

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the January 20, 2021 Virtual Regular Board Meeting
(held via Zoom)**

APPROVED

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

Members Absent: Mike Zurek

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

Mr. Smith called the meeting to order at 6:18.

Roll Call

All members listed as present (above) are located in Highland Township.

Approve minutes of Virtual Special Board Meeting Minutes December 7, 2020

MRS. FREDERICK MOVED TO APPROVE the Virtual Special Board Meeting minutes of December 7, 2020 as corrected (delete comment that Mr. Zurek arrived at 7:20 p.m.) MRS. HAMILL SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (7 yes votes).

Approve minutes of Virtual Regular Board Meeting Minutes December 16, 2020

MRS. FREDERICK MOVED TO APPROVE the Virtual Regular Board Meeting minutes of December 16, 2020 as corrected (No guests were present for the Informational Presentation portion of the meeting.) MR. BARNES SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (7 yes votes).

Director's Report

- MSOC Manager Meeting - Main Street Now conference will be virtual this year with \$99 registration; Main Street may cover more than 2 registrations. April 12th through 14th. Please let Mrs. Dashevich know if you are interested in attending.
- MDA Spring Conference, March 26th, virtual and possibly recorded. \$50 registration. Subject is Best Practices; Thinking Outside the Box, what others have done and looking forward.

Treasurer's Report

Mrs. Hamill shared that she has a 12 month report. Revenue exceeds expenses by \$140,000. Partially responsible for that was a grant that came in December as a result of a tax break agreement with Midwest Glass. This was referred to as a Local Community Stabilization grant and was \$35,068.

TIF was up to \$226,000 (over by about \$40,000). Revenue was \$278,000, with spending at less than 50% of budget. End of year bank account is \$343,202. HDDA liability is down to approximately \$158,000 and decreases about \$38,000 per year. Interest on debt was about \$4,500 for 12 months.

Mrs. Blascyk asked if the Midwest grant is expected to be an annual amount we can expect; Mrs. Frederick will check into that.

Mr. Smith asked if there had been a separate fund established for the arch.

NEW BUSINESS

Election of Officers.

MR. FEIGLEY MOVED TO APPROVE the current slate of officers into a new term. SUPERVISOR HAMILL SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (7 yes votes).

Township Video Project.

Supervisor Hamill introduced a program proposed by CGI Communications. They have done videos for over 5,000 communities across nation. They provide a section on the township website with a video by an official, introducing all that we have to offer, and to click and look around the provided links. There are general categories, such as history, economic development, quality of life, education and community organizations. Located around the video as it is playing are individual business logos that you can click on and access a website or a video about the business. Businesses will pay for their clickable links. White Lake and Waterford are using this valuable resource to be able to promote businesses and what we have to offer right from the township website. Highland has a couple of businesses that have committed to joining this presentation with a clickable link. The cost to a local business is about \$100/month for a clickable link to their website; \$200 if a video is made. Mrs. Blascyk has many photographs and videos that can be used for the HDDA.

OLD BUSINESS

Patronicity Grant checks have all been distributed to the following businesses. All were well received and appreciated.

Fragments
Odds & Ins
Eyecare Connection
Highland Pets
Our Pizza Joint
Basket Sampler
Kids in Motion
2 Moms and a Mop
Monolo Hair Salon

Business Assistance Grant from HDDA will be distributed sometime in February.

Unity Dollars returned to date are \$1,980.00 that we invested. From a completed questionnaire that was submitted with reimbursement request by participating businesses, total sales leveraged was \$4,768.94. There are still more due in. The HDDA will not turn any reimbursement requests away after expiration date printed, but stores may reserve that right. Agreed it was a success and will be continued.

BOARD MEMBER COMMENTS

Dale commented on the success of the Tunnel of Lights. Everyone agreed that the holiday lighting projects this year in Highland was very popular and brought attention to our downtown area.

COMMITTEE REPORTS

Promotion

- Design - Mrs. Blascyk has received interest from 4 potential new volunteers interested in Design Committee. Will need Rick's help with garden consulting.
- Economic Vitality committee could use volunteers/leadership.
- Promotions - winners for Christmas décor have been determined and checks sent. Festival of Trees awards are being worked on.
- Festival of trees had biggest year ever; Mrs. Dashevich will pass along success of event and thanks to Szott for their sponsorship.

OAKLAND COUNTY / MSOC

- More grants are rolling out for small businesses and restaurants. Mrs. Dashevich will email board as details emerge.
- Tech Visit coming up in May. The Board should think about our submission. We have used it for the arch for the past two years; should we continue? It was suggested it be on the next agenda for discussion at the next meeting.
- Weatherization Program for sit down restaurants. Due to ordinance conflicts and attorney advice, Highland has opted out of Phase 1 of this program. Phase 2 discussions will begin soon; details to follow.
- John Bry's advancement. John Bry has been promoted to Supervisor of Local Business Development of Oakland County. He will still be the Main Street Coordinator, and assured that he would always be reachable for Main Street issues.
- The One Stop Shop process will no longer be available at Oakland County. All separate components will still be functioning individually, and Tim Colbeck can help with any questions.

DISTRICT DEVELOPMENT / NEW BUSINESS

None

COMMUNITY REPORTS

Mrs. Blascyk wanted to mention that the Military Banner program is ongoing and will take any new orders. Mr. Feigley was asked by some who already had banners made from the previous round if there would be a discounted rate to have the banner put up again. Mrs. Blascyk said this should have further discussion.

Mr. Smith adjourned the meeting at 7:42 p.m.

Respectfully submitted,
Roscoe Smith

RS:kb