

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the March 16, 2022 Regular Board Meeting**

APPROVED

Members Present: Dale Feigley, Matt Barnes, Roscoe Smith, Michael Zurek, Jennifer Frederick, Cassie Blascyk

Members Absent: Supervisor Hamill, Chris Hamill

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

Mr. Smith called the meeting to order at 6:28 p.m.

Ms. Frederick asked to add to agenda under New Business, a request for money for 'swag' / handouts.

Approve Minutes of Special Board Meeting of February 1, 2022

MS. FREDERICK MOVED TO APPROVE the Special Board Meeting minutes of February 1, 2022 as corrected: Move board members Dale Feigley and Michael Zurek from 'Members Present' to 'Members Absent'. **MR. BARNES SUPPORTED THE MOTION and THE MOTION CARRIED** with a unanimous voice vote (6 yes votes).

Approve Minutes of Regular Board Meeting of February 16, 2022

MR. ZUREK MOVED TO APPROVE the Regular Board Meeting minutes of February 16, 2022 as presented. **MR. BARNES SUPPORTED THE MOTION and THE MOTION CARRIED** with a unanimous voice vote (6 yes votes).

Director's Report

Beginning to return to Face to Face; attended HWLBA coffee. Mr. Barnes expressed an interest in holding a morning coffee at Fragments; however they are not HWLBA members. Mrs. Dashevich suggested that the HDDA host the meeting at Fragments. She will ask Amy if this is possible. Attended MDA lunch virtually; interesting topic was growing vegetables in urban gardens. Met with Brian Becker, Highland's 'navigator', an Oakland County provided consultant. Mrs. Dashevich reminded board members of the MSOC Summit and the importance of attending these events.

Treasurer's Report

Mr. Zurek offered to interpret the financials in the treasurer's absence. He shared that, at the end of February, we have approximately \$467,610 in the bank with receivables at just over \$74,000. Long term debt is just under \$110,000. Income YTD is \$85,000 which is about 40% of budget at 16% of year; rest of income should come through in winter taxes in the fall. We have spent 5% of expenses at this point, making revenue over expenses just under \$74,000.

MR. SMITH MOVED TO RECEIVE AND RECORD the financial reports. **MRS. BLASCYK SUPPORTED THE MOTION.**

NEW BUSINESS

- Swag/merchandise for HDDA giveaways at various events.

MS. FREDERICK MOVED TO APPROVE an expenditure of up to \$1,000 for HDDA logo items with the money received from the General Fund to the Organization Committee line item. **MR. BARNES SUPPORTED THE MOTION and THE MOTION CARRIED** with a roll call vote: Feigley-yes; Barnes-yes; Zurek-yes; Blascyk-yes; Frederick-yes; Smith-yes.

- Farmers' Market manager position is open / Pay increase for Farmers' Market discussion
Alex (prior manager) has stepped down from her limited physical duties of the Saturday market. She started with the first market in June through the last market in September, with hours being about 8 a.m. through 1:30 p.m. She was responsible for storing (or retrieving) and setting up 2 canopies with tables and chairs, setting up hand sanitizer/hand washing station, putting out signage, collecting vendor payments each week and getting necessary additional paperwork from the vendors. Mrs. Blascyk added that she provides much behind the scene and preliminary work for the market. With Alex's departure, Mrs. Blascyk would like to hire one person to do both the physical aspects of the market as Alex provided, but also all of the behind the scene and preliminary work she has been doing and have one true Farmers' Market Manager. This position would require a person to not only attend all summer markets from mid June through first part of October, but provide all marketing and vendor assistance, beginning earlier in the year. Mrs. Blascyk will speak to current long-time market vendors to see if one of them might be interested.

MRS. BLASCYK MOVED TO APPROVE the Farmer's Market Manager pay increase to \$3,000 with up to a \$500 bonus totaling \$3,500, and this will include a January through October commitment. This money is requested from the General Fund to the Farmers' Market budget.. **MR. BARNES SUPPORTED THE MOTION and THE MOTION CARRIED** with a roll call vote: Feigley-yes; Barnes-yes; Zurek-yes; Blascyk-yes; Frederick-yes; Smith-yes.

- Main Street America Conference, May 16-18
Three will be attending.

- Bench Project - Church of the Holy Spirit Initiative
Mrs. Blascyk shared an email from Holy Spirit Church regarding benches made from recycled bottle caps. They have enough caps collected to get three benches that would be available for purchase at \$300 each from Holy Spirit. It was felt that perhaps this program should be brought to Highland Township for their consideration.

- Possible Partnership with Library for Children's Concert
Brenda Dunseth from the library had previously booked and paid for a Children's Concert to be present at Chill at the Mill dedication on June 21st; however, since the dedication/grand opening will not be taking place as planned, she would like for the HDDA to promote this concert as a stand alone event, taking place at the library.

OLD BUSINESS

- Follow-up on discussion regarding Township investigation and possible purchase of an available piece of property.

An offer has been made by the Township and it is in negotiation.

- Oakland County Business Navigator program officially named Business Forward.
Mrs. Dashevich shared that Oakland County will host an Open House and formally introduce and kick off this new program. They are expecting about 70 people. April 13, 4-6 p.m. at Station House in Steeple Hall. All board members should try to attend.

BOARD MEMBER COMMENTS

Ms. Frederick brought up Downtown Management Series training webinars and suggested that all board members attend the Updating a TIF Plan session and How to Be an Effective Board Member session, which will count towards volunteer hours. She also made a general request that all Board Members make every attempt to attend all Farmers' Markets and Concerts this year, inviting guests to patronize these events as well.

Also, Ms. Frederick asked that Mrs. Dashevich forward a copy of the by-laws to her for use by the Organization Committee.

Mr. Barnes brought up Representative Haley Stevens latest successful efforts in securing almost \$18,000,000 in federal funding to be appropriated among 10 local communities. Was this a program that Highland could have benefitted from?

Mr. Smith shared some remodeling and design documents produced for Michigan Legacy Credit Union/Kensington Valley Credit Union which were brought before the Planning Commission. It was clearly not a design that was conducive to the image desired for our downtown district, let alone that it is an historic building.

COMMITTEE REPORTS

Design

- Mural project

Committee met and suggested a good location for a mural would be the south facing upper floor of Odds & Ins. Mrs. Blascyk has spoken with the owner and she is interested and will apply for façade grant when it is available.

Economic Vitality

- Rental Subsidy Grant update

Has been rolled out and is available to businesses five years or younger and is currently being promoted.

- Restaurant and Retailers Guide

Brochure listing local businesses and selling coupon space for \$25 for local businesses. Will be sent to all local businesses for distribution.

Promotions

Putting concerts together.

Organization

- Volunteer Fair

Wednesday, 3-23 from 6-8 p.m., some other participants include HV Chamber, Highland Township, a local hospice program, Meals on Wheels, Garden Club. Promoted in Spinal Column and social media, as well as the high school paper.

- Banner Sponsorship project

Smaller banners hanging under the regular banners that will sell as business sponsorships for \$200 for Milford Road or \$150 for Livingston Road.

Also looking into providing a set of full-sized banners for the Founders Festival and the Fireworks Festival as our contribution/advertising. (Also, fyi, regarding sponsorship for the Founders Festival, they have asked that we provide the train again this year.)

MRS. BLASCYK MOVED TO APPROVE the allocation of up to \$2,000 for new sponsorship banners and installation for the Founders' Festival and the Red, White and Blues Festival. This money is requested from the General Fund to the Organization Committee line item. MS. FREDERICK SUPPORTED THE MOTION and THE MOTION CARRIED with a roll call vote: Feigley-yes; Barnes-yes; Zurek-yes; Blascyk-yes; Frederick-yes; Smith-yes.

MS. FREDERICK MOVED TO APPROVE the allocation of up to \$1,000 for providing the parade train for the Founders' Festival. This money is requested from the DDA sponsorship line item. MRS. BLASCYK SUPPORTED THE MOTION and THE MOTION CARRIED with a roll call vote: Feigley-yes; Barnes-yes; Zurek-yes; Blascyk-yes; Frederick-yes; Smith-yes.

MAIN STREET OAKLAND COUNTY

Summit is tomorrow.

DISTRICT DEVELOPMENT / NEW BUSINESS

Leo's is opening any day now!

COMMUNITY REPORTS

None.

CALL TO THE PUBLIC

Mrs. Blascyk asked if the Township has street sweeping as the debris in the roads is excessive.

Mr. Smith adjourned the meeting at 8:33 p.m.

Respectfully submitted,
Roscoe Smith

RS:kb
