

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
RECORD OF THE October 16th, 2024, REGULAR BOARD MEETING
*Approved HDDA Board Meeting Minutes –October 16th, 2024***

ROLL CALL

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

Attending through Zoom: Supervisor Hamill and Chris Hamill

Members Absent: Matt Barnes, Michael Zurek, and Micheal Zeolla

Staff Present: Melissa Dashevich, Executive Director

Guests: Tad Krear, Land Design Studio and Jill Bahm, Giffels Webster

Mr. Smith called the meeting to order at 6:15 PM

Giffels Webster presentation regarding the Master Plan

Mr. Tad Krear and Ms. Jill Bahm presented their proposal for the new Highland Master plan and answered any questions regarding ways of decreasing cost. They were involved in the creation of the previous master plan 17 years ago and are very familiar with Highland and the surrounding area. The HDDA Board agreed to send Giffels Webster recent survey results and other data that may help reduce the overall proposed cost. Once they receive that data, they will submit a new updated proposal for the board to review.

APPROVE MINUTES OF REGULAR BOARD MEETING OF September 18th, 2024

MS. FREDRICK MOVED TO APPROVE the regular HDDA board meeting minutes of September 18th, 2024, as with the amendment of changing “streetscape lighting” to “holiday lighting”. **MRS. BLASCYK SUPPORTED THE MOTION**, and the **MOTION CARRIED** with a unanimous voice vote: Andy West - yes; Taylor DeHaan - yes; Dale Feigley - yes; Cassie Blasyck- yes; Jennifer Frederick - yes; Roscoe Smith - yes. (6 yes votes).

DIRECTOR’S REPORT

Mrs. Dashevich attended the SEO optimization training in person seminar. This provided information on how to use online tools to make websites more visible. She also

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attended a board member training along with a few board members and a directors retreat in Detroit at Eastern Market.

The HDDA is putting together marketing for the upcoming Burger Battle in February.

Work is ongoing with Shop Oakland County, with work focusing on educating local businesses about the site and recruiting more businesses to participate.

TREASURER'S REPORT

Mrs. Hamill presented her financial report in detail stating we are 75% through the year and underspent. Our total revenue to this point is \$235,000. Revenue exceeds expenses by \$73,000 and we have \$560,000 cash on hand including \$300,000 in CDs. Our long-term loan is officially paid off.

NEW BUSINESS

1. Farmers Market Report-Out

Mrs. Dashevich reminded the board that LaFontaine sponsored the Kid's Zone at the Farmers' Market. Everyone agreed that the 2024 farmers market was a success despite difficult weather at times.

2. Rental Assistance Discussion

Ms. Fredrick presented a potential change to the Rental Subsidy Grant offered each year by the HDDA. A service business has shown interest in the grant, however currently the grant is only available to retail, dining, arts and entertainment. Ms. Fredrick raises the question with the board as to whether a change should be made to make the grant more available to service businesses. Offering a second grant and opening both to service businesses was proposed.

MS. FREDRICK MOVED TO UPDATE the Rental Subsidy Grant to include services and increase to a total of two per year up to \$2,500 each. **MRS. BLASCYK SUPPORTED THE MOTION**, and the **MOTION CARRIED** with a roll call vote: Andy West - yes; Taylor DeHaan - yes; Dale Feigley - yes; Cassie Blasyck- yes; Jennifer Frederick - yes; Roscoe Smith - yes. (6 yes votes).

1. Project and Goal Review

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MS. FREDRICK MOVED TO TABLE the topic “project and goal review” until the November 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 Blasyck- yes; Jennifer Frederick - yes; Roscoe Smith - yes. (6 yes votes).

OLD BUSINESS

1. Purchase Policy Review

Ms. Fredrick presented the new purchase policy as discussed at the previous board meeting. Changes to the language regarding minor purchases in order to make day to day operations possible without major delay were suggested.

MS. DE HAAN MOVED TO TABLE the topic “Purchasing Policy Review” until the November HDDA board meeting. **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; Jennifer Frederick - yes; Roscoe Smith - yes. (6 yes votes).

BOARD MEMBER COMMENTS

Nothing to report

COMMITTEE REPORTS

Design

1. Holiday Lights Update

Mrs. Blascyk presented the proposal from LeClerc for the standard holiday lights, including lighting the tree, Steeple Hall, snowflake lights, and lighting the shrubs, totaling \$7,611. The budgeted amount for Holiday Lights is \$9,800 with the remaining budget usually going to Gateway Park. Mrs. Blascyk proposed the now unused budget be used to add additional lighting in Veterans Park for photo spots.

MS. FREDRICK MOVED TO APPROVE the quote from LeClerc for Holiday lights and decorations for \$7,611. **MRS. BLASCYK SUPPORTED THE MOTION**, and the **MOTION CARRIED** with a unanimous roll call vote: Andy West - yes; Taylor DeHaan - yes; Dale Feigley - yes; Cassie Blasyck- yes; Jennifer Frederick - yes; Roscoe Smith - yes. (6 yes votes).

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MS. FREDRICK MOVED TO APPROVE the purchase of stand-up holiday decorations for photo spots up to \$2,100. **MRS. BLASCYK SUPPORTED THE MOTION**, and the **MOTION CARRIED** with a unanimous roll call vote: Andy West - yes; Taylor DeHaan - yes; Dale Feigley - yes; Cassie Blasyck- yes; Jennifer Frederick - yes; Roscoe Smith - yes. (6 yes votes).

Economic Revitalization

1. *Downtown Days Report*

Mrs. Dashevich reported that Dukes restaurant won with their Pickle Pizza. The event was successful overall.

Organization

2. *What's up fundraising document*

Mrs. Dashevich presented the new cycle three events registration document that will be distributed to local businesses offering participation and sponsorship in upcoming town events. Events include Ladies' Night Out, Small Business Saturday, Festival of Trees, and Tree Lighting Ceremony.

Promotions

3. *Preparing for upcoming events*

Mrs. Blascyk reported that she is in the beginning stages of preparing for the Tree Lighting event in December.

MSOC

MSOC held a board member training in early October, some board members attended, and the information packet and PowerPoint will be distributed to those that could not attend. Mrs. Dashevich plans to look further into some of the discussion topics raised and discuss her findings further at a future meeting.

DISTRICT DEVELOPMENT

Mrs. Blascyk reports that at the recent school board meeting the school board agreed to move forward with leasing Isaac Hannah land for septic in exchange for a water line.

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CALL TO THE PUBLIC

Nothing to report.

CLOSED SESSION

Discuss Executive Directors current employment contract and conduct employee reviews in accordance with MCL 15.268 (1)(a).

MS. FREDRICK MOVED TO MOVE into closed session in accordance with MCL 15.268 (1)(a). **MRS. BLASCYK SUPPORTED THE MOTION**, and the **MOTION CARRIED** with a unanimous roll call vote: Andy West - yes; Taylor DeHaan - yes; Dale Feigley - yes; Cassie Blasyck- yes; Jennifer Frederick - yes; Roscoe Smith - yes. (6 yes votes).

The Board went into closed session from 8:48pm to 9:22pm.

Open Session:

MS. FREDRICK MOVED TO CLOSE the closed session. **MRS. BLASCYK SUPPORTED THE MOTION**, and the **MOTION CARRIED** with a unanimous roll call vote: Andy West - yes; Taylor DeHaan - yes; Dale Feigley - yes; Cassie Blasyck- yes; Jennifer Frederick - yes; Roscoe Smith - yes. (6 yes votes).

MEETING ADJOURN

The meeting was Adjourned at 9:23pm. TD