

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the April 20, 2011 Meeting
APPROVED**

Members Present: Matt Barnes; Doug Bourgeois; John Dowson; Dale Feigley; John Hirzel; Beth Lewis; Mike Maher; Paul Mecklenborg; Gail Perrin; Triscia Pilchowski; Roscoe Smith

Members Absent:

Staff Present: Melissa Dashevich

Visitors Present: 0

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

Horsin' Around Festival

Ms Tami Flowers, Administrator of the Highland White Lake Business Association (HWLBA), was present this evening. She stated that the HWLBA is interested in holding a fall festival. The name of the festival has not been determined, however, Highland Hey Days has been considered. The HWLBA is also interested in bringing back the Horsin' Around Festival. The proposal presented was there will be two events held under the main festival name of Highland Hey Days, for example. Horsin' Around in Highland would take place on Saturday Night and Pet-A-Palooza would take place on Sunday. Horsin' Around will encompass Mike Maher's Square Dance and Sunday would be a street fair on Livingston Road from Highland Elementary to Milford Road. The plan is to have events throughout the day that focus on pets such as a pet parade, dog agility and contests etc. The Horsin' Around portion of the festival would depend on the DDA monetary contribution. Ms. Flowers reviewed the expenses associated with the Horsin Around portion of the event. She proposed that the DDA contribute \$6,975.00. This would cover tents, tables, square dance caller, entertainer, mini-contract with police, signage and newspaper advertisement.

Discussion from the Board:

The entire group discussed the proposal. There was a desire to bring back Horsin' Around and to join forces with the HWLBA.

MOTION

MR. HIRZEL moved to approve the amount of \$6,000.00 (Six Thousand Dollars) to be contributed to the White Lake Highland Business Association (HWLBA) for the Fall Festival Event. Supported by MS. PERRIN.

DISCUSSION:

Ms. Pilchowski asked that a condition be added that the name "Highland" must be included in the overall name of the festival.

Mr. Maher asked that a condition be added that the Highland DDA receive equal billing as the Highland White Lake Business Association.

Ms. Perrin was not opposed to the discussion regarding the conditions.

VOTE:

The motion carried with a roll call vote: Lewis – yes; Dowson – yes; Hirzel – yes; Feigley – yes; Bourgeois – yes; Maher – yes; Barnes – yes; Perrin – yes; Mecklenborg – yes; Pilchowski – yes and Smith – yes (11 yes votes)

Sparks in the Park Sponsorship Request

Ms. Tami Flowers had also distributed the Sparks in the Park Sponsorship packet for consideration. The Highland DDA has sponsored Sparks in the Park in the past and discussed the potential of supporting this year. Sparks in the Park was once hosted by the HDDA but was handed over to the Highland Business Association. This event brings many patrons to the DDA district.

MOTION:

MS. PILCHOWSKI moved to contribute \$1500 (fifteen hundred dollars) to the Sparks in the Park Event. Supported by MR. DOWSON and the motion failed with a roll call vote: Pilchowski – yes; Mecklenborg – no; Barnes – no; Perrin – no; Maher – yes; Feigly –yes; Bourgeois – no; Hirzel – no; Lewis – no; Dowson – no and Smith – no (8 – no and 3 - yes)

MS. PILCHOWSKI moved to contribute \$2000 (two-thousand dollars) to the Sparks in the Park Event. Supported by MR. BARNES.

DISCUSSION:

Mr. Bourgeois referenced the Sponsorship breakdown stating at the level of \$2500 (Two-Thousand Five Hundred, the DDA is actually getting more representation. The Board discussed the benefits of the \$2500 donation level.

VOTE on the \$2000 dollar donation:

Lewis –yes; Dowson –yes; Hirzel – yes; Bourgeois – yes; Feigley - yes; Maher – Yes Perrin – yes; Barnes – yes; Mecklenborg – Yes; Pilchowski – Yes; Smith – yes (10 – yes and 1 no)

Approve Regular Board Minutes of March 16, 2011

MAHER MOVED to approve the Regular Board Meeting Minutes of March 16, 2011 as corrected. SUPPORTED BY and the motion carried with a roll call vote. (11 yes votes.)

OLD BUSINESS

Executive Director – To be discussed in Executive Session

National Main Street Conference in May

Ms. Dashevich stated that the National Main Street Conference will be taking place from May 21 – May 25. It needs to be decided who will attend the Main Street Conference. There will be one free registration of approximately \$425.00 (four hundred twenty five) for Highland. The DDA would be responsible for travel, hotel and food expenses. The Board members stated they would like to discuss this in Executive Session.

Flower Bed Maintenance

The flower beds at the four corners are in need of spring maintenance as well as watering throughout the season. Mr. Mecklenborg had obtained two proposals one for maintenance and weeding of the flowers beds and one for watering.

PERRIN MOVED to accept both bids submitted this evening, one being from Kris Kopacki for \$45.00 per watering and one from Paradise Designs for the maintenance and weeding for the amount of \$771.00. SUPPORTED BY FEIGLEY.

DISCUSSION:

It was suggested that annuals be mixed with the existing perennials.

VOTE:

Lewis –yes; Dowson –yes; Hirzel – yes; Bourgeois – yes; Feigley - yes; Maher – Yes Perrin – yes; Barnes – yes; Mecklenborg – Yes; Pilchowski – Yes; Smith – yes (10 – yes and 1 no)

Parade

The community parade will take place on May 21, 2011. The Board expressed interest with HDDA participating in the parade.

Sidewalk Informational Meeting on April 27, 2011

Ms. Pilchowski will arrange for Township staff to prepare a mailing for the Sidewalk Workshop Invitation to take place on April 27, 2011.

NEW BUSINESS

New Board Member:

The Board welcomed Mr. Doug Bourgeois, Fire Marshall of the Highland Fire Department.

TREASURER’S REPORT

Mr. Hirzel reviewed the financial reports.

DIRECTOR’S REPORT

Ms. Dashevich reviewed the Director’s report.

Committee Reports:

Design: Mr. Mecklenborg stated Design of course has been focusing on the sidewalks and obtained bids for the maintenance and water of the four corners flower beds.

Economic Restructuring – Mr. Smith reported that the ER Committee is working on a Shop Local Logo and Campaign.

Organization Meeting – No Report

Promotions - Ms. Dashevich and Ms. Pilchowski reported that entertainers have been selected. Concert will start with the opening band at 6:30 and the main band at 7:00pm

District

Community Reports – Ms. Pilchowski stated she has contacted Ms. Janet Roberts, Huron Valley Schools Superintendent, about the closing of Highland Middle School. Some potential uses for the building were discussed.

Upcoming Meetings/Events - None Offered

Call to the Public – None Offered

At 8:00 p.m. Mr. Smith adjourned to the Executive Session.

APPROVED