

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

Members Present: Matt Barnes; John Dowson; Dale Feigley; John Hirzel; Beth Lewis; Mike Maher; Triscia Pilchowski; Roscoe Smith

Members Absent: Doug Bourgeois; Gail Perrin

Staff Present: Melissa Dashevich

Visitors Present: Pat Sherman and Peter Werthmann

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

Approve Regular Board Minutes of June 15, 2011

MR. FEIGLEY MOVED to approve the Regular Board Meeting Minutes of JUNE 15, 2011 as corrected. SUPPORTED BY MS. LEWIS and the motion carried with a roll call vote (8 yes votes).

Director's Report

Ms. Dashevich reviewed her Director's report and the report is attached to these minutes.

Home & Garden Show – Curb Appeal A Block

Ms. Pat Sherman and Mr. Peterman Werthmann were present this evening. Ms. Sherman wanted to inquire with Home and Garden TV (HGTV) asking if they may consider Highland as a project in hopes to improve the curb side appeal of Highland Station area. Ms. Sherman has contacted HGTV and asked them to come to Highland and spruce up our small main street area. This was considered as the pre-application process. In her letter she asked for assistance with street lights, plantings etc. HGTV replied via e-mail stating they will contact Ms. Sherman within a month.

The discussion took place on how to address the homes in disrepair without offending anyone. Mr. Hamill suggested that a lottery be done for the make-over of home facades. Ask for those who are interested to participate in the lottery. This would avoid having to approach a homeowner about their home. Ms. Pilchowski was in favor of this idea regardless of whether it is for HGTV or an initiative of the DDA. Mr. Hamill also suggested that possibly local high school students and the community be involved with a renovation effort even if HGTV is not interested.

The board expressed support of Ms. Sherman's idea and asked that she keep in contact with Ms. Dashevich with her progress.

MS. PILCHOWSKI moved that Ms. Sherman move forward with her project and keep the HDDA posted of her progress so that the HDDA and Ms. Sherman may work together. MR. FEIGLEY SUPPORTED and the motion carried with a unanimous voice vote (8 yes votes)

Sidewalks/Streetscapes Invoice for Legal Opinion

Ms. Dashevich stated an invoice from Attorney Scott Powers for a legal opinion regarding financing DDA's was submitted by Mr. Rick Hamill. Mr. Hamill is on the design committee as well as on the sidewalk subcommittee. The bill was sent to Mr. Hamill because he inquired with an attorney regarding the sidewalk project. Mr. Hamill has paid the bill; however, asks for a reimbursement if it is agreeable to the Board. He understands he did not get approval in advance and that this may not be approved.

Concern was expressed with the order involved. Expenses such as this, should be approved by the Board ahead of time.

Mr. Hirzel stated although he could not vote to approve the reimbursement he stated that Stratus would pay half the invoice. Mr. Barnes too stated he would pay the remaining half of the invoice.

Ms. Pilchowski stated the Township does have resources available to them that the DDA can also utilize. This will not cost the Highland DDA anything.

Marie Hewitt – Restoration Project

Ms. Hewitt was not able to attend this evening and asks that she be put on the August 17, 2011 Agenda.

Resignation of a Board Member

Mr. Smith announced that Mr. Mecklenborg felt it necessary to resign as a Highland DDA Board member so that he can focus on his business and family. He stated he would be interested in serving in the future. Mr. Mecklenborg has been with the Highland DDA from the start.

Highland Beautification Letter

A letter was received by the Co-Chairs, Judy Kiley and Mary Lloyd, of Highland Beautification. This letter stated they wished to share some of the thoughts and ideas regarding the curb appeal of Highland Township and collaborate with the HDDA. They would like to meet the HDDA regarding this.

The Board wished to have the co-chairs attend any future board meeting to discuss this letter.

Prosper Magazine

Highland has advertised in *Prosper Magazine* for the past three years. The cost for this ad is \$1500.

MS. PILCHOWSKI moved to continue with the Prosper Magazine AD but ask that a picture with people be included in the ad. FEIGLEY SUPPORTED and the motion carried with a unanimous voice vote (8 yes votes).

Mr. Hirzel felt to spend \$1500 for an ad in *Prosper Magazine* may not be a wise investment of tax payers' money at this point. More improvement in Highland needs made first.

Ms. Pilchowski suggested that \$1500 could be spent to market Highland Individually and felt the advertisement in the Prosper Magazine should be revisited. The Board felt at the very least the article should be rewritten or a smaller ad be investigated.

Ms. Pilchowski withdrew her motion until this body is comfortable with moving forward. Mr. Feigley supported and the motion carried with a unanimous voice vote (8 yes votes)

Finding Mona

Ms. Dashevich stated that the Finding Mona event will be taking place soon and a verbal request for sponsorship has been made. The Board would like a representative to come to the next Board meeting to discuss this further.

Committees and Chairs

We need to build our committees and our Committees need chairs. It was discussed this can be discussed further at our next meeting.

Work Skills Corp.

This is an organization that puts hard to place individuals in the workplace. The Highland DDA will be getting 40 hours of free clerical help and this individual will be getting some experience. Ms. Dashevich plans to have this individual do data entry to begin the process of downloading all the district businesses onto the DDA website.

Recording Secretary

Mr. Smith asked that a Recording Secretary be considered for the Highland DDA. This is the first time that the HDDA has been without one. Ms. Dashevich was the Recording Secretary in the past. It was discussed this would be

MR. BARNES moved to hire a recording secretary for the Highland DDA for \$85.00 (Eighty-Five Dollars) a meeting. This will include taking minutes for the meeting, preparing and revising the minutes. Supported by MR. MAHER and the motion carried with a unanimous voice vote (8 yes votes).

TREASURER'S REPORT

Mr. Hirzel reviewed the Treasurer's report.

Committee Reports:

Most of the committees have been discussed earlier in the evening , however, Mr. Smith reported that the economic development is very close to presenting a shop local logo.

Ms. Pilchowski stated there was a very nice article written in the Spinal Column regarding shop local and the benefits. A picture of Larry Shew's building was included.

Mr. Hirzel would like discuss the sidewalk project at the next Board meeting.

District Review

Manala Hair Salon moved into the district near Sav-A-Lot.
The dollar store and the movie store Sav-A-Lot are now sharing space.

Community Reports

Mr. Barnes stated that Bob Donahue visited his store and stated that Discovery the "D" program Will be visiting. He would like to promote Highland in some way.

Miscellaneous Discussion

Special uses in the district were discussed. The HDDA would like to see some special uses such as restaurant satellites in a gazebo for example.

Upcoming Meetings/Events - None Offered

Call to the Public – None

At 7:45 pm Mr. Smith adjourned to the Executive Session.