

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

Members Present: John Dowson; John Hirzel; Doreen Kosieracki; Mike Maher; Gail Perrin (arrived 6:45); Triscia Pilchowski; Roscoe Smith

Members Absent: Beth Lewis, Paul Mecklenborg

Staff Present: Melissa Dashevich

Visitors Present: Bill Gailey; Rick Hamill; Brad Holmes; Stephanie Holmes; Robert Miller

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

Approve Regular Board Minutes of October 20, 2010

PILCHOWSKI MOVED to approve the Regular Board Meeting Minutes of October 20, 2010 as presented. SUPPORTED BY MAHER and the motion carried with a unanimous voice vote. (5 yes votes – Dowson Abstained, he was not present at last meeting)

Melissa Dashevich reviewed the staff report with the Board and is attached.

OLD BUSINESS

Director

The six resumes received to this point were distributed to the Board members. The upcoming interview process was discussed. Rather than an interview committee it was decided to leave it open to the entire board. The cut off of the resumes will be December 31, 2010, in hopes to have someone in place by February 1, 2010.

Board Expansion

Mr. John Dowson of Highland Treatment, 938 N. Milford Road and John Hirzel of Stratus Financial, 211 E. Livingston Road has been appointed to the Board. This brings the Highland DDA Board to a total of nine (9) members.

Main Street Evaluation on Thursday November 4, 2010

On November 4th the Main Street Evaluation took place. It appeared to go well in fact the Main Street staff was very complimentary of our work plans. We should have a complete report back by Christmas. A few suggestions were made such as including more of the DDA area possibly by expanding the banner program throughout the district.

NEW BUSINESS

Tree Lighting – December 6, 2010

- The large pine tree and the large oak in the park will be lit as well as the decorated pine tree to be lit by Santa.
- Walkie Talkies have been purchased for events in general.
- Rock-It Audio, the same sound system provider for our Concerts has been hired and Dave Armstrong will be the Emcee
- Highland Elementary and Spring Mills' students will be performing. We are in the process of obtaining risers for the children.
- Santa will be brought in on a horse and carriage.
- Ms. Kosieracki has arranged for a hay ride led by two horses for the children. The provider is licensed and insured. The Highland DDA is paying \$250 for the evening and there will be no charge to the public. Ms. Kosieracki suggested that the horse and wagon

go through the streets while the passengers sing Christmas carols led by a board member volunteer.

- Volunteers are needed and Ms. Kosieracki distributed a sign up sheet. Volunteers are asked to report at the Highland Station House at 6:00pm. The Tree Lighting will take place at 7:00pm on December 6, 2010
- Ms. Pilchowski asked that Ms. Kosieracki provide a contract for the horse and wagon to the Township so it can be reviewed by the insurance company.

Shop Local Co-op Ad

The co-op ad in this issue of the Huron Valley Hometown Connections Magazine has a holiday theme promoting shop local and Uniquely Highland. This Economic Restructuring Committee coordinates this ad.

Committee Reports

Design Committee

East Livingston

Mr. Mecklenborg is not present this evening; however, Rick Hamill, Design Committee member, gave a presentation. The East Livingston Framework Presentation given by Land Design Studio earlier in the year used Nashville, Indiana as a model. Land Design Studio felt that Highland could look much like Nashville, Indiana. Mr. Hamill visited Nashville, Indiana to see for himself and to share with the HDDA Board, Planning Commission and those involved with the planning and design of the Highland downtown. He found that Nashville Indiana had a hamlet like setting with extensive use of infill landscape and little or no lawns, even the street layouts and space for sidewalks were similar to Highland. He too felt the look and feel of Nashville, Indiana could be established for Highland without major modifications to the historic buildings and surroundings. He shared many pictures of what he found in the hope of ingraining this look and feel of what Highland could be.

Economic Restructuring

In addition to the shop local ad, the ER Committee is working on a shop local campaign and has involved the Highland Business Association. The shop local campaign will be done in phases currently one of the ER Committee members is designing shopping bags as phase one.

Promotions and Organization

Tree Lighting was discussed earlier in the agenda. The planning for Concerts in the Park will begin in January. The Horsin' Around event needs to be addressed and if it will return for 2011. If Horsin' Around returns, possibly Mike Maher, Highland Feed, can organize the square dance since his square dance was so successful. Highland Business Association is interested in the doing the beer tent.

TREASURER'S REPORT

Ms. Kosieracki reviewed the expense reports stating we have met 45% of the projected expenditures for the year.

Ms. Kosieracki recommended the report for file.

Misc. Discussion

Mr. Smith distributed an article from Oakland County which projected the property values will continue to decline to 5% in 2011 and 2.5% in 2012 and taxable valuable will not return to 2000 levels until 2020 or 2025. Mr. Smith stated the DDA is trying to be proactive and base budgeting

on the same basis. The 2011 budget has been reduced 16% from the 2010 budget. There is an alternative 2011 budget reflecting Stage #1 of the pedestrian project. Stage #1 of the project will be in the amount of approximately \$100,000. This alternative budget would be an 8% in the expenditures increase but will come from accumulated funds that were earmarked for the sewer project, which did not happen. It was agreed that the DDA Board is being very conservative and proactive and careful of the tax payer dollars.

Mr. Hirzel was concerned with the reduction of income and the affect it will have long term. Based on numbers received from Oakland County, the Highland DDA will receive a third of what was originally anticipated. The director position needs to be thought out carefully as well as all future projects. He suggested that a longer term projection needs to be done. Ms. Pilchowski suggested a sub-committee be formed to address a more long term projection.

It was discussed that projects cannot be based on tax dollars alone. Other means of income needs to be evaluated, such as grants.

MSOC Updates – November 18, 2010 Work Shop – Making Business Better Now

Upcoming Meetings/Events – Highland Tree Lighting – December 6, 2010 at 7:00pm

Community Reports - None Offered

Call to the Public – None Offered

At 8:30 p.m. SMITH adjourned the meeting.