

**CHARTER TOWNSHIP OF LYON
DOWNTOWN DEVELOPMENT AUTHORITY (DDA)**

MEETING MINUTES

TUESDAY, DECEMBER 8, 2009

Chairman Jay Howie called the meeting to order at 7:00 p.m.

Members present included John Bell, Jay Howie, Tim Miner, Mark Mitra, Troy Powe, Bryan Wallace, Tamra Ward, Lannie Young

DDA member Vince DeAngelis was absent.

Also present Chris Doozan, Interim DDA Director, Phil Seymour, Township Attorney, Eric Lord, Township Engineer, Dean Hay, McKenna Associates, Stefan Kogler, See Say & Do, Jeff Lanier, SME, John Hicks, Lyon Township Trustee and 2 guests.

Public Discussion- non-agenda items. No discussion

Approval of Agenda. Tamra Ward made a motion to approve the agenda with the addition of discussion about revising the Development Plan to include priorities from the Lyon Center Vision Plan. Troy Powe offered support for the motion, which was approved unanimously.

Approval of Prior Meeting Minutes: *Tuesday, November 10, 2009.*

Troy Powe made a motion to approve the meeting minutes of Tuesday, November 10, 2009. Tamra Ward offered support for the motion, which was approved unanimously.

Chris Doozan requested of behalf of Dean Hay that the revised Landscape Plan for the Northeast Roundabout be added to the agenda.

Tamra Ward made a motion to amend her motion to accept the newly amended agenda. Troy Powe offered support for the motion, which was approved unanimously.

Committee Reports

Organization – Lannie Young

Monthly Update

Lannie Young reported that he has no update due to it being a very hectic month.

Lannie Young expressed his belief that the calendar is a great idea and a great aide in what the DDA is working on accomplishing at the present time.

Discussion took place regarding the content and also the places of distribution.

John Bell made a motion to accept the proposal to proceed with ordering 7,500 Lyon Township 2010 Calendars the cost not to exceed \$15,000.00. Mark Mitra offered support for the motion.

Roll call: Ayes: John Bell, Jay Howie, Lannie Young, Tamra Ward, Troy Powe. Tim Miner, Mark Mitra, Bryan Wallace

Nays: None

Absent: Vince DeAngelis

Motion carried

Stefan Kogler stated that a signage proposal assignment was directed toward him and he has not done any digital movement because prior to coming to the DDA with numbers a survey is necessary to see what the needs are.

Mr. Kogler requested approval to start that phase and will then come back with a budget.

Lannie Young asked if the positioning of the signs, the type and where people will be directed to go isn't part of the comprehensive design along with the streetscape.

Mr. Young asked if Mr. Kogler would like this supplied to him and then the actual design would be his responsibility.

Mr. Kogler suggested that he would hold his proposal until the needs are identified.

Jay Howie stated that he believes it is important to start with signage on the outside of the community to establish identity.

Lannie Young believes that a workshop with a few people, laying out the entire township, identifying the gateways and discussing what type of signs to have is in order.

Mark Mitra bought up the fact that there is still controversy about what we will eventually be called, examples being Lyon Township, Lyon Crossing or New Hudson and the importance of making this decision.

Lannie Young responded that he understands the importance of this and the DDA as leaders are going to have to step up and make that decision and it is his belief that we are 95% there.

Tamra Ward stated that she thought that what came out of the vision plan was Lyon Township with the New Hudson Business District.

Lannie Young suggested that the placement of signage includes both planning and marketing and therefore McKenna Associates and Stefan Kogler should be working together.

The DDA decided that Chris Doozan and Stefan Kogler should get together to decide what is in the scope of their contract regarding signage and will bring information regarding this back to the January meeting of the DDA.

Stefan Kogler presented samples of stationary and business cards and suggested doing a short run on seed paper so that it is not just thrown away.

Mr. Kogler then explained that the first step of the communication plan is approval to start on the web initiative. He presented his proposal and emphasized the importance of having a strong destination for people to find you.

He then gave an explanation of the website and responded to Jay Howie that it would be up and running in about three months.

Mark Mitra stated that if we were to proceed with a website at this time he would like to see some competitive bids.

Lannie Young responded that when you put something out for bid someone has to write the specs and looking at this proposal it would be a monumental job to put a bid package together.

Jay Howie stated that we are talking about putting signs up and he would like to see all of this come together at the same time.

Troy Powe noted that we don't have Giffels or McKenna re-bid their services and we have hired Stefan to provide his marketing ideas to us and he accepts him 100%. Mr. Powe also believes we are about two years behind at this point in time.

Stefan Kogler explained that the web presence is a marketing piece and it is branding and messaging and it needs to be consistent with that.

Lannie Young made a motion to move forward with the website redesign phase one and two as proposed in the documents provided, for a total fee of \$47,000.00. Tim Miner offered support for the motion.

Roll call: Ayes: Jay Howie, Lannie Young, Tim Miner, John Bell, Bryan Wallace, Tamra Ward, Troy Powe

Nays: Mark Mitra

Absent: Vince DeAngelis

Motion carried

See Say and Do contract renewal tabled.

Update of NE ring road and roundabout project

Eric Lord stated that the project is substantially complete and the remainder of the road should be open to the public on Wednesday.

Mr. Lord explained that construction on the project is complete. The hang up has been with the RCOC accepting the road and accepting the right of way. Discussion has taken place between the RCOC and the DNR regarding the road crossing the Huron Valley Trail and the RCOC is nearing that acceptance point now.

Mr. Lord also stated that the trailway crossing lights would be going up on Thursday.

Update on appraisals and land purchases

Phil Seymour reported that they closed on both the Lamb and Pietrandrea property and he has a meeting scheduled with Lyon Commons, Pendleton Park.

Status Report regarding Grand River Streetscape.

John Bell stated that Eric Lord will be presenting information on aerial photos and Courtney Piotrowski will be putting something together on the streetscape when the aerials are completed.

Jeff Lanier of SME reported that they have completed eight (8) borings along the strip and the encouraging news is there is only a small area of environmental impact in the intersection, which was no surprise.

Mr. Lanier stated that the ground water is down 15 feet and so it will be well below the sewer in that area and there should be no worry about de-watering.

Eric Lord explained what the results of these borings would mean to them and the sewer project and informed the DDA that there are 2 more days of borings to be completed.

Aerial Photo & Parcel Boundaries Proposal

Eric Lord stated that he was asked to look into aerial flight mapping of the Grand River corridor and the downtown business district.

Mr. Lord explained that we will get an aerial photograph of the identified areas that are chosen. Then a survey crew sets coordinate points around the area and from this an AutoCad drawing is produced. It will have line work for the buildings, roads, signs, manholes and this will be used as a base file.

Mr. Hay stated that what he is looking for is approval so that he can move ahead with the bid package. The schedule for upcoming work is as follows: the bid documents will be ready for the next meeting, the bid package will go out in January, contracts will be signed in mid-March, and the start date will be in April.

Troy Powe made as motion to approve \$3000.00 payable to McKenna Associates to prepare a bid package for the Northeast Roundabout Landscape project. Tim Miner offered support for the motion.

Roll call: Ayes: Tamra Ward, Tim Miner, John Bell, Mark Mitra, Troy Powe, Jay Howie, Lannie Young, Bryan Wallace

Nays: None

Absent: Vince DeAngelis

Motion carried

Economic Restructuring – Mark Mitra

Monthly Update

Mark Mitra stated that a meeting was held on December 4th and they spent time discussing the overall scope of their responsibilities along with the vision of what to accomplish.

Mr. Mitra continued that the idea of a day trip to see what other communities are doing is being suggested with a recommendation that McKenna come up with an agenda and a price of what a trip of this nature would cost.

The committee also feels it would be beneficial to invite knowledgeable developers to sit down and give their opinion and input on the streetscape.

Mr. Mitra reported that they also had discussion about signage visibility, confusion between the City of South Lyon and the Township and also the possibility of the business and the township creating signage together to make people aware of where Lyon Township is.

Committee Vision Plan Implementation Responsibilities Chart

John Bell presented copies of the responsibility chart and asked if the members agree that items on the plan are within the responsibility of the assigned committees and that the items are prioritized properly.

Tamra Ward questioned the Awareness of the Benefits of the Green Building Standards falling under the Promotion Committee and Joh Bell stated that they will revisit that item.

The remainder of the chart appeared to be acceptable to the DDA.

