

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the March 15, 2017 Regular Board Meeting**

APPROVED

Members Present: Supervisor Hamill , John Hirzel, Mike Zurek, Dale Feigley, Mike Maher, Cassie Blascyk, Matt Barnes, Roscoe Smith

Members Absent:

Staff Absent: Missy Dashevich, Executive Director
Karen Beardsley, Recording Secretary

Visitors: Kris Kopacki

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

Approve Special Board Meeting Minutes of February 1, 2017

MR. FEIGLEY MOVED TO APPROVE the Special Board Meeting minutes of February 1, 2017 as presented. SUPERVISOR HAMILL SUPPORTED and THE MOTION CARRIED with a unanimous voice vote (8 yes votes).

Mr. Smith noted that the February 15th minutes were not in the Board packets for review.

Director's Report

Mr. Smith reviewed some highlights from the Director's Report:

Upcoming Event Dates:

May 20th - Founders Festival includes parade with baseball teams.

June 24th - Red, White and Blues with fireworks.

October 7th - Fall Festival, probably led by HVCA

In July, DIA 'Inside Out' plan - 8 pieces of framed art with a walking plan.

Discussion took place regarding the Milford Trail connection.

Mr. Smith mentioned the Branding Meetings taking place, with Judy Cooper. Main Street Oakland County will recommend a consultant and may help with the cost.

Treasurer's Report

There is no treasurer's report to review.

NEW BUSINESS

Founders Day Festival - May 20, 2017

Mr. Hamill shared that it will take place in the park with food, historic presentation by Eugene Beach at the station house, flower sale held near Highland Activity Center, etc.

OLD BUSINESS

Summary - Strategic Planning Discussion & Evaluation.

More discussion about this will happen at a later date.

Master Plan - Priority List Discussion from February 1, 2017

Discussion of priorities for master plan, summary-tree planting initiative, wish list.

New street signage - wait until after branding is complete.

Reduce Milford road speed limit/traffic calming. Highland has no say in speed limit. Set by county.

First Priority: Branding

Medium Priority: Historic placques & photos, John Street Improvement, Green Gateway

Low Priority: Gateway signage, M59 Right of Way and Enhancement

2017 Committee Work Plans & Project Discussion

Mr. Smith shared some discussions of some of the guidelines and descriptions for ease of understanding and simplifying. Perhaps task forces instead of separate committees, combining like efforts, cross-committee workloads, etc.

Mission and Vision Statement

Discussion saved for later date. Working on simplifying and clarifying both Mission and Vision Statements. Board members waiting for emails mentioned at a previous meeting; samples to be reviewed for input. Mr. Smith said Mrs. Dashevich will get those sent out.

PENDING ITEMS

Website Redo - Meeting was delayed because of power outage. Mr. Zurek shared that the committee felt that Traverse City's website was a good model to use, as far as content, what it conveyed, etc. Working on re-evaluating a checklist from our vendor (Accunet) for the skeleton of the site, then working on wording, photos, etc. Attempting to make our site more mobile-friendly. Mr. Zurek said that he will send a link to Traverse City's site for board members to review.

MSOC

Nominations - Due March 27, 2017

Mr. Smith noted this year's event will be streamlined. A new list of awards is included. If anyone would like to nominate someone, please let Mrs. Dashevich know.

Mainstreet Awards ceremony will be at the new Flagstar Strand in Pontiac, which has just recently opened.

DISTRICT DEVELOPMENT/NEW BUSINESS

Highland Auto will probably not rebuild on their former site. Mr. Hamill has been having discussions with him about possible alternate locations.

Mrs. Blascyk asked whether the other banners (to replace the winter ones) had been located. That is still being pursued.

COMMUNITY REPORTS

Supervisor Hamill shared some insight into various happenings and potential projects around Highland.

CALL TO THE PUBLIC

Mr. Kopacki offered his watering services to the DDA for the new plantings at the same price this year.

Mr. Smith adjourned the meeting at 7:55 p.m.

Respectfully submitted,

A. Roscoe Smith
ARS/kb

APPROVED