

**CHARTER TOWNSHIP OF HIGHLAND  
DOWNTOWN DEVELOPMENT AUTHORITY  
Record of the May 20, 2020 Virtual Special Board Meeting  
(online ZOOM meeting hosted by Melissa Dashevich)**

**APPROVED**

**Members Present:** Supervisor Hamill, Chris Hamill, Cassie Blascyk, Roscoe Smith, Dale Feigley, Stephanie Legg, Matt Barnes, Mike Zurek, Jennifer Frederick

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

This zoom meeting was called to order at 6:27pm

Approve minutes of April 8, 2020

**SUPERVISOR HAMILL MOVED TO APPROVE the Special Board Meeting minutes of April 8, 2020 as presented. MR. BARNES SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (9 yes votes).**

Director's Report

One topic worth noting is the issue of whether or not a DDA can use its money to directly help businesses in their district. Initially, Oakland County encouraged DDAs to use funds from cancelled events towards helping struggling businesses. The Highland DDA Board had made a motion to do so at the April 8th, 2020 meeting. However, the legalities of this are in question brought to Downtown Managers' attention at a Michigan Michigan Downtown Association (MDA) meeting. MDA suggested that all communities contact their attorneys to discuss. Our attorney's opinion is favorable on this, requiring that the DDA provide guidelines for a business assistance grant. Mrs. Dashevich stated that these guidelines would be determined by the Economic Restructuring Committee.

Oakland County made another round of grants available to businesses that had met the first deadline of round 1. This allowed for 49 Highland Small Businesses to receive \$2500 grants.

Treasurer's Report

Mrs. Hamill YTD 3 months revenue over expense is \$108,500. Total income is \$126,837 total income. Budget was based on 191,050 for year. Projecting \$192,837 to earn which is in line with budget. Could meet budget for revenue. We have \$65,000 more to spend to meet budgeted expenses, annualized. Total expenses \$18,338. In bank is \$138,744. Fund balance is \$340,593.

**NEW BUSINESS**

Patronicity Crowdfunding and T-shirt Fundraiser for Businesses

Main Street Oakland County and the Community Foundation of Greater Rochester have arranged for a Crowdfunding Campaign, thru Patronicity to assist small struggling businesses in MSOC downtowns. Not all, but many of the Main Street Communities have elected to take part. Oakland County will match up to \$4,000 of donations received. With our attorney's opinion that the DDA is allowed to contribute to the struggling businesses, so we will be able to donate to this campaign. Donations are at \$750 right now but we still have weeks to go. It would be advantageous for us to contribute the difference to meet the \$4,000 goal that Oakland County will match. It is important to note that the Patronicity campaign is running through Friends of Downtown Highland. Mrs. Blascyk asked everyone to share this on social

media. The plan is to develop 10 mini grants to give to local businesses, focusing on the businesses who have not been allowed to open. Such as businesses that require face-to-face contact, such as salons, gyms, etc. Our volunteer Amy Koenig is putting together a video to use and share, interviewing local business owners. Also, FYI, Oakland County decided not to award the regular rent subsidy grant previously talked about, since they will be focusing available funding for COVID-19 related assistance.

Per Mrs. Legg, the T-shirt (and sweatshirt and tote bag and decal) fundraiser campaign will be run through a new facebook page Live Highland, Shop Highland. Please like and share this page. 30% of sales will go into a fund (handled by the Friends of Downtown Highland) that will be used as grants for struggling Highland businesses. It is the intent to run this T-shirt fundraiser through the end of the year and also to keep it an ongoing campaign for shopping local.

### Concert Discussion

### Banner Discussion both Concert and Possible Farmer's Market

Mrs. Dashevich stated we need to decide if the summer concert series will take place at our next board meet. Although she has verbal agreements with the bands, she has not contracted with them yet. Her intent was to wait until the middle of June to contract to see what the Governor will allow and to evaluate what other communities are doing. Mr. Feigley suggested we schedule a full lineup and if we cannot have concerts due to government regulations, we would not have to pay them. Also, if we are allowed to have the concerts and the band has agreed but doesn't want to play, we would not pay them. Mr. Barnes and Mrs. Blascyk agreed, especially if the musicians are not from Highland. Average cost is about \$700 per band. Much discussion took place regarding the possible booking of the bands so that advertising can take place. It was decided to have the discussion with the bands and be prepared to pay up to 25% of the booking rate to the band if our state is not allowed to have outdoor concerts by their date. The possibility of streaming the concerts on our facebook page was suggested. This could allow the performers to note their Venmo tip jar as well.

Mrs. Blascyk brought up the possibility of purchasing banners for additional advertising for the Farmer's Market. She suggested alternating the banners with the Concert Series. Mrs. Dashevich did not feel comfortable asking for sponsorship for the hang tags below the banners due to the current conditions. Supervisor Hamill felt this should still be offered. Cost for banners is \$130; the Farmer's Market would like to alternate half with the Concert Series, so 12 banners would cost \$1,560. Offer existing hang tag holders to put theirs up again for \$100 (discounted from \$200), and offer any others at the regular amount of \$200.

**SUPERVISOR HAMILL MOVED TO APPROVE up to \$2,000 for the purchase and installation of twelve new banners advertising the Farmer's Market. These are to be interspersed with the Concert Series Banners. MS. FREDERICK SUPPORTED and THE MOTION CARRIED with a roll call vote: R. Hamill-yes, C. Hamill-yes, D. Feigley-yes, S. Legg-yes, M. Barnes-yes, M. Zurek-yes, J. Fredericks-yes, C. Blascyk-yes, R. Smith-yes.**

### C Art project with HVCA possible grant involved

C ART is an outdoor art exhibit featuring local artists that DDA funded but HVCA helped host and coordinate. This is a large project and HVCA contributes a lot of preparation. In recent years, the manpower was not available at the HVCA to pursue this. However, the new HVCA director is interested in reviving this project. HDDA has \$2,500 earmarked for this project. The new director has applied for an additional grant to put towards this as well. This is just for information right now, HVCA will continue with the steps needed for the grant, the artwork and the reproduction. All board members were interested in having this project return.

## OLD BUSINESS

### Marketing Promotion for our DDA Businesses

- Complete HDDA Directory in Spinal Column

Mrs. Dashevich spoke about the insert that was included in the Spinal Column. Many had not seen it yet, however it was very comprehensive and included a lot of information for two pages. It was done in an excel spreadsheet and Mrs. Dashevich has the file. Supervisor Hamill felt this file will be an invaluable tool for the future. Mr. Smith suggested sending a copy of it to all businesses involved to let them know the DDA is working for them. Perhaps a shout out on social media to let people know it exists and where to find it or request it.

- Take-Out Tuesday

Ad was placed again in Spinal Column. This program has run its course and will stop promoting it as of June. complete

### Grants for Business Assistance (Incubation, Rental Assistance, etc.)

This was covered in Mrs. Dashevich's Director's Report Summary above.

### Arch Update

Mrs. Legg shared the estimate from Nowak & Fraus of approx. \$22,000 for the next step in the construction of The Arch.

Mr. Zurek was concerned with the current and future economic conditions and how the public will perceive this expenditure.

It was felt that the Board should make a definite commitment to the intent of this project before moving forward.

**SUPERVISOR HAMILL MOVED TO DECLARE** the HDDA Board's commitment to spend up to \$130,000 to build The Arch, with the intent to begin construction by the end of 2021. **MS. FREDERICK SUPPORTED** and **THE MOTION CARRIED** with a roll call vote: R. Hamill-yes, C. Hamill-yes, D. Feigley-yes, S. Legg-yes, M. Barnes-yes, M. Zurek-yes, J. Fredericks-yes, C. Blascyk-yes, R. Smith-yes.

**SUPERVISOR HAMILL MOVED TO APPROVE** the expenditure of up to \$14,000 to cover topographical survey by Nowak & Fraus, geotechnical investigative soil borings, construction documents, permit preparations, structural engineering documents and inspections, fabrication drawing and designs. We will use \$8,000 from our Tech Visit for a total expenditure of \$22,000 (per Nowak & Fraus prepared estimate). **MR. BARNES SUPPORTED** and **THE MOTION CARRIED** with a roll call vote: R. Hamill-yes, C. Hamill-yes, D. Feigley-yes, S. Legg-yes, M. Barnes-yes, M. Zurek-yes, J. Fredericks-yes, C. Blascyk-yes, R. Smith-yes.

Mr. Feigley excused himself from the meeting.

Mrs. Legg added that the electrical portion can be discussed at the next meeting. She also wanted to know who the Design Committee was. The following expressed their interest: Supervisor Hamill, Mrs. Legg, Mrs. Dashevich, Mr. Barnes and Ms. Frederick.

### MSOC

They are providing Re-Open kits to businesses. Main Street Communities will receive these kits first. HDDA will receive 180 kits of sanitizers, masks, social distancing signage, etc. Mrs. Dashevich and Supervisor Hamill are determining location for the delivery of the 9 pallets.

Native Gardens

Mrs. Legg has been looking for a landscaping company to take over maintenance of native gardens. She has been unable to get quotes from Highland companies; many do not do maintenance jobs. She may have to go outside of Highland.

Mrs. Legg also mentioned the condition of the Ticket Station park as well. It was agreed that Mrs. Blascyk should attempt a sign-up for volunteers in the meantime.

Also, the Design Committee has been working on ordering some outdoor furniture for select areas in the downtown area.

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

Respectfully submitted,  
Roscoe Smith

RS:kb

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APPROVED