

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the August 18, 2010 Meeting
APPROVED**

Members Present: Doreen Kosieracki (arrived approximately 6:20pm); Beth Lewis; Mike Maher; Paul Mecklenborg; Gail Perrin; Roscoe Smith

Members Absent: Triscia Pilchowski

Staff Present: Melissa Dashevich

Visitors Present: Rick Hamill
John Hirzel

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

Approve Regular Board Minutes of July 21, 2010

GAIL PERRIN MOVED to approve the Regular Board Meeting Minutes of July 21, 2010 as presented. SUPPORTED BY PAUL MECKLENBORG and the motion carried with a unanimous voice vote. (5 yes votes)

OLD BUSINESS

TIF Meeting Overview

Smith reviewed what was discussed at the August 12, 2010 Special Board Meeting regarding the TIF. The meeting resulted in four goals as follows:

- 1) Improve the visual impact
- 2) Improve pedestrian circulation
- 3) All improvements must have a positive impact on economic development
- 4) Keep and preserve the uniqueness of Highland

Sidewalks

MECKLENBORG moved that the Design Committee move forward on sidewalk design and cost estimates for sidewalks on the east side of Milford Road from Fragments going north to the Marathon Station and East Livingston north and south sides for walks and parking to the tracks and cost and layout for lighting on Milford Road from Fragments north to M-59 and East Livingston Road to the tracks with the intent of construction. Supported by MAHER.

Discussion

Perrin asked if the Design Committee has an idea of the costs involved. Mecklenborg replied that the Design Committee estimates the sidewalk, concrete removal, curbing and lighting on the east side of Milford Road would cost approximately Seventy One Thousand Dollars (\$71,000). Smith felt this to be a very low estimation.

Maher questioned if curbing is necessary, it is road work. It was discussed curbing is necessary for the landscaping. Maher stated it needs to be considered that curbing may restrict storm water movement. Road Commission will be involved.

Kosieracki asked Mecklenborg what are his steps that he anticipates. Mecklenborg stated that the Design Committee will investigate the design and cost estimates. The intent is to get the investigation and bidding completed for construction to begin in the Spring of 2011.

Smith expressed concern that landscaping should be discussed along with this streetscape improvement. One of the goals that came out of the TIF discussion on August 12, 2010 was improve visual impact.

The Safe Routes to School program was also discussed. Hamill stated that he has met with someone who is on this committee and it was his understanding that if funding is received through Safe Routes to School, it will be required that the Township maintain those sidewalks who may not have the resources.

It was also discussed that Engineering may have already taken place for the sewer process.

It was discussed the Design Committee will incorporate a designer and the goals from the TIF Meeting that took place on August 12, 2010. It was discussed the design will include sidewalks, lighting and landscaping.

Vote on the motion

The motion carried with a roll call vote: Mecklenborg – yes; Kosieracki – yes; Maher – yes; Lewis – yes; Perrin – yes and Smith – yes (6 yes votes).

New Business

HDDA Board Meeting Times

Interest has been expressed to change the meeting time to a later date.

KOSIERACKI moved to change the Highland DDA Board meeting time from 5:30 pm to 6:30 pm on the third Wednesday of each month. Supported by MAHER and the motion carried with a unanimous voice vote (6 yes votes).

Board Expansion

MECKLENBORG made a motion asking that a letter be drafted to the Highland Township Supervisor, Tricia Pilchowski, stating that the HDDA Board asks that Triscia Pilchowski bring to the Highland Township's September Board meeting new member's recommendation for the Highland DDA Board, so that the HDDA Board be brought up to it's maximum of 12 members. Supported by Maher and the motion carried with a unanimous voice vote (6 yes votes)

Prosper Magazine Advertisement 2011

The ER Committee reviewed this at their last meeting. The ER Committee has met and discussed this article and wish to change the text and the pictures. The cost of the ad is \$1500 and *Prosper* writes the article working very closely with us. Oakland County uses this as the main promotion material for tourism and business interests. The board wished to continue this ad with new text.

PERRIN MOVED to continue the advertisement in the 2011 Prosper Magazine for \$1500. Supported by BETH LEWIS.

Discussion on the Motion

Lewis agreed that the text and pictures should be revisited. She suggested the recreation activities in the Recreation Area be highlighted.

The motion carried with a roll call vote: Lewis – yes; Maher – yes; Perrin – yes; Mecklenborg (yes) and Smith – yes (5 yes votes) – Kosieracki had not arrived yet.

Committee Reports

Design Committee

Mecklenborg stated sidewalks have been the subject of the meeting and was discussed earlier in these minutes.

Economic Restructuring

It was discussed that a co-op ad has been done in the *Hometown Connection Magazine*. This is our third ad and should be distributed shortly. This ad emphasizes new businesses. The DDA pays \$500 for a half page ad and receives a full page, in effect. The “emphasis” ads are paid for by the individual businesses, approximately \$65.00 for a logo spot. The published rate for a full page ad is \$975. For those businesses who don’t wish to buy a logo spot, they are still represented with their businesses name printed on the ad, free of charge to them. We have received positive feed back on this. Restaurants are being considered as the focus of the next “co-op ad”. A Shop Local campaign has also been discussed. Currently the 350 Project and the Buy or Bye Bye Local is being researched.

Promotions and Organization

Kosieracki the chairperson was not at the table at the time of the report, Melissa Dashevich reported that banners were discussed for the holiday. The committee was interested in alternating two different banners replacing the current banners. Both banner styles will be winter themed rather than holiday, that way they are fitting until Spring. The Board was agreeable to this. This committee also lightly touched on the tree lighting and 2011 Horsin’ Around.

Mecklenborg asked if another tree can be lit at Veterans’ Park.

Miscellaneous Discussion

Rick Hamill stated that he has weeded approximately 70% of the flower beds on Livingston and Milford Roads, also known as the four corners. Perrin suggested that a local person be hired to weed the flower gardens. Lewis strongly recommended that insurance be considered. It was also discussed that if someone is receiving pay on a regular basis; the person could be considered an employee. Mr. Hirzel felt that in this situation, the person would be considered an independent contractor. A contract can be written with the understanding that the individual is not an employee and will provide their own insurance. If over \$600 of pay is accumulated, a 1099 may be required. Mr. Hirzel also suggested that pay be based on a job/contract agreement not an hourly basis. An invoice is also encouraged. Mr. Hamill stated he knows of a person, who lives near the four corners area who may be interested and will contact them. It was suggested that possibly this same person should dead head and clean the flower beds.

MIKE MAHER moved that an independent contractor be hired for the months of August, September and October for the maintenance of the four corners in the total amount of One Hundred and Twenty Dollar (\$120) which is forty dollars (\$40) a month. Supported by PERRIN and the motion carried with roll call vote: Perrin – yes; Lewis – yes; Maher – yes Mecklenborg – yes; Kosieracki - yes and Smith – yes (6 yes votes)

MSOC

November 18th and January 27th workshops at the Crowfoot in Pontiac (Not MSOC 101)

- Economic Restructuring and Design in November
- Organization in January

Development District Reviews

- Huron Valley Health and Safety (Near Wardlow and N. Milford)

- The Silver Bone-moving into the district from Duck Lake and Wardlow (Old Community Sharing Building)
- Heritage Glass-moving to district from East Highland/M-59 (near Secretary of State)
- Laptop Express-Moving out of the district to Duck Lake and M-59

Upcoming Meetings/Events

- September 29, 2010 Heritage Conference at the Detroit Zoo
- Michigan Downtown Conference in Downtown Bay City September 13th & 14th at the Doubletree www.michigandowntownconference.org

TREASURER'S REPORT

Kosieracki reviewed the Financial Reports and no concerns were expressed. Hirzel suggested there are non-profit investments that should be investigated. Dashevich will find out from Judy Kiley what the MBIA is?

PERRIN MOVED to accept the Treasurer's Report. Supported by LEWIS and the motion carried with a roll call vote (6 yes votes)

Concerts – Sounds of Summer

Smith expressed that he received almost no help or support for this year's concerts. The attendance was also down this year. Below is an outline of the discussion that took place:

- Very hot summer; this most likely affected the attendance.
- Did the new start time of 6:30 pm affect the turn out?
- It was suggested that an ad be run in the *Oakland Press* as well as *Milford Times*.
- Kosieracki suggested a mailing program concentrating on specific areas each week.
- Possibly holding the concert on a different evening.
- Better signage.
- Digital 10 advertisements in the Secretary State
- Banner advertisement mingled throughout
- Smith asked the Board to think of ways to improve the attendance for the concerts.

Community Reports - None Offered

Call to the Public –

SUPPORTED by LEWIS and the motion carried with a unanimous voice vote (6 yes votes)

At 7:15 pm SMITH adjourned the meeting.