because of the car shows. The question was asked does it have to be a ladies night or can it be a twilight event and couple with farmer's market? It was discussed to launch the farmer’s market may 5th with the ladies night which would be two days before the first Saturday market.

Easter egg hunt March 26th due to early Easter

Have Bruce do a market tent to participate in trick or treat

There was a general consensus that we need to have all the events on council agenda early, get them on the city calendar now and send out calendar of events to all downtown business.

Consider creation of sub-committees responsible for DDA sponsored events - Cool Yule - Jenny

Ladies Night – Tracy, Marilyn and RoseAna, Trick or treat - Abe

1. **Discussion: Evening meeting to meet with local organizations for input and help with ideas related to the Downtown.**

Evening meeting - projects need to be done downtown, are we looking for ideas or for people to sign up, we could have a form.

Create a list of opportunities, need to get the council on our side, need a clear vision for the DDA then have an evening meeting and invite different groups such as the scouts to get them involved in improving the downtown. Try to get the post office to agree to a mural on the building face along along Pontiac Trail.

Abe would like to see the DDA agreement with Oakland County. Discussion of the board is that they would like to see the DDA revenue and expenses in their monthly packet. Does the DDA have cash reserves, could we use some of the reserves to get items for downtown, right now the DDA has no financial vision

The board would like Lori the city bookkeeper to present an analysis so the board can develop a basic understanding of their finances. The board would like a copy of current financials before the February board.

Gene wants to have a visioning meeting, and has a copy of the UofM study that was completed several years ago with a list of projects for improving the downtown. We need to revisit this study.

The board discussed the Oakland County Mainstreet program as something that DDA is interested in participating in.

1. **Cool Yule Recap and wrap-up**

The board read the recap provided by Kathy Swan and had discussion about whether they want to participate as the title sponsor again for 2016.

Do we want to make a motion to sponsor Cool Yule - Abe, Jenny – motion passed

DDA needs to do more to make sure the DDA/Downtown is more involved

1. **Consider approval of banners for the BBB event request from the Chamber**

BBB banners - request from chamber, policy says 12 and three weeks before and down a week later

Motion for Lynne Marilyn – Motion passed

1. Discussion regarding the Oakland County Main Street program

Discussed under item #2

**Old Business**

1. Crosswalk Striping - Recived update letter from Bob Martin, the weather became too cold to finish the striping we are the first priority for the contracted company come spring
2. Over the Road Banner – the prototype banner bracket will not work at the selected location. The board directed Manager Ladner to speak to Superb Fabricating about other ideas. The board feels that getting this capability is a priority.
3. Committee Updates:
   1. Marketing & Promotions
      1. Discussion regarding updating improving/increasing holiday decorations in Downtown

Members think we could do a better job of decorating, and updating, look into the possibility of using the SAFETY-LUE grant pay to get electricity to the downtown trees.

* 1. Farmers Market

Bruce here, lot like to do, some depends on food trucks, talking to additional vendors, too many vendors just showed up when they want to didn’t adhere to contract. Marilyn suggested the DDA meet with the planning commission regarding the food truck issue.

Bruce - wants new musicians and other entertainment, will include the schools for entertainment

For the Pumpkinfest tent nothing has been accounted for in the cost of the tent for farmers market May need to have market purchase a tent, if can be found for the rental cost each year.

Lynne needs to get Bruce the contract to sign

With the resignation of Holly from the board Marilyn nominated Gene for chair, second Tracy - motion approved

Adjourn Gene, Jenny motion passed, end 10:45