

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the June 20, 2012 Regular Board Meeting
APPROVED**

Members Present: Triscia Pilchowski, Gail Perrin, Beth Lewis, John Dowson, John Hirzel, Mike Maher, Matt Barnes (6:35), Doug Bourgeois, Dale Feigley, Roscoe Smith

Staff Present: Melissa Dashevich, Director
Karen Beardsley, Recording Secretary

Visitors Present: Rick Hamill
Judy Cooper
Brad Howe
Catherine Kristian
Linda Vance
Mary Pat Chynoweth

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

Board Meeting Minutes of May 16, 2012

MS. PILCHOWSKI MOVED TO APPROVE the Board Meeting Minutes of May 16, 2012 as presented. SUPPORTED BY MR. FEIGLEY and the MOTION CARRIED with a unanimous voice vote (9 yes votes).

Director's Report

Ms. Dashevich reviewed her Director's report and a copy is attached to these minutes. Worth mentioning is the BAT resource that MSOC offers (Business Assistance Team). This is a business consulting service provided to any businesses in the DDA that is interested. Business owners will fill out a form stating specific problems they are having and could use help with. MSOC's BAT assembles a team of specialists to address and help solve. This is a tremendous benefit (value of about \$2000 at no charge) that is being offered and should be advertised well. A town hall meeting (set for October 3 & 4, 2012) will kick this off. Some suggestions: get some information into the next HWLBA mailing, call each business individually, hand deliver a card to each business, all members and attendees of DDA have a supply of informational cards on hand to pass out to each visited business. Also testimonials would be helpful

Treasurer's Report

No TIF money collected last month, only interest income of \$110. Approximately \$4,500 of money spent on budgeted expenditures came out of the general balance bringing the total to about \$713,000. We are still far below planned expenditures.

NEW BUSINESS

Executive Director Evaluation

Please complete and return to Mr. Smith in sealed envelope by July 11, 2012.

Mr. Smith brought up an annual reminder for the Conflict of Interest statement.

OLD BUSINESS

1. MDOT Grant Update

Ms. Dashevich stated that the MDOT grant has been submitted, and she hopes to hear if it is awarded by August; Mr. Smith added that the HDDA is hoping to get at least \$175,000.

2. Engineering Proposal for Streetscape/Sidewalk

The proposal from Nowak & Fraus for design engineering services for the HDDA Sidewalk project was received on June 19. The proposal shows expected costs in a lump sum of \$66,202.00, which is 7% of the overall project construction budget. It was noted that on July 15, 2011, design engineering fees were expected to be only 6% - showing an increase of 1% since last year's estimate. Mr. Hirzel had a concern that although the proposal was a lump-sum amount, would we be billed in smaller amounts as the project progresses; it was decided to make that part of the motion.

MR. FEIGLEY MOVED that the HDDA accept the proposal for design engineering services from Nowak & Fraus Engineering, and Land Design Studios Collaborative, dated June 13, 2012 in the amount of \$66,202, with expectation that we be billed and pay as the project progresses (not lump sum payment). MR. HIRZEL SUPPORTED and THE MOTION CARRIED with a roll call vote: Perrin-yes, Lewis-yes, Hirzel-yes, Dowson-yes, Bourgeois-yes, Barnes-yes, Maher-yes, Feigley-yes, Smith-yes, Pilchowski-yes.

3. New Police Millage – pass through of funds.

C cvdv

This item was discussed and it was felt that doing this for the police millage could potentially open doors for others (library, fire dept.) to request the same. It was also argued that this practice is not in line with the purpose of the HDDA, and could possibly set precedent for the future.

MR. FEIGLEY MOVED that the HDDA reject the township board's proposal to pass through HDDA funds for the new police millage. MRS. PERRIN SUPPORTED and THE MOTION CARRIED with a roll call vote: Perrin-yes, Lewis-yes, Hirzel-yes, Dowson-yes, Bourgeois-yes, Barnes-yes, Maher-yes, Feigley-yes, Smith-yes, Pilchowski-abstained.

4. Art Initiative Update.

Ms. Dashevich presented a review of the art initiative to date. The plan is to place reproductions of 6 local artists' paintings and 6 sculptures by Nick Sikma throughout the HDDA historic district, as a draw to get people interested in and talking about Highland. Information will be placed nearby each about the artwork, the artist and possibly future plans for Highland. Mr. Barnes felt it would be an effective use of HDDA dollars if used as a 'kick-off' to what's coming to Highland in the near future. It was discussed and agreed that Carpet Classics windows are large enough and their location central enough to put up boards (drawings, information) for Highland's sidewalk plans, as 'look what's coming'. Ms. Pilchowski suggested a general mailing to introduce the project and list all the locations of the artwork, with a 'checklist' for people to complete and turn in for a 'prize'. The plan is to have all in place by the time the concert series starts (July 8, 2012), and leave them in place through Highland Heydays (in September).

The artwork will be reviewed by Ms. Dashevich and others and reproduced on 30 X 40 Coreplast. Some possible locations would be: Carpet Classics, in front of HVCA, at Train Station Park, in front of Meck, orthodontics, the new saddlery, Highland Feed, Wee Friends, Shew complex, Fragments, Hirzel's office. While one of the original intents of this was to 'dress up' vacant buildings and maybe draw attention to possibilities of new tenants, many felt that the artwork should be placed at existing businesses as well. Mr. Feigley offered to help with the hanging of the artwork around town.

Mr. Smith also pointed out that a new name for this initiative could be C A R T, with "CAR" and "ART" being written so that they can be read separately. It was discussed that the size of the reproductions be larger to get the attention of car traffic. Another concern to be addressed is insurance for liability as well as confirming that the artists themselves are insured. Ms. Pilchowski suggested signage for traffic to 'slow down', similar to what Milford did; maybe the Road Commission would assist with this.

Ms. Dashevich stated that the artists are not interested in selling their work, but it was felt that if the HDDA was spending the money for the reproductions, that we should own them, and let the artists keep their original paintings. That way, we can use the reproductions as a 'prize' or other fundraising potential.

Mr. Hirzel and Ms. Pilchowski felt that since we are on such a tight budget, and under budget on expenditures at this time, there is a possibility of re-assigning some line items in the existing budget to pay for the reproductions and necessary marketing materials. Mr. Hamill also offered a line item of the design committee that could be used for promoting the new designs.

MR. DOWSON MOVED to finance the art initiative up to \$1500. MR. FIEGLEY SUPPORTED. MS. PILCHOWSKI RECOMMENDED THE MOTION BE AMENDED, specifically saying that the funds will be redirected from the existing budget, with no new expenditures. MR. FIEGLEY SUPPORTED THE AMENDMENT TO THE MOTION and THE MOTION CARRIED with a roll call vote: Perrin-yes, Lewis-yes, Hirzel-yes, Dowson-yes, Bourgeois-yes, Maher-yes, Barnes-yes, Feigley-yes, Smith-yes, Pilchowski-yes.

5. Hot Dog Vendor Update.

Ms. Dashevich has been working on finding a place for Nick, the hot dog vendor to set up for a few weeks. The ideal place would be on Milford Road with adjacent parking.. Carpet Classics is not interested in allowing this to take place on their property.

COMMITTEE REPORTS

Design

Mr. Hamill stated that in the next week, he should have some design information back about gateway ideas.

Organization & Promo

Ms. Dashevich stated that Ms.. Lewis has worked on a Volunteer Handbook, which touches on promoting the Highland area, how to become a volunteer, the commitment and benefits of volunteering, and a little about the structure of the HDDA. They plan to host a table at each event including pictures of what the HDDA has done in the past and what they're planning to do. Maybe fundraising as in a donation jar or sell water.

DEVELOPMENT DISTRICT REVIEW

The new Saddlery is open. They will possibly be adding a rearing stallion outside the business.

COMMUNITY REPORTS

Ms. Dashevich stated that September 19th is the annual Heritage Conference in downtown Milford. Ms. Pilchowski added that it is an informative program, particularly for planners and board members.

Mr. Smith handed out copies of a design article on bike paths for the Board's perusal.

Mr. Barnes brought up the condition of the vacant gas station property on M-59 and Milford Road. Ms. Pilchowski stated the owners will be coming in front of the Township soon for other issues and she plans to bring this issue up with them.

At 8:00 p.m., Mr. Smith adjourned the meeting.

Respectfully submitted,

A. Roscoe Smith
ARS/kb