

CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the December 7, 2020 Virtual Special Board Meeting
(held via Zoom)

APPROVED

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

Staff Present: Melissa Dashevich, Executive Director
Karen Beardsley

Mr. Smith called the meeting to order at 11:00 a.m.

Consider the possibility of increasing the funding for the Highland DDA Unity dollar incentive program for DDA businesses.

All of the Unity dollars have been sold. Since this is a new program and also since it is the holiday season and people are purchasing for gifts, it is believed more could be sold to bring more shopping to our downtown businesses.

Mr. Feigley was concerned that the HDDA is the only sponsor of this program. Mrs. Hamill felt that was only the case since it was a new program and we were onboard to kick it off, but that the committee would seek additional sponsors in the future. Mrs. Blascyk felt that it has been very beneficial for the community to see the HDDA logo and backing of this program.

SUPERVISOR HAMILL MOVED TO APPROVE an additional expenditure of \$1,000 to apply towards the sponsorship of the Unity dollar project. MRS. FREDERICK SUPPORTED THE MOTION and THE MOTION CARRIED with a roll call vote: Smith-yes; Blascyk-yes; C. Hamill-yes; Feigley-yes; Frederick-yes; Barnes-yes; Zurek-yes; R. Hamill-yes.

Ladies Night In

Mrs. Blascyk shared some of the details of the 'Facebook Live' 'Ladies Night In' event. She and Amy from HWLBA will be going to local businesses and helping promote their businesses and products; Mrs. Dashevich will be commenting and giving away gift certificates to people who are following and commenting on the Live feed.

Mr. Smith adjourned the meeting at 11:23 a.m.

Respectfully submitted,
Roscoe Smith

RS:kb