

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the March 17, 2010 Meeting
APPROVED**

Members Present: Doreen Kosieracki; Beth Lewis; Mike Maher; Paul Mecklenborg; Gail Perrin; Triscia Pilchowski; Roscoe Smith

Members Absent: None

Staff Present: Tim Colbeck
Melissa Dashevich

Visitors Present: Jake Lloyd of Land Design Studios

Mr. Rosco Smith called the meeting to order at 5:35 p.m.

E. Livingston Framework Plan Update – Immediate Opportunities

Banners

- Jake Lloyd of Land Design Studio presented different options for banners, which were the railroad theme as decided upon at the last meeting.
- Three Board members did express a desire to have other activities reflected in the banners such as horses, biking and fishing.
- The Board discussed the possibility that the banners may be changed out to reflect other activities seasonally.
- DTE has been contacted pursuing permission to hang banners on utility poles.
- The board members chose the terra cotta background banner with the wording “Historic – Established in 1871” and the train graphic.
- Land Design will ensure the banners are proportionate to its surroundings.
- Once permission is received from DTE, the banners will be ordered.

MECKLENBORG MOVED to select the terra cotta banner with the wording Historic Highland Station located above the image of the train. Beneath the train is the text est. 1871. SUPPORTED BY PILHCOWSKI and the motion carried with a roll call vote: Kosieracki – no; Lewis – yes; Maher – no; Mecklenborg – yes; Perrin – yes; Pilchowski – yes and Smith – yes (5 yes and 2 no)

Landscape

- Land Design Studio is the designer of this project.
- Landscape Options A and B were reviewed.
- Bidding process for the actual landscaping was discussed.
- Would like the bid language back by March 31, 2010.
- Would like the landscaping in place by May.
- Board wanted a “wow” factor. More of one color scheme to have more of impact and not mix with the surroundings. It was discussed a hardy perennial is desired.

MECKLENBORG moved to select Landscaping Design Proposal A, not to exceed \$15,268 (Fifteen Thousand, Two Hundred and Sixty Eight dollars) Supported by PERRIN and the motion carried with a roll call vote: Kosieracki – yes; Lewis – yes; Maher – no; Mecklenborg – yes; Perrin – yes; Pilchowski – yes and Smith – yes (6 yes and 1 no)

Minutes

Approve Regular Board Meeting Minutes of February 17, 2010

- The minutes of the February 17th Board meeting were discussed and some corrections requested.
- It was discussed the minutes should be streamlined, noting only the action items and motions. It needs to be decided what format the minutes are to be submitted.

Motion was made by PILCHOWSKI to table the minutes of February 17, 2010. Supported by PERRIN and the motion carried with a unanimous voice vote. (7 - 0)

Director's Report

Colbeck reviewed the February 2010/March 2010 Director's Report and his Community Outreach Report.

- Have visited 18 businesses
- Have visited 118 businesses since October 2009.

Horsin Around Event Planner

Colbeck made available minutes from the last meeting with Integrity Shows, as well as a proposed festival timeline and the addendum to be executed for the existing contract. Smith reviewed the addendum and the timeline with the Board.

- The addendum outlines the deliverables expected from the event planner by the Board. Terms have been agreed to in principle and the addendum needs to be executed.
- Kosieracki advised the Board that she has stepped down from the Promotions Committee Chair position.
- Smith asked the Board members if someone else would commit to chairing the Promotions Committee. None of the Board committed to this position.
- Smith asked the Board to state their support for the 2010 festival.
- After considerable discussion, it was suggested that the Board place the Horsin' Around festival on hiatus for 2010.

PERRIN moved to take a hiatus from the Horsin' Around Festival for 2010 and revisit it for 2011. Supported by LEWIS and the motion carried with a voice vote (6 and 1 – Kosieracki - abstained)

Kosieracki abstained based on her involvement with the event planner status.

Purchasing Policy

Board reviewed the proposed Purchasing Policy.

PILCHOWSKI moved to adopt the Purchasing Policy as proposed, drafted on February 12, 2010. Supported by PERRIN and the motion carried with a unanimous voice vote (7 – 0)

Facade and Signage Grant

Colbeck reported that the changes discussed at the last meeting have now been reflected.

Board Recruitment

An Article will be in this week's Milford Times regarding the need of Board Members on the DDA Board.

NEW BUSINESS

Co-Op Advertising

Colbeck discussed the Economic Restructuring Committees plan to partner with the Home Town Connection Magazine on co-op advertising opportunities.

- The magazine prints bi-monthly. The HDDA will commit to running a series of at least four different ads highlighting different themes and businesses.
- We will pay \$1,500 total for the series of ads, which is \$500 for three and the fourth one free. Each ad will be a full page in the magazine.
- The DDA paid portion will include a free listing for all of the DDA district businesses under the ads theme. In addition there will be the opportunity for businesses to purchase smaller inset ads for the discounted rate of \$65.

MAHER moved to approve the expenditure of \$1500 for the 8-month co-op advertising opportunity. Pilchowski supported and the motion carried with a unanimous voice vote (7 – 0)

Conflict of Interests/Ethics Statement

There is a Conflict of Interests/Ethics policy that was approved by the Board in January 2008. Colbeck wanted to share this with the Board.

Summer Concerts

Board wished that the concerts take place.

- There is currently no chair for the Promotions Committee.
- The Board elected to give Colbeck and Dashevich the authority to handle the planning and implementation of the Summer Concerts this year.
- The average cost of an act last year was between \$450-\$500 and went as high as \$600.
- The Board also desired to have the sound system again this year.
- No opening act will be hired for this year.
- HVCA Director should be involved with the entertainer selections.

PILCHOWSKI MOVED to continue the cost average of \$450 to \$500 per act and not to exceed a total budget of \$5,000. This will include the sound system expense of \$1,800. SUPPORTED by PERRIN and the motion carried with a unanimous voice vote (7 – 0)

April Board Meeting Date

Colbeck asked that the Board meeting be moved to April 14, 2010. He will be on vacation the third week of April.

Upcoming Conferences/Seminars

May 2, 2010 through May 5, 2010 is the Main Street Conference in Oklahoma City. Oakland County will pay for one person to attend, which is \$350.

Perrin suggested Colbeck make the necessary arrangements to attend the Main Street Conference in Oklahoma City in May, 2010. Colbeck will furnish the Board Chair with appropriate research and documentation of the total costs.

Committee Reports

The Board chose to skip this agenda item.

Congratulations Letter – Nancy Cassis

A letter received from Nancy Cassis congratulating Highland on their National Main Street Certification.

Treasurer's Report

PILCHOWSKI moved to accept the Treasurer's reports for January and February 2010. Supported by MAHER and the motion carried with a unanimous voice vote (7 -0)

Community Report

The parade is scheduled for May 15, 2010.

PILCHOWSKI moved to go into Executive Session at 8:10pm. Supported by PERRIN and the motion carried with a unanimous voice vote (7 – 0).