

**CHARTER TOWNSHIP OF HIGHLAND  
DOWNTOWN DEVELOPMENT AUTHORITY  
Record of the April 17, 2013 Board Meeting  
APPROVED**

**Members Present:** Roscoe Smith, John Hirzel, Matt Barnes, Dale Feigley, Rick Hamill, Mike Maher

**Absent:** Beth Lewis, Gail Perrin, Doug Bourgeois

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

**Visitors:** Peter Barnes, HWLBA, on behalf of Sparks in the Park  
Joe Camarata, w/ Peter Barnes on behalf of Sparks in the Park/Highland HeyDays  
Pam Deneweth, Insightful Counseling  
Donna Cole, Organization Committee

**Mr. Smith called the meeting to order at 6:25 PM**

**Board Meeting Minutes of March 20, 2013**

**MR. MAHER MOVED TO APPROVE the Board Meeting Minutes of March 20, 2013 as presented. SUPPORTED BY MR. FEIGLEY and the MOTION CARRIED with a unanimous voice vote (7 yes votes).**

**Director's Report**

Ms. Dashevich verbally shared her Director's Report. She returned today from the conference in New Orleans, which was very informative and inspiring. Developed revamp of sponsorship package for Promotions Committee, where a business can sponsor a concert on their own with representation throughout the series, but highlighted on their concert night with flyers. Promotions Committee has volunteers secured to distribute the flyers. Mr. Hamill and Ms. Deneweth know of additional musicians. They will forward information to Mrs. Dashevich.

Mr. Smith pointed out that the complaints brought before the HDDA last month by Ms. Deneweth were addressed quickly. The awning across from her business was repaired by Mr. Maher, and the clean-up behind the blue house was accomplished by Mr. Kopecki.

**Treasurer's Report**

Mr. Hirzel pointed out that there were some corrections to previously reported numbers. Last reported assets were \$717,981, which is incorrect. After February expenses, the correct amount is \$750,000. For March, there is no income, but Nowak & Fraus expenses take that down to \$743,000. Worth noting is that 50% of our budgeted income has been collected by now. Another item worth noting is that, due to tax appeals, we will have to return about seven or eight thousand dollars. Commercial values are still down, affecting new projections for rest of year.

**New Business**

Peter Barnes, on behalf of the Highland White Lake Business Association passed out a letter thanking the DDA for their support of HeyDays. Planning this year has been much more efficient, being better organized, committees being better attended, and interest from the business community. So far,

HeyDays will begin on Friday night with a square dance, then a pancake breakfast at the senior center on both Saturday and Sunday (with a musician) and benefitting both the fire department and the senior center. There will be many children's events and activities; much music is planned with very good bands already booked. This year, they are using Sparks as a dress rehearsal for many new ideas. The HDDA support last year was great, but they need more. Social media is launched; White Lake Farmers Market is already advertising their involvement with HeyDays. The HWLBA hopes to continue with our support and more sponsors are coming through. Taking cues from problems in past years, they are really working on making HeyDays a 'kit' to be used in the years ahead. This year really focusing on media attention; sowing seeds to get more mentions. Mr. Barnes also mentioned that they are taking the opportunity to work with Stratus Financial and have them take over the accounting for the event; hoping to turn it into a bigger financial return so it may be self-funded for next year. Lots of changes this year; he is noticing a change in the tone of our community and is excited to be part of HeyDays. Mr. Barnes also mentioned that the layout plans must be flexible, since we don't know the exact progress of the school tear-down and the beginning of HDDA sidewalks.

Mr. Maher asked about signage and Mr. Barnes confirmed that he has someone to do signs, with changes. Mr. Maher also asked about adding a 'karaoke guy' from 9 until 11 on Friday night, and updating all social media to reflect these changes. Mr. Barnes assured him that information will be updated on a timely basis. Mr. Maher also asked if local, affected homeowners will be notified. Mr. Hamill suggested not only notifying them, but giving them some sort of stipend for the inconvenience, if any, such as coupons, gift cards, meal tickets, etc. Mr. Barnes said he will pass the suggestion along.

Mr. Barnes stated they are looking for financial contributions for Heydays, so they can plan for budgeting. He doesn't want Milford Memories to be considered "the last event of the season"; they are striving to keep the publicity up.

Mr. Hamill felt that the \$9,000 donation from the township board was critical. Business owners have been sought out the most and for everyone to see the government step up like it did is a very positive reinforcement of change in our community. He felt that the HDDA should try to increase their donation as well. He feels this is an important part of the business development in our area and believes the marketing component alone is worth the money. There will be 10,000 people at Sparks and he will mention the efforts at an upcoming business roundtable meeting as well. Peter Barnes felt, as a business owner, that community goodwill is very valuable; he also felt that when people hear of the \$9,000 donation from the township, they will see that government can help make events more successful. Ms. Deneweth suggested that homeowner's associations can be a great help to get information out. She also offered her bulletin board. Mr. Smith thanked Peter Barnes for assuming the leadership role in HeyDays.

### **Old Business**

#### 1. Streetscape

Mr. Hirzel and Ms. Dashevich began discussion of a fundraising committee for sidewalk art inlays.

The next Business Roundtable meeting will be on Tuesday, April 30, 2013 at 6 PM with food from Schwartz's Deli.

Regarding Sparks in the Park and HeyDays sponsorship from the HDDA, Ms. Dashevich confirmed that last year's amounts were: \$2,500 went to Sparks in the Park (taken from line item DDA Events of which \$3,000 is budgeted) and \$5,500 to HeyDays (which had its own line item of \$5,500). It was the general consensus that, while both events are very worthwhile, the fact remains that the HDDA is embarking on

a very large, long-awaited project, and does not want to jeopardize its progress. If Sparks is in dire need of funds, Mr. Feigley suggested taking \$500 from Heydays to give to Sparks, increasing our donation to \$3,000; and leaving HeyDays with \$5,000. This would not change the HDDA 2013 budget numbers. Ms. Dashevich suggested using some advertising budget money to increase our donation to Sparks. Mr. Hamill reminded that this would be a one-time increase. Mr. Maher believes a large sign at Sparks in the Park saying 'thank you' to the HDDA should include its member businesses and logos. This shows the connection to and the value of the HDDA to local business and the community.

**After more discussion, MR. FEIGLEY MOVED that the HDDA donate \$3,000 to Sparks in the Park, and \$5,000 to HeyDays. MR. HAMILL SUPPORTED and the MOTION CARRIED with a roll call vote: Hamill-yes; Hirzel-yes; Barnes-yes; Feigley-yes; Maher-yes; Smith-yes.**

Mr. Smith adjourned the meeting at 7:35 pm.

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A. Roscoe Smith  
ARS/kb

APPROVED