

**CHARTER TOWNSHIP OF HIGHLAND  
DOWNTOWN DEVELOPMENT AUTHORITY  
Record of the July 26, 2012 Regular Board Meeting  
APPROVED**

**Members Present:** Triscia Pilchowski, Gail Perrin, John Hirzel, Mike Maher, Matt Barnes, Dale Feigley, Roscoe Smith

Absent: Beth Lewis, John Dowson, Doug Bourgeois

**Staff Present:** Melissa Dashevich, Director  
Karen Beardsley, Recording Secretary

**Visitors Present:** Ron Campbell, Oakland County, Architect for Main Street Program  
Rick Hamill  
Donna Gundle-Krieg  
Judy Cooper  
Brian Howe  
Catherine Kristian

**Mr. Smith called the meeting to order at 6:30 PM.**

**Board Meeting Minutes of June 20, 2012**

**MS. PERRIN MOVED TO APPROVE the Board Meeting Minutes of June 20, 2012 as presented. SUPPORTED BY MR. BARNES and the MOTION CARRIED with a unanimous voice vote (7 yes votes).**

**Director's Report**

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

**Treasurer's Report**

Mr. Hirzel stated that we received the first progress billing of about \$4,000 for the engineered documents. This is an item in our capital budget, but not in our operating budget, so we should amend our budget to show this. This will be discussed in more detail.

**MS. PILCHOWSKI MOVED TO ACCEPT the Treasurer's Report for file. MR. FEIGLEY SUPPORTED AND THE MOTION CARRIED with a unanimous voice vote (7 yes votes).**

**NEW BUSINESS**

**1. 'Gateway' Presentation by Ron Campbell from Oakland County.**

Mr. Smith introduced Ron Campbell from Oakland County. He and Mr. Hamill of the HDDA Design Committee presented a slide show of Gateways around the world and their impact on communities. He spoke of other ways to attract attention, such as signage, murals on existing buildings, landmark opportunities, painting on our own railroad overpass, etc. A slide was presented with an image of a proposed gateway arch for Highland, which included train tracks and a train image. Mr. Hamill spoke of possible opportunities for murals at proposed north and south 'entrances' to Highland, including painting of the barns across from Colasanti's and the fence at Napa Auto Parts. Mr. Barnes still felt

that the train 'gateway' arches would have the most impact, and felt that it could be put together in an affordable way. Mr. Hamill spoke about fundraising ideas to cover costs and involve the community. Mr. Campbell felt strongly about taking advantage of M-59 traffic. Ms. Dashevich spoke about engineering costs involved as well.

## **2. CART Outside Art Program**

Mr. Smith asked to move the CART Outside Art Program Update up on the Agenda to share with Mr. Campbell. Mr. Smith presented a logo design to be used in conjunction with the program. Ms. Dashevich commented that the launch of this program was delayed, but is getting back on track, and should be ready within the next few weeks. She shared a slideshow introducing each artists' contribution and their planned locations. Discussions are taking place regarding the raffle of the reproduced artwork as a fundraiser during Highland HeyDays.

## **3. Highland HeyDays**

Ms. Dashevich spoke with Peter Barnes from Veterinary Care Specialists, who chairs the Highland HeyDays event, and is an advocate for promoting Highland Township. He would like to attend the HDDA August meeting. Mr. Smith added that Mr. Barnes' goal is to make Highland HeyDays a fundraiser for the HDDA and the HWLBA. Ms. Dashevich said that while Mr. Barnes admitted that changes need to be made to improve Highland HeyDays from last year to be profitable, he feels it can be done, beginning with changing it to a one-day event this year, now on September 8. Mr. Peter Barnes will also be involving Jeff Muck from Parks and Recreation. There has been some concern by White Lake since the Fisk Farm Festival is the same day; however, it was felt that cross-promoting the two events would be beneficial. Mr. Maher suggested adding the cross promoting to the ads that will run in the newspapers. Mr. Smith passed out the latest issue of Mainstreet Now and mentioned there was a featured article about measuring the value of a community event that was of particular interest.

## **4. Prosper Magazine**

Ms. Dashevich presented the magazine and explained sponsorship, which would involve Highland placing an advertisement for \$1,500 for one page, or \$3,000 for two pages. Ms. Pilchowski felt that there was not enough exposure to this magazine to be effective. It was decided to not be involved with Prosper Magazine for this year.

## **5. Summer Concert Series – Emcee Opportunities**

Ms. Dashevich commented that she received public comment regarding enjoyment of the concert series. Mr. Howe suggested mentioning vendors at the event as well as their fundraising efforts at intermission. Some felt that patrons were lost if there was an intermission, but perhaps the announcement could be made between the opening and the main acts. Ms. Dashevich showed the video that promotes our concert series. Ms. Pilchowski suggested that the video be sent to each sponsor.

## **6. 2013 Committee Work Plans**

Committees need to finalize their work plans, which are instrumental in driving the total budget. The township needs to have the budget by October, so committee work plans should be well underway.

## **COMMITTEE REPORTS**

### **Design**

Mr. Hamill presented a prototype marketing piece introducing Highland Station Streetscape. This would get people thinking about and excited about what's happening in highland. Inside is a fold-out streetscape/blueprint plan. He also presented an 'improved' version with known buildings drawn in and personalized. His vision is to use this as part of a marketing package to help bring new business to the downtown area. Everyone agreed that the second version is a very impressive piece that will be beneficial in creating interest in our area, project and plans. Mr. Smith thanked Mr. Hamill for all of his work on this promotional piece.

### **MAINSTREET OAKLAND COUNTY**

Ms. Dashevich shared that there will be a "Sense of Place" Workshop, for any that want to attend, on August 15, 2012 at the Lafayette Grand in Pontiac.

### **COMMENTS**

MR. Maher asked about the hot dog vendor lunch time possibility, and felt it would be a great addition to the community. Ms. Dashevich and Mr. Smith spoke about conversations they have had with Big Nick and will continue to do so.

Questions arose about the a vehicle in the downtown area that has been parked for quite awhile. Ms. Pilchowski mentioned that things of this nature should be called to the attention of the township.

Ms. Kristian asked about the B.A.T. Ms. Dashevich confirmed that plans are moving forward and the Economic and Restructuring Committee is working on promoting it.

**At 8:00 p.m., Mr. Smith adjourned the meeting.**

Respectfully submitted,

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A. Roscoe Smith  
ARS/kb