

Wednesday, February 27, 2019 @ 2:00pm  
Location: SLARA Office  
23333 Griswold, Suite 100  
South Lyon, MI

## MINUTES

2:00 PM

### Call to Order

*Mr. St. Charles called the meeting to order at 2:00 pm*

### Roll Call of the Board

*Mark St. Charles, Green Oak Township  
Paul Zelenak, City of South Lyon*

### ABSENT

*Patricia Carcone, Lyon Township*

### Also Present

*Amy L. Allen, CPRP, SLARA Director  
Kristi Hoskins, SLARA Marketing & Social Media Manager*

### Approval of the Agenda

*Motion to approve the agenda by Mr. Zelenak*

*Mr. St. Charles seconds the motion, motion passes*

### Approval of January 23, 2019 Meeting Minutes

*Motion to approve the January 23, 2019 Meeting Minutes by Mr. Zelenak*

*Mr. St. Charles seconds the motion, motion passes*

### Approval of Bills 1/11/19 – 2/21/19

*Motion to approve the bills by Mr. Zelenak*

*Mr. St. Charles seconds the motion, motion passes*

### Financial Report

- a. General Fund Accounts
  - a. Flagstar Primary Checking Account, 0.7% Interest Rate
    - i. Balance \$179,097.01
  - b. The State Bank, 90 Day CD, 2.5% Interest Rate
    - i. Maturity Date, 3/18/19
    - ii. Balance \$257,805.71
- b. Capital Improvement Fund Accounts
  - a. Flagstar Capital Improvements Fund, 1.4% Interest Rate
    - i. Balance - \$213,819.26
  - b. The State Bank, 180 Day CD, 2.55% Interest Rate
    - i. Maturity Date 5/28/19
    - ii. Balance \$400,000.00

**Correspondence**

*None*

**“Call to the Public”**

*None*

**I) Old Business****1. SLARA Office Updates****a. SLARA Staff Meeting Minutes**

*Mrs. Allen shared the past month’s staff meeting agendas for the office staff. Item’s that were discussed included new programming ideas for the summer, job shadowing, the purpose of community events for SLARA (programming versus promotion), the Daddy/Daughter Dance and reimbursement for swim cancelled classes.*

**b. Long Term Planning Session – Update**

*Mrs. Allen presented the board with a wrap up from the Long Term Planning Session facilitated by Mr. Zelenak. The session went really well and the staff came up with a lot of goals they wanted to reach for, but because of the limited time they were not able to discuss how to attain these goals. Mrs. Allen will be discussing some of these items at each staff meeting so they can dig deeper into the goals. These goals will be re-addressed in the fall and Mrs. Allen will report on the progress.*

**c. Junior League – Update**

*An agreement has been made between the SLJL and the SLARA in regards to background checks. SLARA will be performing background checks for SLJL for all of their umpires and volunteer coaches in exchange for an agreed upon amount (specified in the contract). Mrs. Allen is still hoping that a partnership can be arranged in the fall dealing with SLJL registration.*

**d. Action Sports Complex – Update**

*Mrs. Allen and Mr. Stanley have worked with Mr. Duncan to arrange for usage (paid usage) of the Action Sports area of the building for summer programming. The SLARA will be offering Youth Basketball and Youth Volleyball leagues this summer for the first time. SLARA will also be offering drop in basketball times for youth and adults. Mr. Stanley has been in conversations with the South Lyon High School basketball coaches and South Lyon Travel Basketball about utilizing this gym time to get in practices for their team players.*

**II) New Business****1. Marketing/Social Media Progress presented by Kristi Hoskins, SLARA Marketing/Social Media Manager**

*Mrs. Hoskins presented the board with a packet highlighting the work she has been doing for the SLARA since her hiring in the fall. She has streamlined the departments marketing materials and really increased viewership for the SLARA Facebook page and Instagram. She has also updated the SLARA twitter account and created a YouTube channel for SLARA. She just completed an online tutorial video helping customers learn how to register online. Mrs. Hoskins has done a lot to engage our participants and the parents on social media. She is creating monthly online contests encouraging people to submit photos that can be used for marketing and she has also created and grown the Roaming REX campaign that involves local businesses. Mrs. Allen stressed to the board how much marketing and social media has meant to the department and how it is helping increase registrations and recognition of the SLARA in the community.*

2. Consider Resolution 18-012, to approve the re-investment of funds from The State Bank 90 Day CD that matures on 3/18/2019 into a 90 Day CD at The State Bank or another financial institution.

**Motion by Mr. Zelenak, second by Mr. St. Charles**

**Resolution 18-012, Resolution to approve the re-investment of funds from The State Bank 90 Day CD that matures on 3/18/2019 into a 90 Day CD at The State Bank or another financial institution.**

<b>Roll Call Vote:</b>	<b>Ayes:</b>	<b>Mr. St. Charles, Mr. Zelenak</b>
	<b>Nays:</b>	<b>None</b>
	<b>Absent:</b>	<b>Ms. Carcone</b>

**MOTION APPROVED**

3. **Board Member Comments**

*Mr. Zelenak – The new police chief has been hired for the City. The City posted a job opportunity for Director of the DPW/Water Department. The preliminary budget will be presented in the next month. Dixboro paving between 8 and 9 Mile Roads is moving forward and should begin in the fall. Mr. Zelenak also stated that he enjoyed working with SLARA staff at the Long Term Planning session and learned a lot.*

*Mr. St. Charles – The estimates for the Silver Lake Road paving project have come in over 1 million over what was originally projected and this has caused the project to be delayed. The Lakeland Trail extension (approximately 1.6 miles) pricing came in over 24% higher than initially projected but they are still moving forward with this. The 34 acre Butt property is expected to serve as a passive recreation spot when it's developed. There will be a cemetery and park located on the property. The Township Board and Planning Department are hosting a meeting to kickoff the development of a new Master Plan for the Township.*

***Adjournment at 2:39 pm***

Next Meeting: Wednesday, March 27, 2019 @ 2:00pm

Location: SLARA Office  
23333 Griswold, Suite 100  
South Lyon, MI

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Chair Signature

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Secretary Signature

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Approval Date