

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the May 16, 2018 Regular Board Meeting**

APPROVED

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

Members Absent: Supervisor Hamill, Chris Hamill, Matt Barnes, Trevor VonBuskirk

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

Visitors Present: Kris Kopacki

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

Approve Regular Board Meeting Minutes of April 18, 2018.

Dale Feigley MOVED TO APPROVE the Regular Board Meeting minutes of April 18, 2018, as corrected (change adjourn time to 9:05 p.m.) Mrs. Blascyk SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (5 yes votes).

Director's Report

Mrs. Dashevich reviewed her Director's Report and a copy is attached for review.

Treasurer's Report

Mrs. Hamill was not in attendance. However, Mrs. Dashevich shared the new format developed for the HDDA meetings, and asked for feedback on the new format or more ideas. Alternate ways of presenting budgeted or forecast TIF numbers were discussed, since there is two times annually where the income spikes (when taxes are paid). It was also felt that the expense graphs do not paint an accurate picture of where the money goes, since the loan payments do not show on there.

NEW BUSINESS

None.

OLD BUSINESS

Update on Founder's Day

Lots of promotion has taken place for this event. Mrs. Dashevich mentioned that the HDDA's cost to support this festival has been about \$755; \$955 actual total with a \$200 donation. Train cost was \$585. \$50 was spent on a sign for the historic society. There will be about 50 vendors in the Highland Activity Center and outside. Flyers went home in school backpacks with a map included to show all the areas of interest. Mrs. Blascyk has prepared an historic scavenger hunt that will lead people throughout the different festival areas. HDDA booth that has branding swag and Highland Pickles will be at Supervisor Hamill's trailer in front of the township offices. Also, Mr. Lloyd will be driving Highland's first fire truck (1939 Chevy) in the parade; he has restored it mechanically, and Mr. Smith will be riding in it. See Director's Report for more information.

Link to buy Highland Township Brand wear 'swag' is up and running.

See Director's Report for more info.

Update on Main Event Nominations

Supervisor Rick Hamill received Local Leader of the Year. Mr. Smith recognized Mrs. Dashevich's and Mrs. Blascyk's work to put together the nominations for this event.

Presentation of the National Main Street Accreditation Plaque

New this year, Main Street wants to present each Main Street's Plaque at their local city or township board meeting. Highland's will be presented either 2nd Wednesday in June or 2nd Wednesday in July. Mrs. Dashevich will inform the board of the date of presentation in order to have as many HDDA Board Members in attendance.

MSOC

July Workshops

Monday, July 9th and Monday, July 16th, from 8:30-12:30. Mrs. Dashevich is not sure what costs might be associated with this event, but she will inform the Board as she gets information.

DISTRICT DEVELOPMENT / NEW BUSINESS

Midwest Glass has a \$3 million expansion underway, adding 78 jobs and bullet proof glass manufacturing capability.

Bank of America on Milford Road at Lone Tree has closed. No new tenant has been introduced yet.

Mr. Zurek asked about the possibility of adding a 'Donate Now' button to the new HDDA website, to donate to Friends of Highland (the 501(c)3) to go towards projects/events that the HDDA promotes.

Mr. Maher shared that Home Again has expanded into the vacated Sweetwater space.

COMMUNITY REPORTS

Weeding and spring clean-up has taken place in our native gardens. Bug houses will be added and interpretive signage is in the works. Hopefully the garbage cans will be painted and added soon.

Mr. Maher has given his resignation letter from the Highland Downtown Development Authority Board. He has enjoyed his time serving, but has too many personal and business commitments at this time to be able to devote the time he feels is needed. Further discussion was had regarding the recruitment of new Board members, not only for replacement, but to increase the number of board members we have, perhaps using social media to help recruit.

Mrs. Dashevich passed out the 'Sounds Like Summer' concert series cards. Mrs. Blascyk suggested inviting the local dance studios to attend and participate at our concerts.

STRATEGIC PLANNING WORK SESSION #1

While the actual first Work Session did not take place, some guidelines were discussed. It was previously discussed and agreed that the Work Sessions would take place after the regular Board meetings, rather than a separate meeting night. Time limits were discussed. Mrs. Dashevich shared 'Rules of the Road' used by the Community Roundtable, and there was a positive response for adopting those for Work Sessions as well. There was a general consensus that the regular board meeting should be from 6:15 to 7:15, with the Work Session of the Strategic Planning immediately following until 8PM. Some ways to streamline were discussed, such as focusing on one topic per session which would allow for more focused research and preparation; reading the materials that Mrs. Dashevich sends beforehand via email; Director's Report not reviewed, only touching on upcoming highlights or areas of concern. The first meeting will be to establish the areas to be discussed and to put them in order. Some ideas were: branding; TIF; Mission Statement and purpose; grants available for businesses in the downtown area for landscaping improvements. Any additional ideas should be sent to Mrs. Dashevich for inclusion in the discussion at the first Work Session, to take place at 7:15 on June 20th.

Mr. Smith adjourned the meeting at 7:40 p.m.

Respectfully submitted,

Roscoe Smith

RS:kb