

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

Members Present: Supervisor Hamill, Chris Hamill, Mike Zurek, Roscoe Smith, Cassie Blascyk

Members Absent: Matt Barnes, Trevor VonBuskirk, Mike Maher, Dale Feigley

Staff Present: Melissa Dashevich, Executive Director

Staff Absent: Karen Beardsley, Recording Secretary

Visitors Present: Kris Kopacki

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

Approve Regular Board Meeting Minutes of October 18, 2017.

Mr. Zurek MOVED TO APPROVE the Regular Board Meeting minutes of October 18, 2017, as presented. Supervisor Hamill SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (5 yes votes).

Director's Report

Mrs. Dashevich reviewed her Director's Report.

Treasurer's Report

Mrs. Hamill reviewed the Treasurer's Report. As of October 31st, there is \$42,530 cash. If correct, we can expect \$43,185 of tax receivables (TIF) soon. As of now, revenue is \$53,618, exceeding expenses. Mr. Smith inquired if there had been any applications to the Tax Tribunal. Supervisor Hamill confirmed that there had not been. Our long-term loan balance is about \$284,000; it will be \$277,600 by the end of the year.

Community sign discussion

Mrs. Dashevich felt guidelines for the use of the sign should be reviewed and reiterated and possibly compiled for future reference. Supervisor Hamill stated that although it was agreed that the sign cannot be used to advertise particular and individual business sale items, he feels it can be used to share an important date, such as an anniversary, or event, or to announce a new business. He would like to see the sign get more use, specifically for economic development. Much discussion took place regarding the use of the sign. Mrs. Dashevich would like to help facilitate getting guidelines assembled for the sign.

December Regular Board Meeting

Supervisor Hamill MOVED to cancel the Regular Board Meeting for December. Mr. Zurek SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (5 yes votes).

Festival of Trees/Tree Lighting

The Festival of Trees is gearing up. The official dates are 12/4 through 1/3. 26 trees have been sold to date and there are 43 trees in place. Requests are still coming in for trees; Mrs. Dashevich and

Supervisor Hamill felt that any trees that were left (not sponsored) could be put behind the stage near the fire station, and in the Ticket Station Park as well (corner of M59 and Milford Rd).

The Tree Lighting will take place on December 4, 2017 at 7:00pm and Spring Mills and Highland Elementary will be participating this year. Volunteers are needed to help this evening to be a success.

Regarding the décor that the DDA puts up for the holidays, the lights are left on the big tree in Veterans Park year-round to save the expense of taking them on and off. The decorations on the Station House suffice but do need to be addressed for next year. Mrs. Dashevich will research some alternative sources for decorating and storing the decorations required for our annual tree lighting celebration.

The DDA has also provided lights for the Ticket Station at the corner of M59 and Milford Road as well as placing a few cut trees for decorating. Over time the icicle lights for the ticket station building have disappeared and will need to be replaced. Mrs. Dashevich estimated this expense to be about \$220.00 and secure storage options were discussed.

Last year, pizza was purchased by the DDA and made available to those at the station house waiting to see Santa and as always cookies and cider were served in the fire hall. Serving the pizza required quite a few volunteers and also posed some cleanliness problems for the many who have their art displayed at the station house. Much discussion took place whether the pizza could be moved to another location or not purchased at all this year. It was decided, at least for this year, to eliminate the pizza component for the Tree Lighting night.

NEW BUSINESS

Small Business Saturday

Small Business Saturday is November 25th. Many local businesses have contributed to the gift baskets that will be given away, some contributing \$100 gift certificates. There is an ad in the Spinal Column for this event, and each of the participating stores will have specials for that day. Mrs. Dashevich was able to send flyers about this event and the Festival of Trees to all local elementary schools to be included in children's backpacks.

OLD BUSINESS

Website Update

This project is on hold to wait for the results of the logo and branding. Accunet has assigned a student to work with the DDA on this project.

Branding Project Update

Mrs. Blascyk asked when the DDA can expect to see some final designs on this project. Mr. Smith explained that the survey results were analyzed by experts and a collection of six logos and several suggestions for tagline statements were presented to the group. Supervisor Hamill distributed some materials from these recent meetings as well. Much discussion took place regarding the process used for the recommended logo and tagline, and the consensus was that none of them had the impact that was hoped for, and that the company who presented should be made aware of this.

COMMUNITY REPORTS

None.

CALL TO THE PUBLIC

None.

Mr. Smith adjourned the meeting at 8:48 p.m.

Respectfully submitted,

Roscoe Smith

RS:kb

APPROVED