

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the April 8, 2020 Special Board Meeting
(online ZOOM meeting hosted by Supervisor Rick Hamill)**

APPROVED

Members Present: Supervisor Hamill, Chris Hamill, Cassie Blascyk, Roscoe Smith, Dale Feigley, Stephanie Legg, Matt Barnes, Mike Zurek, Jennifer Frederick

Members Absent:

Visitors Present: Judy Cooper, Highland Township Treasurer

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

Mr. Smith called the meeting to order at 6:00pm

Approve minutes of February 19, 2020

Mrs. Dashevich stated that a motion approving the Tech Visit Money should not contain a dollar amount, since changes may be coming to allocated amounts. It should simply state that the Tech Visit Money will be used for the Arch project.

MRS. HAMILL MOVED TO APPROVE the Regular Board Meeting minutes of February 19, 2020 as amended above. SUPERVISOR HAMILL SUPPORTED THE MOTION and THE MOTION CARRIED with a unanimous voice vote (9 yes votes).

Director's Report

Mrs. Dashevich stated that she was up to date in providing written reports that she owed including her latest up through yesterday. She is working from home now and most of the focus has shifted to COVID-19 related business; supporting businesses by getting latest information out to them; fielding questions, etc.

Treasurer's Report

Mrs. Hamill only had information through January, but being conservative with overhead, we should end the year with net revenue over expenses of about \$121,000. We received \$74,000 in TIF, and the projections from the township would be \$187,000. However, this amount is sure to change with the current times. As of right now, we are in good financial shape.

NEW BUSINESS

Consider Marketing Promotion for our DDA Businesses

In effort to help our struggling businesses, Mrs. Dashevich and Mrs. Blascyk have been posting on social media and have put an ad in the Spinal Column for Takeout Tuesday. Take-Out Tuesday is a contest where the DDA gives a \$25 gift certificate (for any business in the downtown area) to one individual each week. This individual is selected from those who post a picture or a comment of their restaurant takeout experience in our downtown area. In order to help more of our downtown businesses, Supervisor Hamill brought up the concept of the DDA purchasing a full page ad (or more) and letting any of our businesses take part in it, from posting hours, or services available while storefronts are closed (i.e. online sales, shipping, curbside, etc.) to perhaps even their plans for when the Governor's order is lifted. The next paper is due out on April 29. Ideas were to discussed on how to make this happen. It was suggested that anything we can get from local businesses such as camera ready art.

Maybe it can be done as an insert, perhaps on a heavier paper, a pull-out section to keep. An idea of simply publishing a Downtown Business Directory was suggested as well.

SUPERVISOR HAMILL MOVED TO APPROVE \$2,500 to the Spinal Column to develop a multi-page ad containing as many downtown businesses as we can gather information for, to show support and help them get the word out to people as to how they are handling these unprecedented times. MR. ZUREK SUPPORTED and THE MOTION CARRIED with a roll call vote: R. Hamill-yes, C.Hamill-yes, D. Feigley-yes, S. Legg-yes, M. Barnes-yes, M. Zurek-yes, J. Fredericks-yes, C. Blascyk-yes, R. Smith-yes.

There was discussion about where the money should come from, but it was agreed that budget amendments would be able to move it from cancelled events, etc.

Consider using funding that was earmarked for Founder's Day and our Façade Grants for business assistance (incubation).

With many events being cancelled, Oakland County is encouraging the DDAs to use this previously allocated money to help suffering businesses.

There is funding that was set aside for Founder's Day, Façade and other grants, etc. Some of it is being used for the \$25 gift cards to promote our area restaurant's takeout business. But perhaps this money will be better spent on some sort of rent subsidy program that we can put together to help our businesses from closing their doors.

Oakland County and MEDC joined forces making available \$2.3 Million dollars to our businesses in Oakland County. There were 797 small business who applied to this grant.

There was much discussion about also using cancelled event funds as well as some of the general fund to set up one large Business Assistance Fund that could be used for rent, expenses, etc....however a business might want to use it. It was decided that a committee could be formed to determine the best way to distribute this type of funding and it could be done over the next month or so.

MRS. HAMILL MOVED TO APPROVE \$20,000 from the general fund balance to a Business Assistance Grant to be managed by Economic Restructuring. MRS. LEGG SUPPORTED and THE MOTION CARRIED with a roll call vote: R. Hamill-yes, C.Hamill-yes, D. Feigley-yes, S. Legg-yes, M. Barnes-yes, M. Zurek-yes, J. Fredericks-yes, C. Blascyk-yes, R. Smith-yes.

OLD BUSINESS

- National Main Street Conference in Dallas, Texas (CANCELLED).
Conference was officially cancelled; we will wait for group cancellation for refund from conference registration; hotel arrangements cancelled and refunded; airfare cancelled and e-tickets issued to be used through 5/22.
- Flagstar Grant - requires a match
 - i. Butterfly beautification project (NOT SUBMITTED)
Mrs. Blascyk felt that with all the uncertainty of the current times, as well as grant money being moved to other areas to assist struggling businesses, our chances of receiving this would be slim.
- Genisys Grant - Match is already budgeted. (SUBMITTED).
- MSOC 2019 Evaluation (SUBMITTED)
- Arch Update - Tech Visit - Due May 1, 2020
Mrs. Legg expressed an interest in getting our arch project on Tad Krear's schedule, as it seems to have taken a back burner; Mrs. Dashevich added that she was told the artist had moved on to another project as he was waiting to hear additional direction from us. She will call and speak to Tad about this.

BOARD MEMBER COMMENTS

Mrs. Legg referenced the Milford fundraising t-shirt project for struggling businesses. Mrs. Legg stated she is investigating something similar for Highland.

SUPERVISOR HAMILL MOVE TO APPROVE this ZOOM meeting as our official April HDDA Board Meeting. MR. FEIGLEY SUPPORTED and THE MOTION CARRIED with a unanimous voice vote (9 yes votes).

Mr. Smith adjourned the meeting at 7:20 p.m.

Respectfully submitted,
Roscoe Smith

RS:kb

APPROVED