



**ORGANIZATION COMMITTEE
2026 WORKPLANS**

Chairperson: Jennifer
Marketing: Harmony
Volunteers: Cathy
Fundraising: Jamie

UPDATED 8/2025

\$11,150 Projected 2026 Budget

Organization involves coordinating community efforts toward the same goal. The Organization Committee assembles the appropriate human and financial resources to implement a revitalization program. Partnering with various community groups, businesses and private investors to reach consensus on important issues and to maintain a shared vision for Highland, the Organization Committee builds a foundation for a successful downtown area. The committee is also the "personnel department" of the program, keeping the volunteers productive and happy, while creatively building a solid financial foundation.

The Organization Committee has identified the following projects for 2026:

1. Community Outreach and Communications
2. Recruit and Maintain Current Volunteer Base
3. Develop and Initiate a Fundraising Plan for Current Year
4. Policy and Procedures Review
5. Review Goals and Objections during Board Retreat
6. Review Master Plan, Design Guidelines, TIF

1. Project/Activity: Develop Community Outreach/Communications
Projected Outcome: Reach our residents with information about the DDA and DDA events

Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Digital Newspaper Oakland County Times	Oakland County Times Subscription	Missy	April			\$1,500
Advertising	Review annually: Publications, billboard, newspaper, social media	Jenny/Harmony	Feb	Dec		\$1,200
Annual						
DDA E-Newsletter	Update and deliver Newsletters with seasonal events	Harmony	Jan	Nov		
Naturally Connected	Twp publication. Same price of printing/mailling to all Twp households. Current events	Cassie/Harmony	June	Oct		\$1,000
DDA Website	Update Website Biweekly	Missy/Cassie	On going		<i>*\$1000 website budget line item</i>	
Social Media	On going Social Media Postings	Harmony/Intern	Jan	Dec		\$1,000
Youth representative	Recruit a Youth representative on Board	Michael/Cassie	On going			
PA-57 Informational meetings	Hold 2 public, informational meetings annually	Missy	July	Dec		
New Resident SWAG	Give to Twp to pass out to new residents	Committee	On going			\$1,500
Total Budget for this project						\$ 6,200

2. Project/Activity: Recruit New Volunteers and Maintain Current Volunteers						
Projected Outcome: Continue to recruit and maintain volunteers						
Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Annual Volunteers	Review workplans to determine volunteer needs	Committee	Jan	Feb		
Advertising for Volunteers	Recruit using; advertising, Social Media, tax bills, new residents, booths, hot list, volunteer applications	Harmony	Jan	Dec		\$1,000
Volunteer spotlights	Volunteers showcased, Facebook	Cassie/Harmony	Feb	Dec		
Volunteer Open House 2027	Biannual event in March to recruit volunteers, decide when and where	Cathy/Harmony	Feb	March	*\$800	
Advertise	Milford High newspaper, social media, contact schools, OC News	Cathy/Harmony	Feb	March	*\$600	
Refreshments	Provide snacks, drinks	Cathy	March		*\$150	
Door prize	Hold a drawing	Cathy	March		*\$50	
Host Volunteer appreciation event	Celebrate volunteers in Oct. decide when and where, send out invitations/thank you cards, hire entertainment	Cathy/Jenny	Jan	Oct		\$2,500
Set up the Event	Decorate, refreshments, gifts	Cathy/Georgia/Jenny	Oct			
Hosts, Servers	Pre arraignment for Hosts	Cathy/Georgia/Jenny DDA Board	July	Oct		
Total Budget for this project						\$3,500

3. Project/Activity: Develop and Initiate Fundraising & Sponsorship Plan Projected Outcome: Obtain sponsorships to fund DDA events and projects						
Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Fundraising Review	Review Committee work plans and budget determining a goal to fundraise	Harmony/Cassie/Missy	Oct 2025	Jan 2026	2	
Sponsorship Fundraising Guide	Brainstorm fundraising ideas, implement	Jamie/Cathy	Jan	July	2	\$1,000
Total Budget for this project						\$1,000

4. Project/Activity: Review Policies and Procedures Projected Outcome: Review and Update Policies and Procedures						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Review of Policy and Procedures	Update as needed; Mission/Vision, Bylaws, purchasing, Director's contract, conflict of interest	Jenny/Roscoe	Feb	June	Attorney Fees	\$ 300
Board Orientation	Annual orientation for volunteers and Board Members	Jenny/Missy	Jan	Dec		
Employee Review	Review job descriptions and board responsibilities, update as needed	Jenny/Michael Roscoe	March	Dec		
PA-57 Publication	Treasurer's department completes report and DDA distributes	Missy	July	Dec		
Total Budget for these projects						\$300

5. Project/Activity: Review Strategy Plan, Workplans, Main Street Oakland Co. Assessment and Budget during Board Retreat Projected Outcome: Review achievements and goals to plan for the next year						
Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Review Strategy Plan	Review strategy plan annually with Board	Jenny/Missy/Cassie	Feb	April		
Review MSOC Accreditation Assessment	Review MSOC reported strengths and suggested opportunities	HDDA Board	May	July		
Review Workplans	Review goals and plans annually with Board	Jenny/Missy HDDA Board	July	Sept		
Oakland County Tech Support Funds	Review and determine annually where to spend funding	HDDA Board	Jan	July	\$10,000 GRANT	
Review Budget	Review budget annually with Board	Jenny/Missy/Cassie	July	Sept		
Board Retreat	Organize a Board retreat annually to discuss goals for next year	Jenny/Cassie/Missy Cathy	Jan	March		\$150
Total Budget for this Project						\$150
6. Project/Activity: Review the Master Plan, Design Guidelines and TIF Plan Projected Outcome: Keep plans up to date						
Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Review and Update Master Plan	Hire Consultant to review commercial developments and goals to update MP	HDDA Board	2025	March 2026		\$40,000
Review Design Guidelines	Review commercial developments and goals to update DG	HDDA Board	2026	2027		
TIF Plan 2029	Follow TIF Plan goals and objectives. Submit new TIF to County by 2029	HDDA Board	Jan 2027	Dec 2028		
Total Budget for this Project	Masterplan Budget Line Not in Organization Budget					\$40,000