

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the April 20, 2022 Regular Board Meeting**

APPROVED

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

Members Absent: Supervisor Hamill, Chris Hamill, Michael Zurek

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

Mr. Smith called the meeting to order at 6:15 p.m.

****Add new item to agenda:**

Connie Johnson, Oakland County Commissioner Candidate, introduced herself.

Vote4conniej@gmail.com

Approve Minutes of Regular Board Meeting of March 16, 2022

MR. FEIGLEY MOVED TO APPROVE the Regular Board Meeting minutes of March 16, 2022 as corrected:

- Under Director's Report, spell out face to face (F2F) for clarity.

MR. BARNES SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (5 yes votes).

Director's Report

Mrs. Dashevich has been working on daily tasks with special concentration on Oakland County Business Forward Open House event. Regarding that, all felt that Oakland County is offering very beneficial programs; with the difference from One Stop being that the mobile assistance comes to you. Ms. Frederick mentioned the sample (not complete) list of topics of which Oakland County is offering assistance. Also, it was felt that Highland's hosting of this event was impressive and presented our downtown in a very positive light.

Treasurer's Report

Ms. Frederick offered interpretation of the financial statements. February ended with \$467,000 and March ended with \$455,000. Spending was at about \$12,000. Revenue was at approximately 42 percent and spending was 11 percent. We are at about 25% of the year elapsed. Mr. Zurek sent a message with Mrs. Dashevich that we should revisit paying off our long-term loan. This has been discussed a number of times and it was felt previously that there is no reason to do so at this time, since the interest rate is so low.

MS. FREDERICK MOVED TO RECEIVE AND RECORD the financial reports.

MR. FEIGLEY SUPPORTED THE MOTION.

NEW BUSINESS

None.

OLD BUSINESS

- Update on available piece of property.

Ms. Frederick stated that an offer had been accepted at about \$205,000, which includes a 'life lease' for the current resident, and to include her son that is living with her as caregiver. If the current resident leaves the residence for more than one year or upon death, the family will have 60 days in which to vacate the property and the life lease will be terminated. Township will be responsible for maintenance on the property.

- Main Event Tickets - \$35 per person at Strand Theater in Pontiac on May 5.

Nominations have been made in 4 categories, most being related to how we helped our businesses during COVID. One is a video promoting Live Highland Shop Highland featuring interview with 3 local business owners. We do receive a free ticket for each nomination submitted, so we have 4 free.

MS. FREDERICK MOVED TO APPROVE the purchase of up 10 tickets at \$35 each (not to exceed \$350) for the Oakland County Main Event at the Strand Theater in Pontiac on May 5. MR. FEIGLEY SUPPORTED THE MOTION and THE MOTION CARRIED with a roll call vote: Barnes-yes; Feigley-yes; Blascyk-yes; Frederick-yes; Smith-yes.

- MDA Zoom Class List and instructions to register.

Mrs. Dashevich shared the Downtown Management Training Series offered through the MDA. While Ms. Frederick recommended the specific webinars that she felt would benefit the board members, Mrs. Dashevich felt that they all were a good value, especially since they were available to everyone individually and without time constraints, and also had no expiration. All were purchased and are available.

BOARD MEMBER COMMENTS

Mrs. Blascyk shared posters and flyers designed for Ladies Day Out.

Ms. Frederick requested that the HDDA Meeting Minutes that were approved at tonight's meeting be forwarded to her for inclusion in the next Highland Township Board meeting packet.

COMMITTEE REPORTS

Design

- Streetscape historical signs are in place.

Brochures are being design for distribution.

- Contract for garden maintenance.

Mrs. Blascyk suggested we renew our contract with Brien's and accept their proposed increase, as it is competitive and they did a very satisfactory job last year. The work scope includes maintenance of all garden areas for 4 to 5 months, and a final clean-out after frost. \$5,000 is already budgeted. 4 months of maintenance plus final clean up would be \$4,586; 5 months would be \$5,471.00.

MR. BARNES MOVED TO APPROVE an additional amount of \$500, if needed, to secure the contract with Brien's Services for maintenance of the gardens in 2022. MR. SMITH SUPPORTED THE MOTION and THE MOTION CARRIED with a roll call vote: Barnes-yes; Feigley-yes; Blascyk-yes; Frederick-yes; Smith-yes.

Economic Vitality

- Façade Improvement Grant

- Mrs. Dashevich is meeting with Ron Campbell and Kathy Mika of Odds & Ins next Thursday to discuss the façade improvement, and Mrs. Blascyk will review with her possible mural

designs and proceed to the next step of securing a grant for funding of a mural. Mr. Barnes asked about the possibility of a grant to fund window replacement at Fragments. Mrs. Blascyk said that funding might be more readily available for window restoration and will look into that if Mr. Barnes was interested in that.

- Rental Subsidy Grant update
Committee will be working with interested applicants to provide assistance with application.

- Restaurant and Retailers Guide update
In progress.

Promotions

- Concert update.
Reno's Dogz has been secured for four of the concert dates and we will have volunteers sell hot dogs on the two dates they are not available.

MS. FREDERICK MOVED TO APPROVE a not-to-exceed amount of \$6,000 (\$1,000 per concert/6 concerts) for bands for summer concerts. MRS. BLASCYK SUPPORTED THE MOTION and THE MOTION CARRIED with a roll call vote: Barnes-yes; Feigley-yes; Blascyk-yes; Frederick-yes; Smith-yes.

Organization

- Proposed Mission and Vision Statement rewrite discussion
In progress.

- Swag update (promotional items)
Ms. Frederick shared new pens that were received. Magnets and totes ordered, as well as an imprinted tablecloth for events.

Mrs. Blascyk asked to add the following item to the agenda:

- Farmers' Market update
New produce vendor has committed for the full season. 3 applicants are being considered for position of Market Manager. 12 - 14 vendors committed for season.

OAKLAND COUNTY / MSOC
NONE

DISTRICT DEVELOPMENT / NEW BUSINESS

- Leo's Coney Island is open!
- Furama's has closed.
- Chino Loco restaurant is relocating to Milford.
- Schwartz' Deli is relocating to Chino Loco's location.

COMMUNITY REPORTS

None.

CALL TO THE PUBLIC

None

Mr. Smith adjourned the meeting at 8:27 p.m.

Respectfully submitted,
Roscoe Smith
RS:kb

UNAPPROVED