

Charter Township of Lyon

**Downtown Development Authority
And Development Council**

Tuesday June 12, 2012

Meeting Minutes

Chairman Jay Howie called the meeting to order at 7:02 p.m.

Members Present: Vince DeAngelis
Tamra Ward
Lannie Young
Bryan Wallace
Jay Howie
Tim Miner
Mark Mitra
Mark Szerlag
John Bell

Also Present: Michelle Aniol, DDA Administrator/Economic Development Coordinator,
Chris Doozan/McKenna Associates, Township Planner, Leslie
Zawada/CES, Township Engineer, Nikki Jeffries/Giffels-Webster,
Township Engineer, Matthew Quinn/Gabe, Quinn & Seymour, Township
Attorney

Four (4) Guests

3. Public Discussion, non agenda items. No Items discussed.

4. Approval of Prior Meeting Minutes

Tamra Ward made a motion to approve the minutes of the Regular Meeting held on Tuesday, May 8, 2012 as submitted. John Bell offered support for the motion, which was approved unanimously.

5. Approval of Consent Agenda

Mark Mitra made a motion to add the following invoices to the consent agenda, Observer/Eccentric Hometown Weekly/Kite Festival advertising for \$4,065.00, McKenna Associates, Prof. Planning Services for \$200.00, AMVETS Post 2006, Kite Festival Color Guard for \$50.00, Civil Air Patrol, Kite Festival Parking & Security for \$100.00. Mark Szerlag offered support for the motion, which was approved unanimously.

Bryan Wallace made a motion to approve the consent agenda as amended with the additional items added. Tamra Ward offered support for the motion, which was approved unanimously by roll call vote.

Roll call: Ayes: Mark Szerlag, John Bell, Mark Mitra, Vince DeAngelis, Bryan Wallace, Tamra Ward, Tim Miner, Jay Howie, Lannie Young
Nays: None
Absent: None

6. Approval of Agenda

Lannie Young made a motion to approve the agenda with the addition of a Closed Session for a Property Purchase Discussion, Street Tree Maintenance, 3 Minutes in Lyon Film Festival Report, Sinacori Landscape Repair Estimate and the Farmers Market Sign. Mark Szerlag offered support for the motion, which was approved unanimously.

7. Presentation:

A. Training of new laptops for meetings.

Lannie Young stated that laptops have been provided for the monthly meetings held in the Township Hall. Although it seems like everyone is comfortable with the use of them if there are any questions regarding their use Mr. Young will be happy to assist.

B. Modern Content – Social Content Broadcasting Driving Traffic

John Ivers of Modern Content gave a presentation on social media broadcasting and provided an explanation of what his company can provide the Township and the DDA, along with visual materials to help better understand the benefits. Mr. Howie explained that Modern Content developed a social media publishing platform for the Township website at no cost to the Township or DDA, and Mr. Ivers will continue to livestream social content on the Township website for the next month and monitor the site, at no charge. The Board questioned the cost for such a serve after the trial period and Mr. Ivers stated it would be about \$1,200/month. The Board took no action, but consensus was to determine the value of this service and make a decision as to what the next step will be.

The Board then engaged in a discussion regarding a Social Media Policy for the Township. Jay Howie stated the he feels there is a definite need for the development of a Social Media Policy.

John Bell made a motion that the research and development of a Social Media Policy based on some of the materials already gathered be assigned to the Organizational Committee and be brought back to the DDA for recommendation to the Board of Trustees. Tamra Ward offered support for the motion, which was approved unanimously.

8. Action Items:

A. Old Business

- 1) Flag Design: Six flag designs were presented. Discussion regarding the designs took place along with a discussion pertaining to the Township being recognized as Lyon Township or the Charter Township on the new flag.

Tamra Ward made a motion to send design #4, 5, & 6 to the Township Board with a strong recommendation for #6. Bryan Wallace offered support for the motion, which failed unanimously.

Mark Mitra made a motion to send a recommendation the Board of Trustees for design #5 with #4 and #6 as alternatives. Mark Szerlag offered support for the motion, which was approved unanimously.

- 2) Milford Road Improvement Project:

Based on the information included in the DDA packet some discussion took place regarding the Milford Road Improvement Project and the placement of the historic pictures on the BKS Collision outer wall.

John Bell made motion to direct the Design Committee to establish a budget and also the feasibility of the Milford Road Improvement Project and to create an RFP which will then be brought back to the DDA Board for discussion and approval. Tamra Ward offered support for the motion, which was approved unanimously.

- 3) Cemetery Fence:

The three (3) bids received on May 25, 2012 for fencing and installation for the New Hudson Cemetery located in the DDA District were presented.

Jay Howie expressed very strong feelings regarding the use of American made steel for the project.

Vince DeAngelis made a motion to accept the lowest bid which was received from Nationwide Construction Group in the amount of \$4,782.00 providing they are using American made steel and if they are not we approach the successive bidders to see if they can meet our budget. Bryan Wallace offered support of for the motion, which was approved unanimously by roll call vote.

Roll call:	Ayes:	Mark Mitra, Tamra Ward, Bryan Wallace, Vince DeAngelis, Jay Howie, Tim Miner, Lannie Young, John Bell, Mark Szerlag
	Nays:	None
	Absent:	None

Mark Mitra left the meeting after the vote on the Cemetery Fence.

B. New Business

1) ICSC Brochure Update

Kristen Mauck of Seven, Seven Graphic LLC presented a copy of the brochure she had created to be passed out on behalf of the Township and the DDA at the ICSC Idea Exchange this month. The brochure is the recommendation of the Design Committee.

Review and discussion regarding the brochure content and pictures took place along with a few suggestions for additional marketing materials, including buttons, a roll-up banner, follow-up post cards and a foam core aerial photo board of the downtown district.

Lannie Young made a motion to accept the recommendation of the Design Committee and approve the brochure presented with necessary corrections. Vince DeAngelis offered support for the motion, which was approved unanimously.

Tamra Ward made a motion to approve an amount not to exceed \$1,200.00 for the printing of 250 Brochures, a Pop-Up Banner, 250 Postcards, 100 Buttons and a Foam Core Board. Bryan Wallace offered support for the motion, which was approved by roll call vote.

Roll call: Ayes: Lannie Young, Tim Miner, Vince DeAngelis, Jay Howie, Bryan Wallace, Tamra Ward, Mark Szerlag, John Bell
Nays: None
Absent: Mark Mitra

2) Wayfinding Sign Project Change Order:

Lannie Young explained that the signs are lettered going up into the park but not on the back of the signs when you come out of the park.

Bryan Wallace made a motion to approve a change order in the Wayfinding Sign Contract in amount not to exceed \$277.50 for the purpose of applying an additional directional message on the back of sign S-4.0. Tim Miner offered support for the motion, which was approved by roll call vote.

Roll call: Ayes: John Bell, Bryan Wallace, Tamra Ward, Lannie Young, Vince DeAngelis, Mark Szerlag, Tim Miner Jay Howie
Nays: None
Absent: Mark Mitra

John Bell made a motion to instruct the Design Committee to research the feasibility and the cost of installing a digital sign in the front of Lyon Township Fire Station #1. Tamra Ward offered support for the motion, which was approved unanimously.

3) MEDA Annual Conference:

Michelle Aniol requested approval for her and any other DDA Board member to attend the 2012 MEDA Annual Meeting at Mission Point Resort. Ms Aniol, Ms. Ward and Mr. Howie stated that attendance last year proved to be very worthwhile.

Tamra Ward made a motion to approve an amount not to exceed \$2,500.00 for Michelle Aniol and DDA Chairman Jay Howie to attend the 2012 MEDA Annual Meeting held at the Mission Pointe Resort, Mackinac Island, Michigan. John Bell offered support for the motion, which was approved by roll call vote.

Roll call: Ayes: Tim Miner, Mark Szerlag, Vince DeAngelis, Jay Howie, Tamra Ward, Lannie Young, John Bell, Bryan Wallace
Nays: None
Absent: Mark Mitra

4) Committee Vice Chair Appointments:

Request made by John Bell that all DDA committees have a vice chairman.

Vince DeAngelis made a motion that all DDA Committees appoint a vice-chairman. Bryan Wallace offered support for the motion, which was approved unanimously by all in attendance.

5) New Hudson Drain: Nikki Jeffries presented a proposal for Giffels-Webster to conduct a multi-level study of the New Hudson Drain. Lannie Young and Jay Howie discussed the advantages and disadvantages of a study of the New Hudson Drain. Lannie asked the Board to hold off taking action at this time.

No Action Taken.

6) Tree Maintenance:

Lannie Young presented a proposal submitted by Total Lawn Care to perform maintenance on street trees, not on DDA property, along the NW and SW Ring Roads, on Grand River Avenue, the SW Ring Road Retention Basin and at the Township Hall.

Tamra Ward made a motion to approve an amount not to exceed \$3,601.00 paid to Total lawn Care for maintenance to the street trees on the SW and NW Ring Road, on Grand River Avenue, the SW Ring Road Retention Basin and the

Township Hall. Tim Miner offered support for the motion, which was approved by roll call vote.

Roll call: Ayes: Jay Howie, Lannie Young, Mark Szerlag, Tim Miner, Bryan Wallace, Vince DeAngelis, Tamra Ward, John Bell
Nays: None
Absent: Mark Mitra

- 7) Sinacori Roundabout Landscape Repair: Jay Howie presented a proposal from Sinacori Landscape to repair the NE Roundabout following an accident on June 3, 2012.

Lannie Young made a motion to forward the Sinacori Landscaping estimate dated June 8, 2012 in the amount for \$21,885.00 for repair of the NE Roundabout to the insurance company. Tamra Ward offered support for the motion, which was approved unanimously.

- 8) Farmers Market Sign:

Jay Howie proposed a farmers market banner sign to cover the damaged wall on the NE roundabout. Lannie Young stated it wouldn't compile with the Township Zoning Ordinance.

No Action Taken

9. Reports/Announcements:

A. Farmers Market:

Michelle Aniol reported that the market is going well. They have about 20 vendors and are sure that once the fresh produce is available it will have continued success.

B. Park and Recreation Plan Update:

Chris Doozan reported that he is awaiting the appointment of the remaining members of the advisory board and the plan can then be completed.

C. Form Based Code ordinance:

Chris Doozan reported that what remains are the three (3) meetings that need to be scheduled and then the Form Based Code Ordinance will be completed.

D. Grand River Sewer Project:

Nikki Jeffries reported that the structures are completed along with the final pressure test and connection to existing at DNR Trailway. Homes and businesses may now connect.

E. Grand River Streetlight Retrofit:

Nikki Jeffries reported that the bid package is currently available and the bid opening will take place on June 20th. The DDA will award the contract at the July meeting.

F. Grand River Streetscape:

Leslie Zawada reported on a meeting with the Road Commission of Oakland County that was attended by herself, Nikki Jeffries and John Bell to re-open the discussion of angle parking in the downtown area. This may be a future option.

G. Welcome to Lyon Initiative:

John Bell reported that Pure Sleep and the Wipp Law Firm Ribbon Cutting went very well. There are several planned for a future date, some out of the DDA District.

H. Historic Photo Lending Program:

John Bell reported that requests for photographs are still coming in.

I. Monthly Budget Report:

- 1) Lannie Young reported that the draft of the final audit is complete and Rana Emmons will present the 2011 Final Audit at the July DDA Meeting.
- 2) Lannie Young reported that the DDA will receive \$2,409.69 from Oakland County for taxes received.

J. Building Permits:

Michelle Aniol reported that 130 residential building permits have been issued as of May 31, 2012, compared to 78 for the same period in 2011.

K. 3 Minute Film Festival:

A report was submitted from Rich Perry summarizing the success of the 3 Minutes in Lyon Film Festival and an explanation of how the DDA's \$500 investment benefitted the festival and boasted the DDA's marketing efforts. Mr. Perry looks forward to the DDA partnering with him again next year.

10. Committee Information and Updates

A. No report from Economic Restructuring

B. No report from the Promotion Committee, but John Bell presented an update on the success of the Kite Festival and announced the date of June 1st for the 2013 Kite Festival.

C. No report from the Design Committee

D. Jay Howie reported that the DDA is defiantly getting organized.

Lannie Young made a motion to enter into a closed session of the Lyon Township DDA at 10:00 PM, for the purpose of discussing a property purchase. Mark Szerlag offered support for the motion, which was approved unanimously.

Lannie Young made a motion to adjourn. Tamra Ward offered support for the motion, which was approved unanimously. Meeting adjourned at 10:45 p.m.

Rose Case
Recording Secretary

Bryan Wallace
DDA Secretary