

**CHARTER TOWNSHIP OF HIGHLAND  
DOWNTOWN DEVELOPMENT AUTHORITY  
Record of the February 21, 2018 Regular Board Meeting**

**APPROVED**

**Members Present:** Supervisor Hamill, Chris Hamill, Matt Barnes, Dale Feigley, Roscoe Smith, Cassie Blascyk; Mike Maher

**Members Absent:** Trevor VonBuskirk, Mike Zurek

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

**Visitors Present:** John Bry, Principal Planner, Main Street Oakland County Program Coordinator  
Ray Schriber Director, Louisiana Main Street  
Tim Colbeck, Associate Planner, Main Street Oakland County

Mr. Smith called the meeting to order at 10:00 a.m.

(The order of the Agenda was changed to accommodate The Main Street Oakland County 2017 Evaluation discussions.)

Oakland County's John Bry welcomed all and reiterated that they are available at anytime, and wanted to make sure that Highland doesn't feel they have to wait until annual meeting to get answers. Please contact them anytime for assistance and, as always, to share what we feel they could do better.

The Accreditation is based on ten key areas. Their feedback on our processes will be at 4:30 today, followed by written report.

Does Highland feel there is broad-based community support?

- Yes, for those who know who we are and what we do.
- There is some confusion of where our downtown is.
- Trying to work around our historic district.

Summary: All downtowns look different. Don't try to imitate someone else.

Is Highland working with other civic groups and other entities in community?

- Local business association, which is conveniently housed with DDA and Arts Council, creating synergy, encourage and promote each other, provide lunch & learn to community, etc.
- Community roundtable

Vision and Mission statements for the DDA.

- Developed, but far too long and wordy.
- To be discussed and addressed within Strategic Plans

Work plans established and discussed?

- Retail events
- Trash receptacle design, painting and placement

- Gateway Arch discussed (\$2500 available soon for placemaking)
- Grants for business promotions coming in the future such as websites, etc.  
Summary: Be careful not to have Executive Director involved in too many. Board members and/or volunteers should be listed for heading up committees. Also, 2017 showed committees in general as responsible party for projects; a committee needs to NAME A CORE PERSON.

Does Highland have an Historic Preservation Ethic?

- Historical Society does much to raise awareness and documentation.
- Mrs. Blascyk works with them regarding signage and incorporation into our streetscape. Possible use of EMU students for installation. Believes community has an interest in our heritage.
- Local builder who received notoriety from a playhouse he built for his daughter would like to build a copy of an historic, iconic building from Highland's past on library property. Perhaps a mill, pickle factory or dance hall? Windmill powered sawmill is being considered and would be the most unique project.  
Summary: A formal Historic District Commission can protect from destruction, changes, and/or inappropriate development.

Active Board and Committees / Four point committees.

- National Main Street now allows for more project-based committees
- Still value in using four points on each project.

Operating Budget

- Most Mainstreets are not DDA. They are nonprofits and do not receive TIF.
- Michigan one of the few.
- Most who have TIF use it for projects, not for their operating budgets.

Summary:

- 1) County encourages diversification of funding. (Holly is looking into expanding its borders to capture more TIF)
- 2) We should begin the process of renewing our TIF asap. It could involve negotiations and could be a lengthy process.
- 3) Encourages use of 501(c)3 for fundraising.

Oakland County thanked all for their input and encouraged participation throughout the day.

**Approve Regular Board Meeting Minutes of January 17, 2018.**

**Mr. Barnes MOVED TO APPROVE the Regular Board Meeting minutes of January 17, 2018, as presented. Supervisor Hamill SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (6 yes votes).**

Mr. Smith adjourned the meeting at 11:04 a.m.

Respectfully submitted,

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Roscoe Smith

RS:kb