

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

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

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

Mr. Smith called the meeting to order at 6:22 p.m.

Approve Minutes of Regular Board Meeting of April 20, 2022

MS. FREDERICK MOVED TO APPROVE the Regular Board Meeting minutes of April 20, 2022 as presented. MRS. BLASCYK SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (8 yes votes).

Director's Report

Mrs. Dashevich attended the first in person Oakland county managers meeting since 2020, and has learned that Oakland County has partnered with Meta (facebook)

Treasurer's Report

Mrs. Hamill shared that we currently have in the bank \$415,200, long term loan is \$98,928, so fund balance is \$266,242. We have only received about 39% of TIF. We are anticipating \$209,000; received \$81,000 to date; very similar to winter tax money of 2021. Balance will be realized in August or September. Expenses are in line with budget but slightly ahead in spending in office supplies, dues, education and travel. Organization is at 104%; Mrs. Dashevich explained that was due to swag being purchased and also that office supply expenses are due to many losses from the basement water issues. Ms. Frederick suggested that the HDDA consider putting some general fund dollars into a CD as rates are a bit higher at this time.

NEW BUSINESS

- Applied for Consumer's grant among approx. 150 other applicants. Was in the running down to 16 applicants, but unfortunately the grant was not awarded to Highland.
- TIF Report has been submitted to Oakland County Treasurer and other appropriate tax entities. Public meetings are also a part of this requirement. Mrs. Frederick offered Highland Township Board meeting dates. Mrs. Dashevich opted for the November 14 date for the Township meeting and the HDDA September meeting as well.
- Mural project:
Mrs. Blascyk shared the progress of the mural ideas on the McPherson side of Odds & Ins. They have prepared contracts between HDDA and building owner and are preparing an RFP for an artist. It was suggested by an HVCA artist that the mural area be prepped and a bid was received from Diedrich's painting that includes signage removal, filling gaps in lower siding, installing plywood over T111 siding on top half and paint prep in the amount of \$1827. The rough estimate for the total project would be between \$6,000 and \$8,000. Some discussion took place regarding using HDDA dollars on a private building, and including verbage that it is

a leased wall and cannot be changed without permission. Supervisor Hamill suggested that county approval be in writing and kept in file.

MS. FREDERICK MOVED TO APPROVE moving forward with the execution of the mural project to be located at 144 S. Milford Road. The expected cost is not to exceed \$10,000, and funding will be determined once grants are submitted, etc. MRS. BLASCYK SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (8 yes votes).

A committee is in place for this project.

OLD BUSINESS

- Update on available piece of property.
Property is now owned by the township and carries a life lease with the current owner. There are several ideas for what it may be used for in the future, but that will be determined at the time the lease has expired.
- Update on Business Forward Program.
Mrs. Dashevich feels Brian Becker, our assigned business navigator, is a positive asset to our area, and receives positive feedback.
He is located near Beth Corwin at township offices.
- Façade Grant Discussion
Mrs. Blascyk spoke to location restrictions of the Façade Grant, the way it is currently written. It currently applies to only to the Downtown District, as defined. Should this be opened up to other businesses outside the district? Also, considering location definitions for signage grant as well.
The current amounts are: two Façade Grants at \$5,000 each and two signage grants at \$1,500 each.

After much discussion, it was decided that Ms. Blascyk will modify the language for the current facade grant program into two: one for façade grants in the district and one for signage grants all throughout Highland. At that time, a motion will be made to approve and distribute.
- MDA Zoom Class List and instructions to register.
Mrs. Dashevich just wanted to remind board members of this valuable resource available.

BOARD MEMBER COMMENTS

Mr. Smith commended Mrs. Blascyk for her efforts and the final results of the streetscape gardens.

Ms. Frederick reminded Board members of the importance of tackling the TIF update ASAP. Mrs. Dashevich felt it should be an ongoing agenda item.

Ms. Frederick requested approved April minutes be forwarded to either herself or Dawn for inclusion in township board meeting packet.

Mrs. Blascyk added that pole banners are still being sold as sponsorships and they will be ordered soon, but could still use more help spreading the word and selling more.

Ms. Frederick will possibly be writing a grant for more art projects in the district, such as light pole banners outside of the district, additional murals, etc.

Farmer's Market is doing well; the market manager will begin to track attendance. The music budget will have to be increased for next year. John Pallister (market manager) is doing a great job. Parking is plentiful, but perhaps people need to be directed with signage. Perhaps picnic tables may be added soon.

Mrs. Blascyk commended Ms. Frederick for all of her efforts and help with landscaping over the past few months.

Supervisor Hamill commended Mrs. Blascyk for all of her work over the past five years. She has been instrumental in many of the projects that have been introduced and completed and enjoyed by all.

COMMITTEE REPORTS

Design

- Wayfinding

Mrs. Blascyk requested input from board members for this next large project. Discussion took place as to the types of signage and placement and whether or not it would include our entire township, or just the downtown district. Mrs. Blascyk feels a consultant needs to be called in to assist with the direction of this. She has included a sample RFP from the Village of Ortonville for reference to phases of work and scope of project.

MR. FEIGLEY MOVED TO APPROVE moving forward with Phase One of the wayfinding project. MRS. BLASCYK SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (8 yes votes).

- Streetscape historical signs are in place.
- Brochures for walking tour are on hand and Mrs. Blascyk ordered 250 and presented to board members. This project was covered by a grant from Flagstar last year. Mrs. Blascyk shared that Mr. Eugene Beach was instrumental in helping this project come together.

Economic Vitality

- Summer Sidewalk Sales

Friday, July 22, 10-5 & Saturday, July 23, 10-3. Signs are out.

- Restaurant and Retailers Guide update

12 businesses are participating; Harmony will have the guide ready by the end of this week.

Promotions

- Concert update.

Itchycoo was well attended with over 400 people on the lawns enjoying the music.

- Movie night, August 31st

This is made possible by Oakland County Parks and Recreation. The movie will be Sing 2 and the HDDA will have a few snacks vendors there.

Organization

- Proposed Mission/Vision Statements rewrite discussion - continuing.
- Swag received. Bags, clips and pens are available.

OAKLAND COUNTY / MSOC
NONE

DISTRICT DEVELOPMENT / NEW BUSINESS

Mr. Feigley asked about Schwartz' deli prior location and if Allegra will be expanding.

COMMUNITY REPORTS

None.

CALL TO THE PUBLIC

None

Mr. Smith adjourned the meeting at 8:05 p.m.

Respectfully submitted,
Roscoe Smith

RS:kb

APPROVED