

**CHARTER TOWNSHIP OF HIGHLAND  
DOWNTOWN DEVELOPMENT AUTHORITY  
Record of the February 15, 2023 Regular Board Meeting**

**APPROVED**

**Members Present:** Jennifer Frederick, Supervisor Hamill, Chris Hamill, Matt Barnes, Roscoe Smith, Cassie Blascyk, Dale Feigley, Michael Zurek arrived at 7:15pm

**Members Absent:** None

**Staff Present:** Melissa Dashevich, Executive Director  
Karen Beardsley Absent

**Guest:** Crystal Proxmire, Editor & Publisher ([www.oaklandcounty115.com](http://www.oaklandcounty115.com)) presented the digital paper called Oakland County Times.

Mr. Smith called the meeting to order at 6:20 p.m.

Approve Minutes of Regular Board Meeting of January 18, 2023

**MRS. HAMILL MOVED TO APPROVE the Regular Board Meeting minutes of January 18, 2023 as presented. MS. FREDRICK APPROVED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (7 yes votes) Michael Zurek had not arrived yet.**

Ms. Proxmire presented her digital newspaper, Oakland County Times.

|                |   |
|----------------|---|
| Basic Plan     | \$875/6 months<br>\$1,500/1 Full year. You can get 5 commitments at \$1500 within your community and will get more focus for your community advertising for a year. |
| Double Up Plan | \$2950/1 Full year  |

There would be a banner ad at the bottom of 20 stories. Facebook is a big sharer of Oakland County Times stories and Oakland County Times has Google News Designation. The approximate Email list is about 4,000, and since June of 2022 to the present there has been 63,000 unique hits and 138,000 hits a month spread evenly amongst all age groups except teens.

A Community Round Table (CRT) meeting took place earlier in the day where the lack of printed newspaper was discussed and that Highland is in need of a new newspaper source. Different ideas were discussed at CRT including a possibility of creating a nonprofit.

Mr. Zurek arrived at 7:15pm.

It was discussed that we should reach out to the Library, Township, Highland White Lake Business Association, Huron Valley Chamber of Commerce and Huron Valley Council For the Arts in addition to the DDA to obtain the five communities needed for more focus.

**MS. FREDERICK MOVED TO pursue the Oakland County Times digital newspaper for a year if we are able to obtain three more sponsors in Highland to participate with the HDDA. MR. FEIGLEY SUPPORTED THE MOTION.**

**Discussion:** Hoffman Farms has already committed. We have easily spent \$1500 for advertising in the Spinal Column for a year. Still need three more sponsors. Roscoe also asked how will we measure the success of this digital paper. It was discussed that we can

ask for specific hit information on Highland's articles alone. In addition to asking our participants where they found their information regarding the Highland DDA.

**THE MOTION CARRIED with a roll call vote: Frederick-yes; C. Hamill-yes; Feigley-yes; Supervisor Hamill-yes; Zurek-yes; Barnes-yes; Blascyk-yes and Smith-yes (8 yes votes).**

#### Director's Report

Mrs. Dashevich had several meetings since the last Board meeting to prepare for the upcoming year with directors and committees for Festival, CRT, HWLBA, HVCA. As well as workshops and meetings with MSOC. A complete list Attached to the minutes.

#### Treasurer's Report

Mrs. Hamill reviewed her year end summary report; the 12 month presentation.

This report is based on an unaudited report from Township. The total end of year Revenue was \$277,437. The TIF Balance was improved by \$8,000 . We were \$63,557 below budget (favorable) that includes the Local Stabilization income of just \$42,000 . We did not spend the entire budget. The Revenue over expenses was \$129,000. The Balance Sheet shows a \$487,598 Fund Balance and the Long Term balance is \$73,811.

#### NEW BUSINESS

- Election of Officers:

**MR. FEIGLEY MOVED that the current slate of HDDA Board Members continue for 2023. MR. BARNS SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (8 yes votes).**

- Possible Budget Increase for Consultant Line Item Cassie Blasyck 808-000

Ms. Blasyck's consulting fee was discussed and it was determined she should have a set monthly rate rather than an hourly rate. She averaged 45.33 hours of work a month for 2022. Mrs. Blascyk's Rate was addressed during budget discussions in October 2022 but the Board decided to redress in early 2023. It was decided her monthly rate would be \$1,000.

**MS. FREDERICK MOVED that Line Item 808-000 amount be changed to \$12,000 for 2023. SUPERVISOR HAMIL SUPPORTED THE MOTION and THE MOTION CARRIED with a roll call vote: Barnes-yes; Zurek-yes; Supervisor Hamill-yes; C. Hamill-yes; Feigley-Yes; Frederick-yes; Blascyk-yes and Smith-Yes (8 yes votes)**

- Highland White Lake Business Association Sponsorship Discussion

Highland DDA and Highland White Lake Business Association (HWLBA) Work together with bringing education and networking to the businesses in our district. The Board reviewed the Sponsorship opportunities and chose the Gold Sponsorship level for \$500.

**MS. FREDERICK MOVED to support HWLBA at the Gold Level Sponsorship of \$500 for 2023. MR. FEIGLEY SUPPORTED THE MOTION and the MOTION CARRIED with a roll call vote: Frederick-yes; C. Hamill-yes; Feigley-yes; Supervisor Hamill-yes; Zurek-yes; Barnes-yes; Blascyk-yes and Smith-yes (8 yes votes).**

- Founders Day Festival Sponsorship Discussions

The Festival committee is starting out with no budget. This is due to the pandemic cancellations and scale back when we were able to resume. We have also been asked to supply the Train for \$500, Ms. Dashevich recommended the Train Expense be included in the Sponsorship. The Festivals take place in the core of the Highland DDA.

**MS. BLASCYK MOVED to support the Festival and Community Event's Committee at the Level 3 for \$1500. The Train expense will come out of that. MR. FEIGLEY SUPPORTED and the MOTION CARRIED with a roll call vote: Blascyk-yes; Zurek-yes; Barnes-yes; Feigley-yes; C. Hamill-yes; Supervisor Hamill-yes; Frederick-yes and Smith-yes (8 yes votes)**

- Farmers' Market

We have met with the Farmers' Market Manager, John Pallister. We have also had conversation with Rick Beardsley the music coordinator for the market and he has found it necessary to increase the pay for the performers. The budget will accommodate the extra expense.

- Train Bridge Mural

An idea for placing a mural on the train bridge has been discussed. The same individual who created the post card mural on Odds and Ins has quoted approximately \$26,000. That price includes all equipment needed such as scissor lifts etc. It was also noted the metal part of the train bridge will probably not be painted as the rail road company paints it. It was noted this railroad bridge with a mural is in a sense the "Arch".

#### OLD BUSINESS

- Way Finding Firm Recommendation

Ms. Blascyk reported that after a thorough review of the quotes, the committee recommends Performance Creative Resources. Not only were they the most economical but this firm has worked in Highland before and is local. The total amount is \$2,500 for all three phases. Much lower than the others quoted. This expense is not reflected in the budget but it is part of our Main Street Oakland County Tech Visit which is approximately \$5,000. The spreadsheet showing quotes for this request for bids will be emailed to the Board.

**MR FEIGLEY MOVED to approve Performance Creative Resources Inc., for the Way Finding Project Phases 1,2 and 3 not to exceed the amount of \$2,500 as indicated in the proposal. Supported by MR. ZUREK and the MOTION CARRIED by a roll call vote: Frederick-yes; C. Hamill-yes; Feigley-yes; Supervisor Hamill-yes; Zurek-yes; Barnes-yes; Blascyk-yes and Smith-yes (8 yes votes).**

#### **Lights on Livingston**

Ms. Dashevich reported she consulted with other downtowns and with the attorney about liability of installing string lights on private property. We are waiting for response from the attorney. It was found in most downtowns, property owners pay for the electricity where decoration lights have been installed. It was also recommended that solar lights we used.

#### **Mission Statement:**

The current Mission and Vision Statements were reviewed. Ms. Frederick noted that Main Street wants us to review our mission and vision statement yearly and actively plan our goals and events around them. Board members reviewed and discussed the suggestions provided in the packet and discussed new alternatives for a Mission Statement. It was decided that the Vision Statement would be discussed in more detail at another Board Meeting.

**MS. BLASCYK MOVED TO APPROVE Suggestion #1 as amended in the email from Ms. Frederick called DDA Mission and Vision Review dated February 6, 2023. MS HAMILL Supported.**

**DISCUSSION:**

Mr. Smith suggested that we reverse the language of preservation and economic development. Most of what we do, is to promote economic growth. The rest of the Board agreed with his suggestion.

**VOTE: THE MOTION CARRIED** with a unanimous voice vote (8 yes votes).

This is the new Mission Statement: **The Highland Downtown Development Authority (HDDA) is dedicated to the promotion of economic growth and historic preservation in Highland Station and surrounding business district.**

BOARD MEMBER COMMENTS

Mr. Smith suggested we have a T Shirts made with our post card mural on it to sell at events.

Ms. Frederick stated she has been reviewing the TIF and will bring packets for everyone, so we can start the review and renewal process. We will look at what we have done and what what we what to do. One interesting thing she found was, it was projected we would make 6 million in the TIF, we have only received 3 million. This is due to the down turn we had. She also noted the TIF shows we are collecting until 2028 thru 2029. We need to look into this, possibly the 2024 is the Main Street Oakland Contract.

Ms. Frederick also mentioned we need to name this building known as Highland Station House, HVCA building, and Annex 2. The Way Finding Committee suggests, "Steeple Hall". The Board agreed.

The house next door that Township purchased will be available earlier than anticipated.

Mr. Feigley asked when the snow flakes are coming down. It was discussed they will come down in the next few weeks.

COMMITTEE REPORTS

-discussed above-

OAKLAND COUNTY / MSOC

-none-

DISTRICT DEVELOPMENT / NEW BUSINESS

CVS moving out of the district  
Clockwise Climate Control located near Come Back Inn

COMMUNITY REPORTS.

-None-

CALL TO THE PUBLIC

-None-

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

Respectfully submitted,  
Roscoe Smith

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RS:mkd