

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the April 19, 2017 Regular Board Meeting**

APPROVED

Members Present: Supervisor Hamill , John Hirzel, Mike Zurek, Mike Maher, Cassie Blascyk, Matt Barnes, Roscoe Smith

Members Absent: Dale Feigley

Staff Present: Missy Dashevich, Executive Director
Karen Beardsley, Recording Secretary

Visitors Present: John Bry, Program Coordinator, MSOC
Trevor Von Buskirk

Mr. Smith called the meeting to order at 6:20 PM.

Approve Regular Board Meeting Minutes of February 15, 2017

MR. MAHER MOVED TO APPROVE the Regular Board Meeting minutes of February 15, 2017 as presented. **MR. ZUREK SUPPORTED** and **THE MOTION CARRIED** with a unanimous voice vote (7 yes votes).

Approve Regular Board Meeting Minutes of March 15, 2017

SUPERVISOR HAMILL MOVED TO APPROVE the Regular Board Meeting minutes of March 15, 2017 as presented. **MR. MAHER SUPPORTED** and **THE MOTION CARRIED** with a unanimous voice vote (7 yes votes).

Director's Report

Mrs. Dashevich shared a verbal review of her report; they are attached for your review.

Treasurer's Report

Mr. Hirzel shared that 43% of projected income has been collected already. Only 12% of budgeted expenditures have been used. Reserves are at \$116,000, over the \$100,000 we had planned for. Some discussion took place regarding current legislature and its meaning for DDAs. If a DDA is encumbered with a loan such as Highland is, it won't be taken away. However, Supervisor Hamill added that any changes to contracts, or extensions, etc. could put funding at risk.

Mr. Hirzel looked at alternatives for funding. If we initiated a membership-based DDA:

Based on only 10% (1,150) of Highland's 19,000+ residents participation:

1000 @ \$50/year; 100 @ \$100/year; 50 @ \$250/yr.

Add to that, of our 400 businesses:

125 at \$100/year; 75 @ \$250/year; 25 @ \$500/year; 10 @ \$1,000/year

That would bring in \$126,000.

Mr. Bry highly recommends moving towards other funding possibilities.

MR. MAHER MOVED TO APPROVE the Treasurer's Report as presented. MR. BARNES SUPPORTED and THE MOTION CARRIED with a unanimous voice vote (7 yes votes).

NEW BUSINESS

Main Event, May 11, 2017 - Flagstar Strand Theatre for the Performing Arts, Pontiac Theater Seating; Walking Dinner; shorter than previous years; plan to be out by 9; Broadway theme. Seating will be in marked sections in the Theatre.

Two nominations: Outstanding Board Member - Cassie Blascyk;
Festival of Trees nominated as well.

Two free tickets: One to Cassie and one to Wendy Willinghanz.

National Main Street Conference in Pittsburgh, PA, May 1-3, 2017

Main Street provides two registrations. Mrs. Dashevich and Mrs. Blascyk will be attending, and driving to Pittsburg.

Banner Discussion:

Sounds like Summer Banner Sponsorship Program \$300 to have your name hanging below banners for June, July and August. If all banners sell (22 posts), that would net \$6,600. The initial cost of the banners (\$3,200) would be taken care of in the first year. Subsequent years would only be the cost of the hangers below (further savings if repeat sponsorship!) and the installation and take down of the banners (\$400 approx.)

It was decided to sell banner sponsorships for \$200.

Native Landscaping:

Ideas were introduced for artful bug/bee houses and sculptures. Mrs. Blascyk suggested perhaps getting scout troops involved. Supervisor Hamill said they would be allowed as far as right of way. Regarding the native landscaping, the DDA will work with the Lloyds to design a flyer to go to home/business owners who may be interested in the care and identification of the native plantings.

OLD BUSINESS

2016 Evaluation Report: attached. Highland DDA was accredited.

Founders Day / Ice Cream Social: Volunteers Needed. SignUp Genius will be created.

Website Redo Update: New logo. Art work looks same, words changing to Downtown Highland Station from Highland Downtown Development Authority. Accunet is working on updates. Mr. Zurek sent an email with a link to Traverse City's web page.

Committee Reports

Much conversation took place regarding upcoming and potential projects.

John Bry making some phone calls regarding a Highland Station sign on M-59.

MSOC

Certified Local Government was explained and discussed.

Heart & Soul Free Talk Webinars.

Workshops Available from Oakland County, by request.

Consider using Milford Road as a Heritage Corridor, with South Lyon as the southern gateway, and Highland as the northern gateway

DISTRICT DEVELOPMENT/NEW BUSINESS

New Businesses in Town: Asian Massage, Bowser's Pet Parlor, Home Again Furniture Warehouse, Sweetwater Electric, Auto Sales

COMMUNITY REPORTS

DIA Inside Out Program

All pieces (probably 9) will be up weekend before 7/25, which is a kick-off organized by HDDA, HVCA, Library,

Band: In Flight, activities from library and arts council, tours, etc.

Possible/probable locations:

Library, Post Off., Roscoe's station, Gateway park, Veteran's park, Station House, Pickle Dam, Odds & Ins

CALL TO THE PUBLIC

None.

Mr. Smith adjourned the meeting at 8:05 p.m.

Respectfully submitted,

A. Roscoe Smith
ARS/kb