

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the May15 2024, Regular Board Meeting**

APPROVED

Members Present: Supervisor Hamill, Chris Hamill, Cassie Blascyk, Roscoe Smith, Jennifer Frederick, Michael Zeolla, Andy West, Dale Feigley

Members Absent: Matt Barnes, Taylor DeHaan, Michael Zurek

Staff Present: Melissa Dashevich, Executive Director

Guest: Pete Eichinger, Performance Creative Resources

Mr. Smith called the meeting to order at 6:16 pm

Mr. Smith suggested that New Business Item, Wayfinding Signage be moved up in the Agenda so Mr. Eichinger may move on to his next meeting. The Board was in agreement.

NEW BUSINESS

Mr. Eichinger was asked to ask to improve the sight quality of the logos on the Wayfinding signs as there have been a few complaints the logo is not visible.. Mr. Eichinger gave his presentation, reviewed his quote and the details to enhance the visibility of the logo. The Board and Mr. Eichinger discussed what was presented and scenarios at great length. Also MDOT does not like the names on some of our signage. Such as Farmers' Market, Highland Recreation area references and Highland Station.

Mr. Eichinger excused himself from the meeting to attend another meeting. The Board considered what had been presented by Mr. Eichinger at length and decided not to move forward because of the expense involved and the low number of complaints.

Mr. Eichinger was asked to give a quote for Phase 1 and Phase 2 of the pedestrian Wayfinding

APPROVE MINUTES OF REGULAR BOARD MEETING OF APRIL 17, 2024

MR. ZEOLLA MOVED TO APPROVE the Regular Board Meeting Minutes of April 17, 2024, as presented. MRS. BLASCYK SUPPORTED THE MOTION and the MOTION CARRIED with a unanimous voice vote; Supervisor Hamill - yes, Chris Hamill - yes, Cassie Blascyk - yes, Roscoe Smith - yes, Michael Zeolla yes, Andy West yes, Dale Feigley - yes and Jennifer Frederick (8 yes votes)

DIRECTOR'S REPORT

Mrs. Dashevich gave a detailed report. In addition to the routine management of the program, she spoke about the Main Street Now Conference in Alabama. She focused most of her class time to involving the youth to increase volunteerism as well as Risk Management for MainStreets. Mrs. Blascyk accompanying her and she focused on building surveys, economic development tools and how to keep the history spin alive on our downtown..

TREASURER'S REPORT

Mrs. Hamill presented her financial report in detail noting we are 33% through the year and underspent. Our Total Revenue to this point is \$154,332 with \$145,000 being the TIF received. We have 626,604 Cash on Hand of which include 2 CDs. Our Long Term Loan is at 18,742.

Approved HDDA Minutes - Board Meeting Unapproved of May 15, 2024.

OLD BUSINESS

Colasanti's Boardwalk Update

Mrs. Cassie Blasyck reported we are waiting for a response from EGLE. Supervisor Hamill stated there are plans to remove the boardwalk as soon as Monday.

Mr. Zeolla excused himself for another meeting.

Budget Amendment for iPad purchase for interested Board members

Mrs. Dashevich gave a quick review of the discussion from the previous meeting. Stating at that time iPad version 10 was \$330 each and iPad version 9 was \$250 each. Also discussed previously Version 9 would suffice. The board members reviewed who needed and or wanted an iPad. It was determine 4 was needed and an 1 more should be purchased. A cost of \$300 per iPad was estimated.

SUPERVISOR HAMILL MOVED to make a budget amendment to Office Supplies 494-729-728-0000 from General Fund for \$1500 to procure 5 iPads. MRS. FREDERICK SUPPORTED and the motion carried with a roll call vote: Supervisor Hamill - yes, Chris Hamill - yes, Cassie Blascyk - yes, Jennifer Frederick-yes, Roscoe Smith - yes, Andy West - yes, Dale Feigley - yes (6 yes votes)

DIA Opening Reception

There will be an opening reception on Thursday June 13th from 6pm - 8pm. There will be a harpist, a mock tail truck, hors d'oeuvres and an unveiling of our new mural. Zach Curtis will be onsite.

BOARD MEMBER COMMENTS

Mr. Hamill complimented the Board stating we have a great team.

COMMITTEE REPORTS

Veteran's Park update (Mural and other changes)

Design

Mrs. Blascyk reported the mural design for the Wota wall was discussed at a Design Committee meeting. The mural will encompass the entire side of the east wall and it will include the top portion only of the tower. An angled structure will be constructed to mimic the look of the old train depot and will block the unpainted portion. The painting of the mural will cost \$9,472 only. There will be additional expenses associated with lumber, priming etc. Next year a deck will be built against the building that can be used for seating. The old ticket station at the Depot Park on corner of Milford and M59 will be replicated in style and size and become a stage at Veterans Park. This structure will be on the north end of the park blocking the Sheriff's carport.

Mr. Zeolla returned

Economic Revitalization

Ladies Day Out Report

Ladies Day Out was done a little differently this year with adding some small take aways. Such as, the stores had different magnets for the shoppers to collect. It was organized and marketed very well. Kudos to Ms. Patterson and Mrs. Tiderington for a job well done. The retailers stated it was the best Ladies Day yet and well attended. The next event is Sidewalk Sales in July.

Mr. West, also a member of Highland White Lake Business Association (HWLBA), stated at his last HWLBA meeting, interest was expressed by members to be part of the HDDA retail events. There are home based businesses that would like to be set up in Steeple Hall, for example It was discussed those home based businesses need to partner with a brick and mortar businesses for such events. Ms. Frederick stated we do invite home based businesses for our Kris Kringle event in December. Mrs. Dashevich will make a point to keep Mrs. Ann Geise apprised of retail events.

QuickBooks Class -No updates at this time.

Ms. Frederick reviewed the Economic Revitalization work plan with the Board noting face to face contact with all businesses and the benefits being offered to our businesses such as a rental subsidy.

Organization

Bylaws

Ms. Frederick had submitted updated Bylaws at a previous meeting and the Board had made some suggestions. This evening she presented a revised draft. based on those suggestions. She added text about the management of the Executive Director as the original draft did not include anything pertaining to the subject. Ms. Frederick read her suggestion of verbiage. Mr. Smith stated the wording could be confusing. The Executive Director is appointed by the HDDA. Ms. Frederick continue to review the articles that the Board had concerns with at the earlier meeting. She changed the verbiage and reviewed those changes with the Board for Article 4 titled "The HDDA Board" for various Sections, Article 5 Section 4 and Article 6 Section 1.

MR. FEIGLEY MOVED TO approve the amended Bylaws as corrected. MRS. HAMILL SUPPORTED and the MOTION CARRIED with an unanimous voice vote: Supervisor Hamill - yes, Chris Hamill - yes, Cassie Blascyk - yes, Roscoe Smith - yes, Andy West - yes, Michael Zeolla-yes; Dale Feigley yes, Jennifer Frederick (8 yes votes)"

Ms. Frederick reviewed the work plans of the Organization what we have completed and what has been completed and what are next steps. We would like to do the Volunteer Appreciation.

Promotions

People are excited about the upcoming selection of bands.

MSOC

Main Event

The Main Event is June 6th at the Roxy in Rochester. This is an event when all the Main Street Oakland County Communities gather and awards are presented. It is trading ideas amongst each other. Tickets are \$35 a piece and we were awarded 4 free tickets for 4 nominations submitted.

MS FREDERICK MOVED to purchase up to 12 tickets for DDA Members only, for the June 6th MSOC Main Event. SUPPORTED BY MICHAEL ZEOLLA and THE MOTION CARRIED with a roll call vote: Michael Zeolla, Supervisor Hamill - yes, Chris Hamill - yes, Jennifer Frederick, Cassie Blascyk - yes, Roscoe Smith - yes, Andy West - yes, Dale Feigley - yes (8 yes votes)

DISTRICT DEVELOPMENT

Home Again is moving, hoping they stay in the district.

Sisters Barber Shop is closing in July.

CALL TO THE PUBLIC

Nothing to report.

ADJOURN

Meeting adjourned at 8:09

APPROVED