

**CHARTER TOWNSHIP OF HIGHLAND  
DOWNTOWN DEVELOPMENT AUTHORITY  
Record of the September 13, 2023, Regular Board Meeting**

APPROVED.

Members Present: Chris Hamill, Cassie Blascyk, Roscoe Smith, Jennifer Frederick, Supervisor Hamill

Members Absent: Michael Zurek, Dale Feigley, Matt Barnes

Staff Absent: Melissa Dashevich, Executive Director

Mr. Smith called the meeting to order at 6: 25 pm

Approve Minutes of the Regular Board Meeting dated August 16, 2023

**JENNIFER FREDERICK MOVED TO APPROVE the Regular Board Meeting Minutes of August 16, 2023. CASSIE BLASCYK SUPPORTED THE MOTION and the MOTION CARRIED with a unanimous voice vote (5 yes votes).**

**DIRECTOR'S REPORT**

Mrs. Dashevich was absent due to illness and no Director's Report was given.

**TREASURER'S REPORT**

Mrs. Hamill reported that the DDA has \$465,758 cash on hand and is approximately \$100,000 behind in TIF received. Ms. Frederick noted that taxes were due today and most likely DDA TIF money was received and will be reflected in the September Financial reports. Mrs. Hamill also stated our loan is at \$48,000 and \$16,270 was added to fund balance year to date (revenue over expenses). We are not exceeding the budget at all and there was just over \$38,000 in expenses this month.

**MS. FREDERICK MOVED TO ACCEPT the Treasurer report as presented. MRS. BLASCYK SUPPORTED THE MOTION and the MOTION CARRIED with a voice vote: Frederick-yes; Smith-yes; Blascyk-yes, C. Hamill-yes; R. Hamill-yes (5 yes votes).**

**NEW BUSINESS**

*Storage Unit Rent Increase*

Look Self Storage rent was increased from \$199.00 to \$214.92. This will go into effect on 10/9/2023.

*Development Plan/Update*

Ms. Frederick reviewed the Development Plan and the TIF Key Facts that are incorporated in the TIF Binder. This was originally prepared by Ms. Beth Corwin. Mrs. Blascyk stated she has met with Ms. Corwin and there is no set guidelines on how often this to be updated but should be done regularly.

Supervisor Hamill expressed concern with opening this up again as it could be turned down. Ms. Frederick clarified we are not changing the TIF but the question tonight is to decide to hire a consultant to update the Development Plan or ask Ms. Corwin to update.

**MS. FREDERICK MOVED** to start the review and update the Development Plan, in house, with our Planner Director's help by October, 2024. **SUPPORTED BY MR. SMITH AND THE MOTION CARRIED with a voice vote:** Frederick-yes; Smith-yes; Blascyk-yes, C. Hamill-yes; R. Hamill-yes (5 yes votes).

*Flagstar Grant/Banner Purchase for Haunted Highland (Skeleton Project)*

Ms. Blascyk reviewed the banner idea with the board. She stated that we received the \$2,500 matching grant from Flagstar. When the grant was presented to the board, banners were not encompassed in pricing for marketing. The Board, however, initially approved \$6,000 for the project, so the promotion could move forward with or without the grant. The promotion committee is asking for the board's blessing for the streetscape banners, selfie station spots, signs with QR codes and posters for around town and the farmers' market.

**MS. FREDERICK MOVED** to add marketing material to the Skeleton Project not to exceed \$2500. **SUPPORTED BY SUPERVISOR HAMILL** and the **MOTION CARRIED with a roll call vote:** Frederick-yes; Smith-yes; Blascyk-yes, C. Hamill-yes; R. Hamill-yes (5 yes votes).

*Downtown Days Promotion*

Is a new promotion to honor the Downtown Days established by Michigan's Governor. An amount of \$1,500 is needed for marketing. The Board reviewed the budget and it was discussed that time is running out for the C Art project to take place in 2023.

**MS. FREDERICK MOVED** to approve marketing for Downtown Days in the amount of \$1,500 to be applied to C-ART 967 007. **SUPPORTED BY MS. BLASCYK** and the **MOTION CARRIED with a roll call vote:** Frederick-yes; Smith-yes; Blascyk-yes, C. Hamill-yes; R. Hamill-yes (5 yes votes).

*Budget Discussion*

The budget and the work plans were reviewed and discussed by the Board. Projects such as the Railroad Viaduct Mural will take place in 2024 and the money earmarked for that in 2023 will be placed in the Appropriations Fund for 2024. New projects for 2024 were also discussed. Supervisor Hamill raised a question that Appropriations may not be the correct way to reflect this. Ms. Frederick will confirm with bookkeeping.

*Possible Approval of 2024 Budget*

It was decided by the Board to table the budget discussion.

OLD BUSINESS

*Colasanti's Boardwalk/Bridge Discussion:*

Mr. Hamill stated this probably won't happen in 2024 that more research and quotes are needed. Ms. Blascyk suggested the boardwalk structure be removed for safety purposes.

*Status Update on Railroad Viaduct Mural:*

Ms. Blascyk stated it's been submitted for review with road commission, CSX.

## Community Festivals:

### Farmers' Market Manager Assistance Discussion

Mrs. Blascyk stated that our current farm market manager, Jamie Globerson would be a good fit to assist with Red White & Blues and Founders Day and suggested another part-time seasonal position be created. Jamie Globerson has been approached and is interested in with coordinating the Red White & Blues and Founders Day.

**MS FREDERICK MOVED** to approve the position for a Community Festivals Coordinator to manage 2024 festivals and events, to be paid part-time, seasonal. **SUPPORTED BY MS. BLASCYK. MOTION CARRIED with a voice vote: Frederick-yes; Smith-yes; Blascyk-yes, C. Hamill-yes; R. Hamill-yes (5 yes votes).**

### *Lights on Livingston (Solar Garden Lights)*

Garden Lights have been placed on Livingston and positive feedback have been received.

### Haunted Highland

Ms. Blascyk reported that we are on target and installation will be the last week in September.

### BOARD MEMBER COMMENTS:

Mr. Smith asked to Summarize Highland's concert series. Ms. Blascyk reported positive comments have been and attendance was better this year. Marketing helped; people from outside of Highland attended. Mr. Smith asked if we were going to have movie night, Mrs. Blascyk stated no. Oakland County never got back to the Highland DDA with information pertaining to the movie screen which is a pop grant. The screen is \$10,000 without the grants.

### COMMITTEE REPORTS

There were no individual reports on Committees this evening.

### OAKLAND COUNTY/MSOC

Mrs. Blascyk stated that Mrs. Dashevich asked for a vote for the 2024 Tech Visit. This is a benefit of being part of Main Street Oakland County Community. Ms. Frederick suggested pedestrian Way finding and or Gateway of approximately \$7,000

**MRS. HAMILL MOVED** to propose the \$7,000 tech visit benefit be applied to a wayfinding/gateway project for 2024. **SUPPORTED BY MS. BLASCYK. MOTION CARRIED with a voice vote: Frederick-yes; Smith-yes; Blascyk-yes, C. Hamill-yes; R. Hamill-yes (5 yes votes).**

### DISTRICT DEVELOPMENT

Mr. Smith patroned The Lift since it reopened and stated it was nice. They are now members of the Highland White Lake Business Association.

Ms. Blascyk is finalizing the transformation strategy part of the accreditation that has to be done for the Main Street Evolution. Create a destination with a goal to get people downtown through storytelling, beautification, and design.

COMMUNITY REPORTS None given

CALL TO THE PUBLIC - None

ADJOURN Regular Board Meeting at 8:30pm

BOARD RETREAT

Went into session 8:35 pm.

HDDA. **APPROVED** Minutes - Regular Board Meeting of September 13, 2023