

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the April 18, 2018 Regular Board Meeting**

APPROVED

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

Members Absent: Mike Maher, Mike Zurek, Trevor VonBuskirk

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

Visitors Present: None.

Mr. Smith called the meeting to order at 6:21 p.m.

Approve Regular Board Meeting Minutes of February 21, 2018.

Supervisor Hamill MOVED TO APPROVE the Regular Board Meeting minutes of February 21, 2018, as corrected (add Mike Maher in attendance). Mrs. Hamill SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (6 yes votes).

Director's Report

Mrs. Dashevich reviewed her Directors Report and a copy is attached for review.

Treasurer's Report

Mrs. Hamill felt that the way she receives financial information from the township does not offer her the opportunity to interpret it in a meaningful way for the HDDA. She will ask Amy at the township for a different format that she can put to better use for HDDA reports. Generally, she felt we were ahead approximately \$50,000, but latest TIF payments aren't realized yet. As well, Mrs. Dashevich noticed some discrepancies in line items that she thought had been amended previously. She will investigate with the help of Amy at the township and Mrs. Hamill.

NEW BUSINESS

Election of 2018 officers

Mr. Feigley MOVED TO APPROVE the current Board Members remain the same in their same positions for the next term. Mrs. Blascyk SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (6 yes votes).

Main Event

This event is held at the Strand Theater in Pontiac. Mrs. Dashevich shared two nominations submitted: Native Landscaping Project on a shoestring (tight budget), and Supervisor Rick Hamill as Local Leader. After some discussion, it was suggested and agreed that the tickets be purchased by the HDDA for volunteers and their significant others as a thank you for their dedication and commitment. For the purposes of estimating, an informal count was taken to see how much the expenditure might be. It was determined that the expenditure could be for approximately 17 people, but that Mrs. Dashevich would reach out and get a firm count for tickets needed.

Supervisor Hamill MOVED TO APPROVE rewarding volunteers and board members by purchasing their tickets to Oakland County's Main Event on May 10th. Mr. Barnes SUPPORTED THE MOTION and THE MOTION CARRIED with a roll call vote: Blascyk-yes; Barnes-yes; Supervisor Hamill-yes; C. Hamill-yes; Feigley-yes; Smith-yes (6 yes votes).

Intern

Mrs. Blascyk has been investigating the possibility of obtaining an intern from Eastern Michigan to work with the Historic Commission to research historic buildings for historic plaque placement. She has filled out the required application but would like to know if the HDDA could offer a \$250 stipend, most likely to be used for travel expenses, given our proximity to the college. It would be offered to a student, but acceptance is not guaranteed.

Supervisor Hamill MOVED TO APPROVE a stipend of \$250 for an intern for four months to assist in assembling facts and historical information for community presentation, such as plaques. Mr. Barnes SUPPORTED THE MOTION and THE MOTION CARRIED with a roll call vote: Feigley-yes; C. Hamill-yes; Supervisor Hamill-yes; Barnes-yes; Blascyk-yes; Smith-yes (6 yes votes).

Founder's Day Celebration - May 19, 2018

The Ice Cream Social will not happen this year, but Mrs. Dashevich has ordered a trackless train to enter into the parade to promote the HDDA. Cost is \$385, but will include 2 additional hours providing rides to children during the festival. Mrs. Dashevich needs riders for the train in the parade as well as volunteers for selling pickles and branding merchandise and has \$500 allocated, but would like to add approximately \$200 more for directional signage and Schedule of Events. Supervisor Hamill offered to print the 'day of' event signs at the township. Mrs. Dashevich proposes some large lawn game rentals for the library property, and Mrs. Blascyk is preparing a scavenger hunt. Additional information will be gathered and a determination will be made at the next HDDA Board Meeting on May 16.

Township Branding and HDDA Fundraising

Mrs. Dashevich introduced a 'swag' program offered by Sally Brush of Custom Plus, located in Highland. This would be items produced with the new branding logo. The Highland DDA would receive all the profits from the sale of these items. Discussion took place on how many of, and what products should be ordered and sold, or given away, as well as separate logo additions on certain products. It was decided that the following quantities be ordered initially to be introduced and sold at Founder's Day. Afterwards, Custom Plus offers a website for people to order direct and have shipped to themselves. It was felt that since the branding represents the township as a whole, and all products will be advertising the township, it would be appropriate to ask them to pay for half of the order.

72 full color mugs	510	
24 full color tumblers	410	
1,000 clings	400	
3,000 tattoos	135	
500 removable decals	<u>280</u>	
All includes SET UP FEES		1735 (round up to \$1800)

Mr. Feigley MOVED TO APPROVE a \$900 expenditure from the advertising budget to purchase merchandise to promote our branding efforts, with the understanding that the township will contribute \$900, for a total of \$1,800 for above mentioned items. Supervisor Hamill SUPPORTED THE

MOTION and THE MOTION CARRIED with a roll call vote: Blascyk-yes; Barnes-yes; Supervisor Hamill-yes; C. Hamill-yes; Feigley-yes; Smith-yes (6 yes votes).

OLD BUSINESS

Branding - HDDA

This discussion was covered, in part, by the branding product 'swag' as mentioned above. Mrs. Dashevich stated that there is still concern that the HDDA is being presented as intended. Discussions took place regarding the logo design and whether or not represents the 'downtown' area effectively. It was decided that this was an issue that could benefit from the discussions and output of a strategic planning meeting, including our mission statement and vision for the downtown area.

Strategic Planning Meetings

It was decided that, rather than have additional dates for strategic planning sessions, they should be held as part of our regular meetings until strategic planning has been accomplished, beginning with determining a matrix of what has to be done, so items can be discussed, evaluated and marked completed within a logical timeframe. Regarding the 2018 Work Plans, Mrs. Dashevich passed out copies for everyone's perusal and use. Also included was the 2017 Community Checklist prepared by Oakland County for board member individual review.

Community Sign

Per Supervisor Hamill, there have been some issues with sign repairs and wireless communication compatibility. Efforts are underway to have it running smoothly.

MSOC

Mrs. Dashevich will be preparing a report of the highlights of the National Main Street Conference on March 26-28th in Kansas City.

National Main Street Accreditation Plaques will become more localized. Oakland County would like the presentation of these plaques to take place at town meetings.

Main Street has arranged with Genisys to give \$2500 grants for placemaking . (This could be used to the arch project that we have discussed, as well as facades, etc.)

Main Street has arranged with 5/3 Bank to give additional grants for new business start-ups. These could be used for new business websites, marketing, etc.

Main Street will be hosting a workshop in July consisting of 2 days geared towards retail businesses. Please encourage local businesses to attend; this is a valuable benefit provided by Main Street.

District Development / New Business

HDDA is collaborating with HWLBA and attending ribbon-cutting at Casa de Amici on April 19th.

Mrs. Hamill recognized and praised recent efforts on Facebook promoting HDDA and events.

Mr. Smith adjourned the meeting at 9:05 p.m.

Respectfully submitted,

Roscoe Smith
RS:kb

APPROVED