

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the August 17, 2011 Meeting
UNAPPROVED**

Members Present: Matt Barnes; Doug Bourgeois; John Dowson; Dale Feigley; John Hirzel; Beth Lewis; Gail Perrin; Roscoe Smith

Members Absent: Mike Maher, Triscia Pilchowski

Staff Present: Melissa Dashevich

Visitors Present: Louise Copenhaver; Mary Pat Chynoweth; Rick Hamill; Marie Hewitt and Leah Ohmer

Mr. Roscoe Smith called the meeting to order at 6:35 p.m.

Approve Regular Board Minutes of July 20, 2011

MR. FEIGLEY MOVED to approve the Regular Board Meeting Minutes of JULY 20, 2011 as corrected. SUPPORTED BY MS. LEWIS and the motion carried with a roll call vote (8 yes votes).

Director's Report

Ms. Dashevich reviewed her Director's report and the report is attached to these minutes.

Marie Hewitt – Restoration Project

Ms. Hewitt asked the HDDA Board to contribute funds toward removing Siberian Elms (Chinese Elms), a very invasive species that will harm other trees. The invasive trees are located, on the north side of M-59, adjacent to McDonalds, from Milford Road going east to the railroad tracks. The Highland Township Beautification Committee has contributed funds that have removed some of the Siberian Elms but there are many remaining.

The Board would like to see the area that Ms. Hewitt spoke of.

MR. HIRZEL MOVED to table this discussion until the September 21, 2011 Board Meeting, allowing Board members an opportunity to visit the subject location. SUPPORTED BY MR. DOWSON and the motion carried with a unanimous voice vote (8 votes – Yes)

Huron Valley Council for the Arts

Ms. Leah Ohmer, Executive Director of the Huron Valley Council for the Arts asked the DDA Board to sponsor the upcoming Finding Mona Event. Finding Mona is a gallery/art studio tour in Highland and Milford areas. Last Year the DDA contributed \$500, the Platinum Level. There are 20 locations, 8 of which are located in Highland. The contribution would be used for signage and way-finding.

Ms. Ohmer also informed the Board of an upcoming event called Piano Extravaganza that will take place in Milford High School. Detroit Public Television will also be involved. She asked that the Board keep it in mind for future sponsorship. This will be a holiday event.

MR. FEIGLEY MOVED to contribute \$500 towards the Finding Mona Event. SUPPORTED BY GAIL PERRIN and motion carried with a roll call vote: Hirzel – yes; Perrin – yes; Smith - yes Lewis – yes; Feigley – yes; Bourgeois – yes; Dowson - no and Barnes – yes (7 – yes and 1 – no)

Curb Appeal

Ms. Dashevich contacted Ms. Sherman for an update. Ms. Sherman has contacted the cable station and is waiting for a response.

Beautification Letter

Ms. Dashevich sent a letter to the Highland Beautification Committee chairs inviting the chairs to any HDDA Board Meeting to discuss their request to be involved with the landscaping plans for Highland.

Prosper Magazine

At the last meeting it was the Board's wishes to revisit the advertisement in *Prosper Magazine*. The cost for the full page advertisement is \$1500 and the Board questioned if it was the best use of tax payers money at this time. There was also discussion if the money would be better spent to promote Highland individually. This evening the Board readdressed the advertisement expense. It appeared the board felt they would be interested in having a smaller ad but there was no option for a smaller ad.

DOWSON MOVED TO not have the ad in *Prosper Magazine* in 2012. SUPPORTED BY FEIGLEY and the motion carried to not have an ad with a unanimous roll call vote: Barnes – yes; Feigley – yes; Dowson – yes; Lewis – yes; Perrin – yes; Hirzel; Bourgeois – yes and Smith – yes (8 yes votes)

Recording Secretary

Ms. Dashevich informed the Board the Township has just went through the exercise of hiring new Recording Secretaries. If it is the pleasure of the Board, one of the secretaries will be contacted to see if she might be interested in working with the DDA. The Board was in agreement.

Sidewalks/Streetscape

Mr. Hirzel gave a report from the Finance Sidewalk/Streetscape Sub-Committee. He stated the proposal has been amended and has actually been reduced. The next step is to discuss DDA financing options. Mr. Hirzel has been in contact with a gentleman who has dealt with financing for DDAs all over the state of Michigan and this individual has agreed to meet with this DDA Board. This proposed sub-committee meeting will be Wednesday, September 7, 2011 at 6:00 p.m. Location will be determined, due to number of attendance the Highland Station House may not suffice.

Mr. John Dowson offered his building for this meeting.

Mr. John Hirzel stated for the improvements that will be made outside of the right-of-way, he has drafted a letter explaining some key points. This letter is attached to these minutes. This letter also notes that it is not legally binding and simply serves as a letter of intent to the Highland DDA to cooperate with the proposed project in the community.

Ms. Lewis asked what would be the recourse if someone refuses to sign this letter. Mr. Hirzel stated the design will need to be changed.

Mr. Dowson suggested the Township Attorney look over the letter. Mr. Hirzel stated this is not a binding document although he was not opposed to an attorney reviewing it. It was discussed the letter does not pose any commitment.

Mr. Smith noted that number three in the letter of intent appeared to be a little intimidating to the property owner. It appears that money have to be spent. Alternate wording was suggested.

Ms. Dashevich clarified the discussion above asking Mr. Smith if an attorney should review this letter. Mr. Smith and the majority of the Board did not feel it was necessary at this point to involve an attorney. The letter clearly says this letter is not legally binding. The feeling was to keep the momentum going.

Sounds Like Summer Concert Series

The summer concert series was reviewed. The concerts were promoted very heavily with social media, HDDA website, weekly Milford Times ads, articles in the Spinal Column and Milford Times, magnets and 70 posters were distributed. The weather did play a part with attendance with a few of the concerts.

It was suggested by Gail Perrin to not have an intermission because we loose a lot of the audience at that time. It was discussed if the bands are in agreement, the entertainment time could be reduced with no break.

Overall the Board felt the concert series was a success and wished to have the concert series in 2012.

Highland HeyDays

Information was distributed to the Board. The festival will take place on September 10th & 11th. Ms. Dashevich also informed the Board of all the activities involved. Along with this information was a volunteer application for the event.

NEW BUSINESS

Committee Work Plans/Budget

Committee information was emailed to the Board members. Ms. Dashevich reviewed the Board Member Job Description and the By-Laws and confirmed a Board Member needs to be active on a Board. It did not spell out that they had to chair the committee, however. She asked that Board Members join a committee. We are in need of Committee Chairs however and this must be addressed by the next MSOC Evaluation.

Committee Reports:

District Review – New Businesses

The Tree Corp located in the Highlander House
Farmers' Chris Welch Agency – Highlander House

Community Reports

Design - Paul Mecklenborg, who has decided to resign from the Board, has also resigned from the Design Committee. Ms. Perrin, who is on Design stated a meeting will be held to determine who will be the chair.

Economic Restructuring – Mr. Smith reported the ER Committee has worked on having a Shop Local Logo. He explained the process involved. He presented the logo that was decided upon, which was the HDDA Logo with a bar code. The numbers along the bottom are the zip code 48356/48357. If the logo is scanned it will say shop local. This logo is attached to these minutes. The Board was very content with the logo.

Mr. Feigley and Mr. Bourgeois would like to see entire district represented in the shop local effort. It was also expressed they would like the directory to reflect all of Highland. This gets sticky with tax payers money.

Mr. Bourgeois suggested the shop local banner be included on the Highland HeyDays display at the Ticket Station Park.

MS. PERRIN MOVED that the Highland DDA has consensus on this Shop Logo. SUPPORTED BY JOHN HIRZEL and the motion carried with a roll call vote and the motion carried with a unanimous voice vote (8 yes votes)

Organization - Still working on member recruitment, however, would like to focus on pieces of information to hand out to new businesses that enter the district.

TREASURER'S REPORT

Mr. Hirzel reviewed the Treasurer's report.

Upcoming Meetings/Events - None Offered

Call to the Public – Mr. Smith reported on the clock at the ticket station park. The hour hand is not moving. Mr. Gorman and Mr. Smith are addressing the issue. A part will be taken out of the clock and mailed to the company it was purchased for to repair the problem.

At 7:55 pm Mr. Smith adjourned the meeting.