

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the February 19, 2020 Regular Board Meeting**

APPROVED

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

Members Absent: Mike Zurek, Sellon Patterson, Jennifer Fredericks

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

Mr. Smith called the meeting to order at 6:15 p.m.

MR. FEIGLEY MOVED TO APPROVE the Regular Board Meeting minutes of January 15, 2020 as presented. MRS. HAMILL SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (7 yes votes).

Director's Report

Mrs. Dashevich does not have a written report, but reviewed a summary she provided for December and January. Mrs. Dashevich wanted to reiterate that the Festival of Trees is not considered a fundraiser for the HDDA. Discussions took place for expansion of this program, and other ideas to include more homeowners and business owners other than just the downtown area. Supervisor Hamill began a discussion of the expenses for the Tree Lighting. More ideas for next year were discussed.

Treasurer's Report

Mrs. Hamill shared that the HDDA ended the year with \$191,309 ahead of expenses, primarily due to the sale of properties (\$121,000). For the prior 3 years there has been an average of \$58,000 fund balance excess. Also, the TIF is going up; we are anticipating \$187,000 in 2020. The HDDA budget is break even right now. There is approximately \$196,000 due on our note; it was a \$400,000 note so we're halfway paid and should have it paid off in 5 years. There is \$305,763 in bank with debt at \$195,814. This will change going throughout the year; Mrs. Hamill will continue to annualize for clarification.

NEW BUSINESS

National Main Street Conference - Dallas, Texas

Mrs. Dashevich shared information regarding the Main Street Conference coming up in May. Three from Highland will be attending.

Flagstar Grant-Requires a Match

Mrs. Blascyk has two proposed ideas regarding the Monarch Butterflies. One is adding small butterflies on stakes to visually enhance the Milkweed Mile; the other is a large butterfly painting project held during the Farmers Market at the same time as the Library's Monarch Festival. She shared handouts with everyone outlining the projects. Both projects as shown would cost a total of \$3,840; HDDA would need to contribute \$1,920. After further discussion, there was more interest in increasing the amount of small butterflies for the Milkweed Mile, over the amount of paintable butterflies. It was also decided to increase the HDDA matching contribution to \$2,500 to allow for other bees, etc. to be included.

SUPERVISOR HAMILL MOVED TO APPROVE the application for the Flagstar Placemaking grant, as well as a contribution from the HDDA of \$2,500 from design account for the matching amount for this grant. **MRS. BLASCYK SUPPORTED** and **THE MOTION CARRIED** with a roll call vote: C. Blascyk-yes, R. Hamill-yes, C.Hamill-yes, S. Legg-yes, D. Feigley-yes, M. Barnes-yes, R. Smith-yes.

Genisys Grant - Match is already budgeted.

SUPERVISOR HAMILL MOVED TO APPROVE the application for the Genisys Grant. The matching portion is already accounted for in the budget. **MRS. HAMILL SUPPORTED** and **THE MOTION CARRIED** with a roll call vote: C. Blascyk-yes, R. Hamill-yes, C.Hamill-yes, S. Legg-yes, D. Feigley-yes, M. Barnes-yes, R. Smith-yes.

Highland Business Subsidy Grant Application

Earth & Soul has applied for this grant again this year. They received it last year; but Mrs. Dashevich and Mrs. Blascyk have confirmed with Oakland County that receiving it both times is not a problem. So far, they are the only other business that has applied for this.

Consider Cost Assistance with a Downtown Shopping/Restaurant Guide

This project was discussed at a Retail Roundtable meeting. All retailers and restaurants will be listed. There will be place for eight businesses to be highlighted with advertisement and coupons on the back of this publication. It was discussed that these 8 spaces will be offered to first come, first served. The cost of \$532 for 1,000 guides was originally thought to be divided among the 8 businesses.

However, Mrs. Dashevich and Mrs. Blascyk felt that 2,000 would be more appropriate since the guides could be placed in welcome packets for the Township as well, and asked the HDDA for monetary assistance with this project. In total, there are 30 retailers and 15 restaurants that would be listed in a 4-fold brochure. They would be located inside all businesses participating in order to market other businesses to all customers.

It was agreed that \$600 would be contributed toward this project, and discussion ensued as to where the money should come from. Supervisor Hamill expressed concern with the decisions made in determining which accounts money should/could be used for new ideas and projects. He felt that a more uniform procedure should be in place for these. He suggested that a budget amendment be made ahead of time to transfer money from the general fund account to the Promotions account, and that the Promotions account be used for any of these 'promotional' projects. Mrs. Hamill asked Mrs. Dashevich if she could provide an accounting of how much has already been 'spoken for' in each of the committees and line items to date and Mrs. Dashevich agreed to put together an accounting for that request.

In light of this, **SUPERVISOR HAMILL MADE A MOTION** for a budget amendment to be made to move \$3,100 from the general fund to promotions to cover the \$2,500 expenditure made in the above Flagstar Placemaking Grant motion, as well as approving \$600 from promotions to be used for assistance with the production of a Downtown Shopping/Restaurant Guide. **MRS. LEGG SUPPORTED** and **THE MOTION CARRIED** with a roll call vote: C. Blascyk-yes, R. Hamill-yes, C.Hamill-yes, S. Legg-yes, D. Feigley-yes, M. Barnes-yes, R. Smith-yes.

Spotlight Interview with Spinal Column

Mrs. Dashevich will be interviewed by the Spinal Column and will email a template/checklist to all board members asking for input.

MSOC 2019 Evaluation

There will be no formal MSOC evaluation this year. However, self evaluation will need to take place with three members. Those board members will be Mr. Feigley, Mr. Smith and Mrs. Dashevich.

OLD BUSINESS

Arch Update

Mrs. Dashevich confirmed with Mrs. Legg that Mr. Krear is moving forward. Mrs. Dashevich stated that Oakland County would like to know our intentions for the 2020 Tech Visit. There was some discussion about where the money would best be used, and after clarifications of some of the terms of the Tech Visit Money, it was agreed that it should be put towards the Arch project again.

SUPERVISOR HAMILL MOVED TO APPROVE the \$6,500 of Tech Visit money be used towards the Arch Project. MR. BARNES SUPPORTED and THE MOTION CARRIED with a unanimous voice vote (7 yes votes).

BOARD MEMBER COMMENTS

None.

COMMITTEE REPORTS

Design and Economic Vitality covered in various topics above.

Promotions/Organization Committee

Volunteer open house at Station House on Monday, March 16, from 6 to 8 p.m. Please plan to attend.

MSOC

4th quarter stats were submitted to MSOC. Mrs. Dashevich reviewed the summary of stats submitted.

DISTRICT DEVELOPMENT/NEW BUSINESS

GymTactics gymnastics

iCare (iPhone Repair Store)

Shawarma Express

Freedom Treasures will be closing its doors in Highland at the end of March.

Former Twist-N-Shake building sold to the same interested party who had purchased a different property in Highland with the intent of using for a satellite BBQ, but was unable to pursue according to Oakland County Health Dept.

COMMUNITY REPORTS

Mrs. Blascyk shared that the Military Banner Program is underway and there are 7 ordered right now. Please mention this to everyone again. If they are not sold, the HDDA will need to pay \$300 to make a total of 10.

CALL TO THE PUBLIC

HVCA is hosting a Music Honors Program for Milford High School and South Lyon High School Honor students on February 26.

Mr. Smith adjourned the meeting at 8:05 p.m.

Respectfully submitted,
Roscoe Smith

RS:kb
