

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the August 21, 2013 Regular Board Meeting
APPROVED**

Members Present: Rick Hamill, Roscoe Smith, John Hirzel, Gail Perrin, Dale Feigley

Members Absent: Beth Lewis, Doug Bourgeois, Matt Barnes, Mike Maher

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

Visitors Present: Diane Pierson and Kathy Polidori (Beautification Committee), Kris Kopecki

Mr. Roscoe Smith called the meeting to order at 6:22 PM.

Director's Report

Mrs. Dashevich's report is attached and was reviewed.

Mr. Bourgeois suggested passing out HeyDays information at the Joe Kocur event this weekend.

Board Meeting Minutes of July 17, 2013

MR. HAMILL MOVED TO APPROVE the minutes of the regular Board Meeting of July 17, 2013 as presented. MR. FEIGLEY SUPPORTED and the MOTION CARRIED with a unanimous voice vote (5 yes votes).

Special Board Meeting Minutes of August 5, 2013

MR. HAMILL MOVED TO APPROVE the minutes of the Special Board Meeting of August 5, 2013 as presented. MRS. PERRIN SUPPORTED and the MOTION CARRIED with a unanimous voice vote (5 yes votes).

Treasurer's Report

Mr. Hirzel reviewed the financial statements for the six months ending June 30, 2013. Mr. Hirzel asked Ms. Dashevich about the \$967.50 showing as over budget in DDA events. Ms. Dashevich stated this amount was listed in Events in error, and should probably be reclassified to Promo; she will check into. Also, the name 'Horsin Around' should be changed to 'HeyDays'.

Mr. Smith accepted the Treasurer's Report to file.

New business

None

Old Business

1. Sidewalk - Marketing Plan Discussion

Mr. Hamill showed suggested drawings to be mounted on 4' X 5' boards, including items needed for donations. How to recruit people for contributions such as lights, pavers, list of plantings (with costs), possibly including plaques. He will do computer generated drawings for boards, but would like everyone to think of the verbiage for recruitments.

Mr. Hirzel inquired about any more information regarding property taxes. Mr. Hamill stated that Mrs. Cooper has done a tremendous amount of work on this issue. Mr. Feigley stated that Mr. Bullard mentioned coming to a DDA meeting. Ms. Dashevich also spoke with Mr. Detloff, who is president of the Michigan Downtown Association, and he stated that there was no legislation pending that would threaten the DDA.

Ms. Dashevich will look into doing something for Mrs. Cooper in appreciation of all of her efforts.

Ms. Dashevich mentioned the Marketing Plan for the streetscape and that a catchy name should be established to use in marketing efforts. Some suggestions: Highland Station Makeover: One Step at a Time or 'All Aboard'....or 'On The Right Track'.....using a train to depict fundraising efforts.....Mr. Smith asked all board members to bring suggestions to the next meeting. Also wayfinding signage for public offices, etc. needs to be in fundraising efforts/marketing plan.

2. Pickles Update

Mr. Hamill shared his history with Highland's pickle factory from his youth. He also introduced his new line of Highland Station Pickle Works brand pickles, and has committed all of the proceeds from these to the DDA. Ken Snook will be the distributor, (manufactured in Ohio) but they will 'pass through' directly to the DDA for sale. There are four types: zesty bread & butter, regular bread & butter, sweet garlic dill, and chow-chow (mixed vegetables). They can be sold at local businesses, HeyDays and by DDA members. It was also suggested to offer the history of the Highland Pickle factories. Pricing will be from \$5.99 to \$6.99, sold singly or in a set. Maybe local restaurants could feature them as well. Roscoe shared that the dam for the Vinegar Works factory still exists.

3. Foreclosed Home Update

Mr. Hamill stated that the township has sent the check to the county, and shortly after August 26, the deed should be received. He also shared that when making the motion, a not to exceed amount of \$8,300 was approved, but that did not take into consideration the legal fees. A modification to that amount will have to be made at the next meeting, when he knows the amount. Mr. Hamill recommends listing with Mr. Mecklenborg for a set amount and see if we get any offers, as is. If no offers come in, perhaps consider making minimal improvements.

4. C-ART Update

Ms. Dashevich confirmed that the C-ART is ready to be installed, and Mr. Kopecki will be handling the installations, as before.

Community Reports

Mrs. Polidori from the Beautification Committee shared the projects they have been involved with in the DDA, and their desire to see the streetscape project commence. However, they are interested in finishing their M-59 projects, since that provides a 'gateway' into the downtown district from M-59, and

is asking the DDA for \$10,000 to complete this. Mr. Hirzel commended the Beautification Committee for their efforts and desire to contribute to the beautification of the downtown district. However, the DDA does not have ANY money to donate especially at this time. Mr. Hamill suggested that they list/draw all areas they are interested in completing and work together with our marketing/fundraising efforts as a whole to get their project accomplished. Also, by working together, pooling resources and coordinating efforts would make sense such as: dirt removed for sidewalk project could be used for berms needed by the beautification committee, etc.

At 7:57 p.m., Mr. Smith adjourned the meeting.

Respectfully submitted,

A. Roscoe Smith

ARS/kb
