

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the June 18, 2014 Regular Board Meeting
APPROVED**

Members Present: Roscoe Smith, Cassie Blascyk, Mike Maher, John Hirzel, Dale Feigley, Rick Hamill, Gail Perrin, Matt Barnes, Doug Bourgeois

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

Visitors: Donna Cole, Volunteer, Organization Committee
Kris Kopacki

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

Board Meeting Minutes of May 21, 2014

**MR. MAHER MOVED TO APPROVE the regular board meeting minutes of May 21, 2014 as corrected.
MR. MAHER SUPPORTED and the MOTION CARRIED with a unanimous voice vote (8 yes votes).**

Director's Report

Mrs. Dashevich reviewed her report and a copy is attached.

Treasurer's Report (hold until Mr. Hirzel arrives)

NEW BUSINESS

Main Street Oakland County Main Event

This was held at the Royal Oak Music Theater. Highland had 20 people in attendance.

- Rick Hamill received Outstanding Leadership and Integrity Award.
- Rick Hamill also received the Most Unique and Creative Fundraising Project for pickle sales.

Mr. Smith added a thank you to Mrs. Dashevich, since the application process for these awards is very extensive.

New Budget Line Item and Proposed Budget Amendment (hold until Mr. Hirzel arrives)

Sounds Like Summer Concerts – July 8th through August 12

Mrs. Dashevich stated that all concerts are finalized with \$1,600 in sponsorships. They will begin on Tuesday, July 8 through Tuesday, August 12, all beginning at 7PM. New will be 'Music Stars of Tomorrow' for two of the nights, which will each consist of three groups of young talent from the area.

OLD BUSINESS

MSOC Conference Report

Mrs. Blascyk reviewed her report that she prepared reviewing her experiences at the conference, sharing things she felt were pertinent to our area. Mrs. Dashevich reviewed some of her takeaways from social media and marketing, etc. Mrs. Blascyk felt that simplifying our facebook page name to 'Downtown Highland'. Supervisor Hamill felt that including the word 'station' would keep the 'Downtown Highland Station' name which is important to the history of the original name of the town.

Pickle Sale Update – Farmer's Market

Supervisor said he sells about 30 – 40 jars of pickles per weekend. Many DDA board members voiced their disappointment, as well as feedback from others, over where the market is being held. Supervisor Hamill stated that the ground conditions have not been ideal at the originally proposed site.

Sidewalk Project Update

Supervisor Hamill updated the Board on the progress of the sidewalk project.....a particular area of interest was connecting to the existing Colasanti sidewalk; he suggests the new sidewalk stop short of that; otherwise we are encouraging people to continue seamlessly to the 'boardwalk area' which is a problematic area that we are not willing to accept liability for. It was the consensus of the board that perhaps some sort of signage with a disclaimer or such would suffice, such as "now ending DDA property" or "now entering private property; enter at your own risk" etc. Supervisor Hamill stated that if we stop, and do not connect we will save \$\$ by not doing all the demo and prep required to connect; and install a sign stating why to the general public. Perhaps this will encourage Colasanti's to remedy their boardwalk problems.

MRS. PERRIN MOVED to stop the DDA new sidewalk installation at Colasanti's property and consult an attorney regarding signage for the end of sidewalk to limit our liability. MR. BARNES SUPPORTED and THE MOTION CARRIED with a roll call vote: Blasczyk-yes; Maher-yes; Hamill-yes; Feigley-yes; Perrin-yes; Barnes-yes; Smith-yes.

There was additional discussion about the retaining wall section across the street from Fragments, as well as the installation of banner poles. Supervisor Hamill stated that the County will not allow the installation of these in a right of way; it must be approved by a private property owners. Mrs. Dashevich suggested using each light pole banner for advertisement of events, at the event's expense.

Fundraising

Per Mrs. Blasczyk, the band M.A.R.R.S. offered a fundraising opportunity where they sell \$20 tickets to their 'concert' and give all the money to the HDDA; they charge \$1000 for their services. 59West was discussed as a venue; Mrs. Blasczyk will look into and report back. She offered to assist with any other fundraising suggestions anyone has. Mr. Bourgeois presented a couple of fundraising ideas as well.

Treasurer's Report

Mr. Hirzel shared that we had no income last month, putting us short about \$6,000 on projections; cash availability dropped to \$704,000. Mr. Hamill's suggestions for saving some \$\$ on the construction efforts will be helpful.

Supervisor Hamill reviewed some of the changes that occurred and may require change orders and different pay schedule than originally anticipated.

Mrs. Dashevich noted the need for a more streamlined accounting system for determining each individual event costs and profits, and to eliminate the need for numerous budget amendments.

Additional discussions took place regarding the difference between DDA projects and possible future projects utilizing Friends of Downtown Highland.

COMMUNITY REPORT

Mrs. Dashevich shared that Pat Hamlin passed away and arrangements were shared.

CALL TO THE PUBLIC

Mrs. Perrin announced that she and her husband will be selling their house and moving, so she will be stepping down from the Highland Downtown Development Authority Board in another month or two. Supervisor Hamill thanked Mrs. Perrin and invited her to return and give input at any time in the future.

Mr. Smith adjourned the meeting at 8:10 p.m.

Respectfully submitted,

A. Roscoe Smith

ARS/kb