

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the October 18, 2017 Regular Board Meeting**

Members Present: Supervisor Hamill, Chris Hamill, Mike Zurek, Mike Maher, Roscoe Smith, Cassie Blascyk, Dale Feigley

Members Absent: Matt Barnes, Trevor VonBuskirk

Staff Present: Melissa Dashevich, Executive Director

Staff Absent: Karen Beardsley, Recording Secretary

Visitors Present: Pam Deneweth (arrived at 7:05)

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

Approve Regular Board Meeting Minutes of September 20, 2017.

Mrs. Hamill asked for clarity in the following areas:

Under Director's Report, reword last part of 4th sentence to "... timely manner for all to consider."
Under OLD BUSINESS, Additional Fall Festival Support, reword last part of motion to "...APPROVE any additional festival expenditures of not-to-exceed \$500." Mrs. Dashevich felt that adding "... and there may some additional unexpected expenses..." be added to her first sentence. Supervisor Hamill felt that adding Mrs. Hamill's suggestion, but leaving in "... for flyers for school distribution..." would be adequate wording for the motion. Mr. Maher MOVED TO APPROVE the Regular Board Meeting minutes of September 20, 2017, with above clarifications. Supervisor Hamill SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (7 yes votes).

Director's Report

Mrs. Dashevich Director's Report was reviewed and is attached.

Treasurer's Report

As of September, bank shows cash & investments of \$117,304. Mr. Feigley asked about the \$287,000 balance on the sidewalk. Mrs. Hamill stated that approximately \$38,000 is being applied towards principal per year. The original loan from the township was taken in 2014.

Mrs. Dashevich clarified an amount that was posted to the wrong account: the \$370 posted currently in design for this month should have gone into Horsin' Around in Highland line item, which is proposed to be changed to DDA Sponsorships.

Per Supervisor Hamill, Mrs. Hamill and/or Mrs. Dashevich will work with Amy LaVoie at the Township to determine a discrepancy in Payroll Tax line item.

NEW BUSINESS

Small Business Saturday Contest - Organized by Oakland County

This is sponsored by American Express. Oakland County has joined in with a week-long contest for downtown shoppers to enter their receipts online to be put in a drawing for a \$5,000 prize. Mrs. Blascyk is designing a passport program for downtown Highland shoppers; they will get a stamp for each downtown location they shop at, and be eligible to win prizes containing donations from local

businesses. Supervisor Hamill encouraged the use of the digital sign for promoting the event. It was suggested that Maher Feed be the 'host' business for the event, with an information table that explains the program, provides information, shows the prizes, etc.

OLD BUSINESS

Website Update

Sent updated directory; nearly complete; waiting for branding results to be included before publishing.

Branding Project Update

Results of survey, and presentation of Branding Project Update to Roundtable on October 24th. This is expected to be a 2 hour long meeting, anticipating possibly four additional meetings.

Highland Fall Festival Report

The games were a great addition to the Highland Fall Festival. The HDDA team made the final round, which was a tug aware between the two highest scoring teams. We gave it great shot but the Highland Fire Department took home the Trophy.

It was asked how the festival did financially. It was discussed this festival was an HVCA event, therefore financials were not available.

Discussion and possible approval of the 2018 Proposed Budget

Supervisor Hamill suggested the budget be reviewed, line by line. Mr. Maher suggested a 2% increase to the Executive Director's salary. Supervisor Hamill shared that the township is proposing 3% within their budget; all agreed a 3% increase would be added to the budget, bringing Executive Director to \$41,200.

The next line item to review is a new position proposed with a budget of \$6,000; an Independent Contractor position. Mrs. Dashevich shared the need for additional manpower to accomplish many of the tasks that fall to her and/or volunteers. It would be very advantageous to have an additional person to assist director with facilitating fundraising, provide grant research and applications, promote available properties within the district, social media and website updates. Cassie Blascyk is interested in this position and has prepared a synopsis of areas that could benefit from her help. The title of Economic Development Consultant was suggested by Supervisor Hamill. Mr. Zurek asked if the HDDA was not overlooking a requirement of getting resumes of three candidates to review? Mrs. Dashevich felt it would not be treated the same, and further felt that Cassie's experience with MSOC and additional experience on the HDDA is invaluable, and allows her to 'hit the ground running'.

Mr. Maher MOVED TO APPROVE 1) the HDDA create a position of Economic Development Consultant, and 2) Cassie Blascyk fill that position with an annual budget line item not to exceed \$6,000. Mr. Feigley SUPPORTED BOTH PARTS OF THE MOTION and THE MOTION CARRIED with a roll call vote: Supervisor Hamill-yes; Chris Hamill-yes; Zurek-yes; Maher-yes; Smith-yes; Blascyk-abstained; Feigley-yes (6 yes votes).

Supervisor Hamill suggested that the above new consultant amount be added to the line item of Professional Services, bringing that revised line item budget amount to \$6,500. Mrs. Hamill to look at possible error in payroll tax budget line item; overstated by about \$3,000. Supervisor Hamill changed the Capital Improvement line item to \$1,548 in order to balance to the \$141,500. Per Mrs. Dashevich

and Supervisor Hamill, inactive accounts will be removed and a couple of account names will be updated to clarify their use.

Mr. Maher MOVED TO APPROVE the 2018 Highland DDA Proposed Budget with changes discussed totaling \$141,050. Mr. Feigley SUPPORTED THE MOTION and THE MOTION CARRIED with a roll call vote: Supervisor Hamill-yes; Chris Hamill-yes; Zurek-yes; Maher-yes; Smith-yes; Blascyk-yes; Feigley-yes (7 yes votes).

COMMITTEE REPORTS

Regarding the Festival of Trees, Mrs. Dashevich is still waiting to hear from Broadview to see what they are able to do for us for trees, whether they will be discounted or donated.

The Highland Tree Lighting Ceremony is to be held on December 4th.

MSOC

FYI - MSOC Advisory board will meet in Highland on October 25th. The Board has asked for a short tour. Eugene Beach will lead the tour. He will give short picture presentation in case of rain.

DISTRICT DEVELOPMENT / NEW BUSINESS

Jeni's Ugly Pies is doing a remodel and will have a grand re-opening on November 1st, a ribbon-cutting with Highland White Lake Business Association is planned. HDDA will help promote.

COMMUNITY REPORTS

Mr. Feigley had a suggestion for additional banners; Mrs. Blascyk shared some new ideas. It will be formatted to be a fair system for all who want to participate. This is a great opportunity for raising additional funds.

Pam Denewith proposed getting some help from the HDDA to get her condo complex (3) lightposts working in exchange for letting the DDA use them for additional banner sponsorships. Mrs. Blascyk asked if this might be part of the façade grant program. Supervisor Hamill offered some scenarios in which this might work; however, her first step would be to call an electrician to find out the cost of converting them to LED fixtures.

CALL TO THE PUBLIC

Pam Denewith wanted to inform the HDDA of possible new tenants in her condo complex, and also share her concerns about the combined business affiliations as a result of the new tenants.

Mr. Smith adjourned the meeting at 8:34 p.m.

Respectfully submitted,

Roscoe Smith

RS:kb