

CHARTER TOWNSHIP OF HIGHLAND  
DOWNTOWN DEVELOPMENT AUTHORITY  
Record of the December 21, 2022 Regular Board Meeting

**APPROVED**

**Members Present:** Supervisor Hamill, Chris Hamill, Jennifer Frederick, Roscoe Smith, Cassie Blascyk, Dale Feigley

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

**Members Absent:** Michael Zurek, Matt Barnes

Mr. Smith called the meeting to order at 6:16 p.m.

Approve Minutes of Regular Board Meeting of November 16, 2022

**MS. FREDERICK MOVED TO APPROVE** the Regular Board Meeting minutes of November 16, 2022 as presented. **MRS. HAMILL SUPPORTED THE MOTION** and **THE MOTION CARRIED** with a unanimous voice vote (6 yes votes).

Director's Report

Mrs. Dashevich has been working up to 50 hours per week for the past few weeks, concentrating on holiday plans as well as upcoming assessment; also, working with Ms. Blascyk on website content, as well as reviewing award nominations for MSOC's Main Event in May.

Treasurer's Report

Mrs. Hamill shared that revenue over expenses is \$107,095. Some discussion took place regarding the origin and impact of the Local Community Stabilization amount. Cash at end of November is at \$468,558.00. Long term loan is at \$77,422. TIF was expect to be around \$209,000, but came in at \$182,000, around \$26,000 below what was budgeted. Ms. Frederick confirmed that the TIF money will be coming in until Feb 14. Some delinquencies may have to be repaid. All in all, in good financial shape.

NEW BUSINESS

- Budget Discussion - Splitting Director's Salary and Medical Allowance in separate line items.

The Director's salary and medical buyout are lumped in one line item. The township would like to see them split into separate line items, and if a salary percentage increase is approved, it should be on the salary portion only.

**MS. FREDERICK MOVED TO APPROVE** the addition of line item #494-729-715.000 (Medical Buyout) to the budget, and to move \$6,000 from #494-729-702.001 (DDA Director Salary) to the new line item. **MR. FEIGLEY SUPPORTED THE MOTION** and **THE MOTION CARRIED** with a roll call vote: R. Hamill-yes; C. Hamill-yes; Frederick-yes; Blascyk-yes; Feigley-yes; Smith-yes.

Mrs. Blascyk asked that the subject of an increase to her wages be brought up in the new year, as it was tabled from the budget meeting in November, and was to be revisited in the new year.

- Local Newspapers

Mrs. Dashevich and Mrs. Blascyk have spoken to a local digital newspaper (Crystal at Oakland Times) who has offered to do feature stories on Highland if they get participation in advertising. It would be a \$7,800 annual contract. Mrs. Blascyk suggests we do this as well as billboard advertising. The billboard across from the school is available beginning July 3rd for 3 months (through September 24<sup>th</sup>). The cost would be \$1,600/4 weeks with 12 week minimum and \$150 to print and install artwork. Artwork can be changed during that 3 month period for an additional \$150. Some discussion took place regarding the content, not to be too overloaded.

Regarding the digital media, Supervisor Hamill suggested that if we were to use that service, we should be selling ads to local businesses to not only recoup some of our costs, but to perhaps generate some revenue. But she may want to be the one to sell ads herself. Who would provide the content? It was suggested that we invite this person to present at a future DDA meeting so we can ask questions.

**MS. FREDERICK MOVED TO APPROVE billboard advertising (across from MHS) for the time period of 3 months (7/3/23 through 9/24/23) including 2 artwork print and install for an amount not to exceed \$5,200. MR. FEIGLEY SUPPORTED THE MOTION and THE MOTION CARRIED with a roll call vote: R. Hamill-yes; C. Hamill-yes; Frederick-yes; Blascyk-yes; Feigley-yes; Smith-yes.**

- **DDA Offices**

Mrs. Dashevich asked about the Director's office moving into the DDA prior conference area. This could be office space as well as conferencing/layout with Mrs. Blascyk. There was concern with people asking to use it as conference space, but it was agreed that conference rooms will be available at the new township offices. All felt the DDA Executive Director could benefit from having additional space and she will begin her move once WOTA has gone.

**OLD BUSINESS**

- Main Street America/MSOC Evaluation January 18<sup>th</sup>  
New assessment framework  
Mrs. Dashevich feels this is much of the same information, just in a new framework. She will be reviewing it in more detail over the coming weeks.
- TIF renewal  
Mr. Feigley suggested assigning a tab to each board member for initial review. Mrs. Dashevich has the file electronically, but could print it as well. Supervisor Hamill felt we might benefit from professional help in this review. It was agreed that Supervisor Hamill will make copies and bring them to the February meeting for an initial board review.

**BOARD MEMBER COMMENTS**

None.

**COMMITTEE REPORTS**

**Design**

Mrs. Blascyk shared that the committee opened 7 bids received for Wayfinding. They are reviewing and will bring findings to an upcoming meeting. Mr. Feigley shared a list he made of areas he felt should be included in wayfinding directional signs.

**Economic Vitality**

Earth n Soul has received rental subsidy and will remain open into 2023.

## Promotions

Tree Lighting event. - Ms. Frederick shared that the popcorn vendor, “Howdy’s Old Tyme Popcorn” (owned by Heidi and John) who provided Hot Cocoa and Popcorn at the Tree Lighting, brought in a Christmas card to the township with a check for \$300 for Community Sharing. They received tips that evening in the amount of \$150 and matched that amount in a donation to Community Sharing.  
A very successful event; much positive feedback received. Market was a success as well. Perhaps additional signage and ambient lighting for next year. Also look into closing road for next year.

## Organization

- Mission and vision statements have been discussed and will be presenting soon.

## DISTRICT DEVELOPMENT / NEW BUSINESS

- Prime BBQ will be opening February 1. There is some doubt that they have followed any guidelines, and may be experiencing some difficulty in proceeding.

## COMMUNITY REPORTS

- HVCA is presenting Sound Session on January 21<sup>st</sup> from 7 - 8:30 pm. They are 4 saxophone players from MSU.

## CALL TO THE PUBLIC

None.

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

Respectfully submitted,

Roscoe Smith

RS:kb

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