

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the July 15, 2020 Virtual Regular Board Meeting
(held via Zoom)**

APPROVED

Members Present: Supervisor Hamill, Chris Hamill (arrived at 6:30), Cassie Blascyk, Roscoe Smith, Dale Feigley, Stephanie Legg, Mike Zurek, Jennifer Frederick

Members Absent: Matt Barnes

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

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

Approve minutes of June 17, 2020

SUPERVISOR HAMILL MOVED TO APPROVE the Virtual Regular Board Meeting minutes of June 16, 2020 as amended. (The meeting opening should read: Mr. Smith called the meeting to order at 6:23; as Supervisor Hamill was not in attendance. Regarding the Patronicity Campaign, Mrs. Dashevich pointed out that the motion authorizing up to \$2,400 for Patronicity was not needed as the additional amount was raised through the program. Additionally, regarding the Arch update, Mrs. Legg stated that the portions stating documents were printed for Supervisor Hamill's signature should say for Supervisor Hamill's review, and the quotes would be signed by Mr. Smith.) **MR. ZUREK SUPPORTED THE MOTION and THE MOTION CARRIED** with a unanimous voice vote (7 yes votes).

Director's Report

Mrs. Dashevich reviewed her Director's Report. A copy will be provided for Board Members' review. She continues to work largely from home.

Regarding the new information put on our website mandated by Main Street, Mr. Zurek suggested it be labeled as "Public" Information or Disclosures on our website, so it will be clear for anyone visiting our site.

Mr. Smith recognized and acknowledged the amount of work that went into the additions to the website.

Treasurer's Report

Mrs. Hamill has just received financials, so she will work on them for the next meeting. Mrs. Dashevich wanted to bring attention to the \$2,482 fundraising expense. \$1,068 spent was for 12 military banners plus \$120 for hanging them. They were all sold so approx. \$1,400 was fundraised. However, also included in the fundraising expense was 25 patriotic banners that were purchased for fill in at \$49 each.

NEW BUSINESS

Concerts Cancelled

Sounds Like Summer Concerts have been cancelled due to the township liability insurance policy not covering COVID. Banners were already installed and will need to come down, but will wait until new replacements come in.

OLD BUSINESS

Banner Discussion -Replace Concert banners.

The new banners will have the 'Live Highland Shop Highland' logo and final design will be chosen soon. Mrs. Dashevich mentioned that a prior motion approved \$1,200 for the purchase of 12 new banners for the Farmers Market. However, with the new pricing (with a digital format being used) was only \$956.27, not using over \$1,000 from the original motion. So in order to use that leftover money for purchase of the new banners, a new motion would have to be made.

MR. FEIGLEY MOVED TO APPROVE the leftover \$1,000 of the previously approved motion for the purchase of Farmers' Market banners be reassigned for the purchase of Live Highland Shop Highland banners that will be installed to replace the Sounds Like Summer banners. MR. ZUREK APPROVED and THE MOTION CARRIED with a roll call vote: R. Hamill-yes, D. Feigley-yes, S. Legg-yes, J. Frederick-yes, C. Hamill-yes, M. Zurek-yes, C. Blascyk-yes, R. Smith-yes.

Patronicity and Fundraising Updates

As mentioned previously, the Patronicity campaign raised enough on its own to receive the matching dollars from Oakland County. The ER Committee will meet later this month to determine the disbursements process for the funds. Some purchases of tote bags and decals will be made, as these were pledged as an award for different levels of contributions to the Patronicity campaign. Mrs. Blascyk felt that this expense should be considered a fundraising expense.

Final Opinion from Attorney - \$20,000 business assistance

On April 8, 2020, the DDA Board approved \$20,000 to be used for business assistance due to COVID. Oakland County Main Street was recommending the DDAs help their businesses during these difficult times. At a subsequent ZOOM meeting that Mrs. Dashevich attended, there was some controversy regarding the DDA giving funds to local businesses for rent, etc. After much research and legislative meetings, it was recommended that each DDA involve their attorney to be sure that this type of activity was included in their TIF and business plan. Our attorney deemed it was allowed, but then the question came into play regarding using funds for all of Highland or just the Downtown District. The Board was split as to whether they were comfortable with the wording supporting the assistance to all of Highland businesses or just the downtown district. Mrs. Dashevich said there is time to review the attorney's full response, and that the distribution and guidelines for the grant money, once approved by the Highland Township Board, will come back to the DDA Board for approval.

BOARD MEMBER COMMENTS

None.

COMMITTEE REPORTS

Design - Native Garden Discussion

Mrs. Blascyk commented on the new company doing the maintenance. She has taken pictures and is still evaluating their work. She will have further comments as she continues to re-evaluate.

Promotions/Organization

Farmers' Market Update

Mrs. Blascyk acknowledged that the Farmers' Market is doing well.

Gift Certificate Giveaway

Home Again keeps expressing concern about her lack of parking/sharing parking with the Farmers' Market. Mrs. Blascyk brought up perhaps giving gift certificates to her store. It was the general consensus of the board that she should take her concerns to her landlord, as the Farmers' Market rents that corner from him. No further steps need to be taken.

Volunteer T-shirts -money for this will be taken from the Volunteer Appreciation Event.

Economic Vitality -Working on process to select and award Patronicity and merchandise fundraising grants.

MSOC

Still distributing Re-Open Tool Kits.

Determining what classes/workshops to present to communities, possibly virtually.

DISTRICT DEVELOPMENT / NEW BUSINESS

Press and Scoop is open and doing well.

House behind Meck's is being renovated. Mrs. Blascyk said they spoke to him about the plans for renovation, including recommendations for design. Gave him copy of design guidelines.

New plans for expanding the athletics and menus for 59 West.

COMMUNITY REPORTS

None.

Mr. Smith adjourned the meeting at 7:52 p.m.

Respectfully submitted,

Roscoe Smith

RS:kb
