

**CHARTER TOWNSHIP OF HIGHLAND  
DOWNTOWN DEVELOPMENT AUTHORITY  
RECORD OF THE SEPTEMBER 18TH, 2024, REGULAR BOARD MEETING  
*Approved HDDA Minutes – Board Meeting of September 18<sup>th</sup>, 2024***

ROLL CALL

Members present: Andy West, Taylor De Haan, Dale Feigley, Micheal Zeolla, Chris Hamill, Jennifer Frederick, Cassie Blascyk, and Roscoe Smith

Members Absent: Matt Barnes, Supervisor Hamill, and Michael Zurek

Staff Present: Melissa Dashevich, Executive Director

Guests: None

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

A. APPROVE MINUTES OF REGULAR BOARD MEETING OF August 21<sup>st</sup>, 2024

**MR. FEIGLEY MOVED TO APPROVE** the regular HDDA board meeting minutes of August 21<sup>st</sup>, 2024, as presented. **MR. ZEOLLA SUPPORTED THE MOTION**, and the **MOTION CARRIED** with a unanimous voice vote: Andy West - yes; Taylor DeHaan - yes; Dale Feigley - yes; Cassie Blasyck- yes; Micheal Zeolla - yes; Chris Hamill - yes; Jennifer Frederick - yes; Roscoe Smith - yes. (8 yes votes).

B. DIRECTOR'S REPORT

The MSOC tech visit and education benefit reimbursement have been submitted and the HDDA should expect to receive those funds, totaling \$7,500, shortly.

Mrs. Dashevich also informed the board that there is some interest in the rental subsidy grant from a local business that provides medical spa services. Currently, as written the grant is only for retail businesses and Mrs. Dashevich would like the HDDA to consider how that will affect a service business's eligibility and if changes need to be made. The Board determined that the Economic Vitality Committee will meet to discuss any potential options moving forward.

Mrs. Dashevich attended a networking event for the Highland-White Lake Business Association that was attended by several HDDA Board members.

C. TREASURER'S REPORT

Mrs. Hamill presented her financial report in detail stating we are 50% through the year and underspent. Our total revenue to this point is \$202,623 with total program expenses of \$84,943 and total administrative expenses of \$64,782 to date. Revenue exceeds

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expenses by \$52,898 and we have \$544,352 cash on hand. Our long-term loan is officially paid off.

**D. NEW BUSINESS**

**1. *Master Plan Proposal Giffels Webster***

Mrs. Blascyk presented the proposal from Giffels Webster for the creation of the new Highland DDA Master Plan. Total project cost according to their proposal would be \$55,000, significantly higher than expected. Mrs. Blascyk proposed the board look it over and discuss whether they would like to open the project up to other bids or stick with Giffels Webster as they have previous experience with Highland.

**MR. FEIGLEY MOVED TO TABLE** the discussion of the master plan until the October 2024 meeting. **MS. DE HAAN SUPPORTED THE MOTION**, and the **MOTION CARRIED** with a unanimous voice vote: Andy West - yes; Taylor DeHaan - yes; Dale Feigley - yes; Cassie Blascyk- yes; Micheal Zeolla - yes; Chris Hamill - yes; Jennifer Frederick - yes; Roscoe Smith - yes. (8 yes votes).

**2. *Purchase Policy Review***

Ms. Fredrick presented a potential change to the HDDA Purchasing Policy. These changes would increase the purchasing limits to reflect the general increase in costs since the original policy was approved. New language would also be added to ensure only budgeted expenses are considered.

**MS. FREDRICK MOVED TO TABLE** the changes to the HDDA Purchasing Policy as presented until the October HDDA Board Meeting. **MRS. BLASCYK SUPPORTED THE MOTION**, and the **MOTION CARRIED** with a unanimous voice vote: Andy West - yes; Taylor DeHaan - yes; Dale Feigley - yes; Cassie Blascyk- yes; Micheal Zeolla - yes; Chris Hamill - yes; Jennifer Frederick - yes; Roscoe Smith - yes. (8 yes votes).

**3. *Cathy Tiderington's Pay Rate Will be increased in 2025***

Ms. Fredrick informed the Board that in order to keep Cathy Tiderington's pay rate similar to other employees her pay rate will be increased to \$21/hour beginning January 1<sup>st</sup>, 2025.

**4. *Amend newly adopted bylaws Article 5 – Meetings, Section 1 to 2<sup>nd</sup> Wednesday of each month***

**MS. FREDRICK MOVED TO AMEND** the bylaws Article 5 - Meetings, Section 1 to 2<sup>nd</sup> Wednesday of each month. **MRS. BLASCYK SUPPORTED THE MOTION**, and the **MOTION CARRIED** with a unanimous voice vote: Andy West - yes; Taylor DeHaan -

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yes; Dale Feigley - yes; Cassie Blasyck- yes; Micheal Zeolla - yes; Chris Hamill - yes; Jennifer Frederick - yes; Roscoe Smith - yes. (8 yes votes).

*5. New 2025 Meeting Dates Presented*

Mrs. Dashevich presented the new 2025 HDDA meeting dates as previously discussed. Meetings will be held on the 2<sup>nd</sup> Wednesday of each month beginning in January 2025.

**MR. ZEOLLA MOVED TO APPROVE** the new 2025 HDDA meeting dates. **MR. WEST SUPPORTED THE MOTION**, and the **MOTION CARRIED** with a unanimous voice vote: Andy West - yes; Taylor DeHaan - yes; Dale Feigley - yes; Cassie Blasyck- yes; Micheal Zeolla - yes; Chris Hamill - yes; Jennifer Frederick - yes; Roscoe Smith - yes. (8 yes votes).

E. OLD BUSINESS

*1. Office Furniture for the DDA space update*

Mrs. Dashevich is working with Stacy Francois from Efficient Furniture for Office Solutions. Currently Mrs. Dashevich and Mrs. Blasyck are working on getting the necessary materials together to move forward with the project.

*2. Proposed Final 2025 Highland DDA Work Plans*

The proposed final 2025 HDDA Work Plans were presented by Mrs. Dashevich to the board.

*3. OC Shop Main Street Platform Update*

Mrs. Dashevich spoke with Jeanie at Earth-N-Soul, and she has expressed interest in taking the position overseeing the OC Shop Main Street store and teaching local business owners how to utilize it. She expects she will be able to give her final answer by the end of September.

F. BOARD MEMBER COMMENTS

There is work taking place on Milford rd. to prepare for a future expansion of the athletic fields.

Schwartz's Deli no longer has indoor dining due to their septic tank no longer meeting Oakland County Health Department requirements. The township is happy to assist whenever possible to restore their ability to have indoor dining, however ultimately it is up to the health department.

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**G. COMMITTEE REPORTS**

**Design**

**1. *Haunted Highland Month of October***

Banners and decorations are in the process of going up and so far, everything looks wonderful. Skeletons will be delivered to various businesses later this week.

**2. *Streetscapes Ready for Fall***

The Garden Club did an excellent job decorating downtown for Fall. More flower bulbs will be planted in October in preparation for spring.

**3. *Boardwalk Update***

Mrs. Blascyk informed the board that Steve Sutton has been in contact and the RFP should be out by the end of the month. Mrs. Blascyk expects the project to go out for bid sometime next week.

**Economic Revitalization**

**4. *Downtown Days Food Fest***

September 23<sup>rd</sup> through September 28<sup>th</sup> 5 restaurants will be participating in the Highland Downtown Days Food Fest. Dukes, Press N Scoop, Schwartz's Deli, The Come Back Inn, and the Lift.

**5. *QuickBooks Class Series***

The next QuickBooks Class Series begins September 20<sup>th</sup> from 11:30 am to 12:30 pm. There has already been some interest from locals in taking the class.

**6. *Save Your Town Open House***

Mr. West, Mrs. Blascyk and Ms. Tina Lloyd, a HDDA and a realtor, met to begin working on the Save Your Town Open House. They are compiling all the information on any vacancies in Highland to start marketing them to potential businesses that would potentially do well in those locations. The next step is to contact all the landlords to organize a specific day that the properties will be available for the open house.

**Organization**

**7. *Swag bag items***

Mrs. Blascyk ordered more materials for the town swag bags for new residents.

**Promotions**

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*8. Streetscape Lighting Update*

Mrs. Blascyk and Mrs. Dashevich met with a vendor to discuss the streetscape lighting for the holidays and a quote has been received. They are currently reviewing their options and considering new ideas for different decorations alongside the standard decorations of years past.

H. MSOC

MSOC presented HDDA Accreditation at the September 9, 2024, Highland Township Board Meeting. Mrs. Dashevich thanked all board members who attended.

I. DISTRICT DEVELOPMENT

Nothing to report

J. CALL TO THE PUBLIC

Nothing to report.

K. ADJOURN

The meeting was Adjourned at 7:51pm.

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