

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the January 17, 2018 Regular Board Meeting**

APPROVED

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

Members Absent: Trevor VonBuskirk, Mike Maher

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

Visitors Present: Kris Kopacki

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

Approve Regular Board Meeting Minutes of November 15, 2017.

Supervisor Hamill MOVED TO APPROVE the Regular Board Meeting minutes of November 15, 2017, as presented. Mr. Zurek SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (7 yes votes).

Director's Report

Mrs. Dashevich briefly reviewed her Director's Report.

Treasurer's Report

Mrs. Hamill reviewed the Treasurer's Report. As of December 31st, there is \$43,377 cash in the bank. Nothing unusual in detail of revenue over expense. Revenue was \$134,000; expenses \$78,600. The \$55,414 will go into the fund balance for next year. Mrs. Dashevich noted that amendments may be made throughout the year, since fundraising dollars are included in that amount. Our long-term loan balance is about \$284,000; it will be \$277,600 by the end of the year. From a cashflow standpoint, the 'Principal Expense-Budget Only' amount of \$37,796 is cash that will be paid out to principal on the loan.

NEW BUSINESS

Main Street Evaluation

Main Street Evaluation is February 21st. It starts at 10:00 with Mainstreet meeting with Supervisor Hamill and Mr. Smith. They will then meet with Mrs. Dashevich. They would like to meet with some volunteers, and then some business owners as well. Their report will be at 5:00. Our regular DDA Board Meeting is that evening as well. Tim Kolbeck is our new liaison; he is the former executive director of the Ypsilanti DDA.

2018 work plans

Mrs. Dashevich feels that our DDA needs to become active in more current projects. This would be the perfect opportunity to revisit strategic plans (Organization Committee), bring back the façade initiative (Design Committee), and Mrs. Blascyk is planning to incorporate historic markers in our new landscapes. This particular one would be a good boost in one of our weaker areas of historical projects.

Mrs. Hamill shared some highlights of a DIA event she attended with Supervisor Hamill and Mr. Smith. The program highlighted the use of native plantings in public gardens in Chicago (Lurie Garden) and New York (High Line) by Dutch landscape and garden designer Piet Ouldof. There is talk of this type of project coming to Belle Isle; Mrs. Hamill felt that awareness of this project would educate people on Highland's gardens as well.

In summary Mrs. Dashevich encouraged Board Members to join committees and brainstorm ideas.

OLD BUSINESS

Small Business Saturday Contest follow up - Very successful. Mrs. Blascyk designed maps and business owners reported record sales, many noting adding more staff for the next annual event.

Festival of Trees Update - 30 trees were sold. Mrs. Dashevich estimates \$500 raised. Winner was a memorial tree in honor of Ashley Rich. The Award this year is a hand painted personalized ornament by an HVCA artist, to be presented to Ashley's family.

Highland Tree Lighting - Best attended. \$500 over expenses. Mrs. Dashevich reiterated the need for alternate storage solutions for decorations. She will investigate further.

Community Sign Guideline and Application - A draft of this new document was reviewed. It was suggested that the word 'censor' be eliminated, just leaving final say up to the DDA. It was also suggested that it be made clear that the use of the sign is not exclusive; it will be scrolling and shared with whatever other information the DDA chooses to put up for that time period. Suggested wording per Supervisor Hamill: "As a valued member of the DDA we'd like to offer you an opportunity of a week or two of non-exclusive use of the sign to make people aware of your business." Mr. Zurek added that it should be stressed that this is free and a value provided by the DDA.

Website Update - Mr. Zurek shared that there are still a few more things to tweak. Final edits are being made, getting ready to launch when branding is decided.

Branding Project Update - County paid \$6,250, Township matched. Designs were chosen, with flexibility for each entity's personalization. A tagline has been designated. Since there was not a consensus on the tagline, it was decided to put the total design package out there and let each entity determine whether they will want to use the tagline or not. It will be up to them. Supervisor Hamill stated that Mrs. Brandstatter will run a full page article in the February Spinal Column introducing the branding project and all the various identities and options.

Mr. Feigley MOVED TO APPROVE the Branding Project color palette and the typography as shown for the purposes of moving the website forward. Mr. Barnes SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (7 yes votes).

COMMITTEE REPORTS

MSOC

National Main Street Conference is March 26th- 28th in Kansas City, Missouri. The DDA gets two free admissions to the conference. Mrs. Dashevich will be going. One free admission is still available.

DISTRICT DEVELOPMENT NEW BUSINESS

Chino Loco Restaurant is open. Mrs. Dashevich will contact them to welcome, introduce herself and the DDA, inform them of the HWLBA and ask if they want to put a 'welcome' ad on the sign.

Tax abatement district - Supervisor Hamill spoke of the newly passed resolution by Highland Township for a tax abatement area. Industrial zoning areas, according to master plan, mostly north of 59 and east of Milford Road to the library and north and west to behind 59 west. Abatements will be available to select new industrial, AFTER approved application process AND approval by state.

COMMUNITY REPORTS

The Highland Station House is currently under construction. New community room/meeting space will be new location for DDA meetings.

Michigan Downtown Association Dues.

The Michigan Downtown Association is asking for an additional \$100, to be included with our dues, 'to fund the 2017/2018 legislative and advocacy program. According to the request, this can be used for legislating advocacy, maintaining a presence in Lansing, strengthening relationships, and ensuring the future of the downtown developments.

Mr. Feigley Hamill MOVED TO APPROVE an additional donation of \$100 to combat the TIF elimination at the state level. Ms. Hamill SUPPORTED THE MOTION and THE MOTION CARRIED with a voice vote: Blascyk-yes; Barnes-no; Supervisor Hamill-yes; C. Hamill-yes; Feigley-yes; Zurek-yes; Smith-yes (6 yes votes; 1 no vote).

Mr. Smith distributed evaluation forms for the Executive Director. Please complete and return as soon as possible.

CALL TO THE PUBLIC

None.

Mr. Smith adjourned the meeting at 8:28 p.m.

Respectfully submitted,

Roscoe Smith

RS:kb