

**CHARTER TOWNSHIP OF HIGHLAND  
DOWNTOWN DEVELOPMENT AUTHORITY  
Record of the March 15, 2023 Regular Board Meeting**

**APPROVED**

**Members Present:** Jennifer Frederick, Supervisor Hamill, Roscoe Smith, Cassie Blascyk, Michael Zurek

**Members Absent:** Matt Barnes, Dale Feigley, Chris Hamill

**Staff Present:** Melissa Dashevich, Executive Director

Mr. Smith called the meeting to order at 6:30pm

Approve Minutes of the Regular Board Meeting dated February 15, 2023

**MS. FREDERICK MOVED TO APPROVE the Regular Board Meeting Minutes of February 15, 2023 as presented. MR. ZUREK SUPPORTED THE MOTION and the MOTION CARRIED with a unanimous voice vote (5 yes vote)**

Director's Report

Mrs. Dashevich announced Mrs. Karen Beardsley, Recording Secretary and Mr. Rick Beardsley, Farmers' Market Music Manager, has taken an extended leave of absence due to family responsibilities. Also our Farmers' Market Manager has resigned due to an injury and feels he will not be able to work the upcoming season. We are in the process of filling those open positions. It was noted the Recording Secretary position is being presented as a temporary position with possibility of becoming permanent.

Mrs. Dashevich also reported she has met with HVCA, attended 2 way finding meetings, 2 festival meetings, 2 Promotions meeting, 2 Business visitation outings and looking for board member participation for Business visits.

Mr. Smith referenced the Recording Secretary position and questioned if the required background check is necessary. Mrs. Frederick stated the Township requires it but there is no charge for the background check.

Treasurer's Report

Mr. Hamill reviewed the Township financial report in the absence of Mrs. Hamill. He noted our Long Term Loan is \$70,193 and \$47,022 was received in Tif. Mrs. Frederick stated 20% of the Tif has been received and 4% of budget has been spent.. Mr. Zurek noted that we have spent 75% already on the the Website budget. Ms. Dashevich thinks it is the dues and other expenses for the upgraded website. She will investigate and report back.

**MR. HAMILL MOVED TO ACCEPT the Treasurer Report. Mr. Zurek Supported and the MOTION CARRIED with a unanimous voice vote (5 yes votes)**

## NEW BUSINESS

### *Business Roundtable Mixer*

April 12th, 2023 at 6:30pm a Business Roundtable will take place. This event gives the opportunity for the businesses and the DDA Team to discuss needs and share ideas.

### *Motion for Main Street Tech Visit Benefit*

Main Street Oakland County contacted Mrs. Dashevich before tonight's meeting and stated they had made a mistake, our 2023 Tech Visit Benefit Request was submitted in the fall 2022. No further action needed.

### *Motion for Seasonal Part Time Position and Recording Secretary*

**MR. HAMILL MOVED TO APPROVE** Cathy Tiderington for Recording Secretary at \$100 a meeting and a Part Time Seasonal for \$18.00 an hour not to exceed 29 hour per week. **MS. FREDERICK SUPPORTED THE MOTION AND THE MOTION CARRIED** with a roll call vote Hamill-y; Blasyck-y; Zurek-y; Frederick-y; Smith-y.(5 yes votes).

**MS. FREDERICK MOVED TO APPROVE \$5000** to be moved from the surplus in the HDDA 2023 budget to new line called Seasonal Part Time Position #494-729-705-000. **SUPPORTED BY MS. BLASYCK** and the motion carried with a roll call vote Hamill-y; Blasyck-y; Zurek-y; Frederick-y; Smith-yes (5 yes votes)

### *Review Main Street Evaluation*

Ms. Frederick provided copies of the 2023 Evaluation to each board member present. She then distributed color copies of the 2023 Evaluation's Final Report findings. She addressed the evaluator's comments for each standard. Discussion took place on some of the comments shared.

## OLD BUSINESS

### *Farmers' Market*

Supervisor Hamill agreed that the ticket station building located at the corner park where Farmers' Market is held, may be utilized to store Farmers' Market equipment.

**Ms. FREDERICK MOVED TO APPROVE** Ms. Jamie Globerson as new Farmers' Market Manager to replace Mr. Pallister. **SUPPORTED BY Mrs. BLASYCK AND THE MOTION CARRIED WITH** a unanimous voice vote (5 yes votes).

### *Train Viaduct Mural*

The proposed mural to be placed on the east and west side of the train viaduct was discussed. The top, where the actual tracks are located will not be included in the mural. It was discussed we have received a quote of \$37,545 for the mural and that will encompass both sides of the viaduct. This also includes the tunnels. The total project cost, which will include removing necessary vegetation and grinding, will be \$41,515. The anticipated completion date is Fall 2023. We need to obtain permission from CSX and Ms. Blasyck has prepared the large packet to submit to

them. Part of the CSX application packet includes the location of what will be painted. The project cannot move forward until the proposal from the artist is approved by the DDA Board. The design committee is coming to the Board asking for approval for Phase #1, which is for \$42,000 to move forward. To move into Phase 2, consists of the approval of artist rendering, including approval by CSX and then approval by MDOT. Supervisor Hamill noted the tunnels, #1 and #5 indicated on the painting proposal will be hazardous. He also is very concerned that approval by MDOT, to close a lane for safety, will not be granted based on his experience.

Mr. Smith was concerned that on the tunnel located on the east side, proposed #1 and #5, the pillars located in the tunnel will block the mural. Mrs. Blascyk expressed the pillars will be painted as well blending into the mural. If this does not happen, the pillars will distract from the mural.

It was discussed at the moment we are looking for approval to move forward. Details such as rendering will be discussed in Phase #2.

**Ms. FREDERICK MOVED TO APPROVE the train viaduct project not to exceed \$42,000. SUPPORTED BY CASSIE BLASYCK**

**Discussion:** Mr. Zurek asked the Purchasing Policy guidelines be reviewed pertaining to bids. Mr. Hamill replied this is an artistic project. Ms. Frederick noted that several bids were obtained for the first mural and we have decided to use the same artist. Mr. Zurek was in agreement. It was also discussed in comparison the Arch project was projected to be over \$100,000. Mr. Smith commented in complex situations such as, the pillars, will result in a very creative outcome.

**THE MOTION CARRIED with a roll call vote: Blascyk-y; Hamill-y; Smith-yes; Frederick-y; Zurek-y ( 5 yes votes).**

**MRS. FREDERICK MOVED to create a budget amendment to increase the Design Line Item 494-729-880.003 from the Fund Balance by \$42,000, the new Budget for the Design Committee will be 78,900. Supported by MRS. BLASYCK and the motion carried with a roll call vote: Zurek- yes; Frederick - yes; Smith-yes and Blascyk-yes (5 yes votes)**

**Vision Statement:**

The mission statement was reviewed and Ms. Frederick stated that we need to recite it at every meeting.

It was suggested that the Vision Statement be tabled as it is a big part of the Strategy Plan.

#### BOARD MEMBER COMMENTS

Mr. Hamill stated that this is the most action this board has taken in a long time. He spoke highly of Ms. Frederick and Mrs. Blasyck's involvement and positive energy of the current Board.

#### TIF REVIEW

TIF Review will be discussed at a later date.

#### COMMITTEE REPORTS

Ms. Blascyk stated the Way Finding Committee has met twice. Mr. Peter Eichinger, Performance Creative Resources, will be presenting the committee with numbers and a sign concept at the next Way Finding meeting. He has done work in Highland currently and is the most economical. The Native Garden Committee will launch soon

Economical Vitality - We have successfully visited 42 businesses and we will be out and visit more. Please consider visiting the businesses.

Promotions - The concert selections are underway. Mr. Zurek suggested we contact Dave Bennett the clarinet and guitar player for next year. He is very talented. Mrs. Dashevich stated that Dave Bennett would be ideal for the Huron Valley Council for the Arts and of course we will consider for next year.

#### OAKLAND COUNTY / MSOC

The Main Street Oakland County Summit, Waterford Oaks Activity Center on April 20th 9am - 11am

The Main Event is May 4th at the Strand in Pontiac and the theme is Star Wars. May the Force Be With You.

#### DISTRICT DEVELOPMENT/NEW BUSINESS

CVS moving out of the district

Clockwise Climate Control located near Come Back Inn

Prime BBQ is delicious and Mr. Hamill noted they are looking for employees.

#### COMMUNITY REPORTS.

Laughs at the Lift this Sunday.

#### CALL TO THE PUBLIC

-None-

Mr. Smith adjourned the meeting at 8:12 p.m.

Respectfully submitted,  
Roscoe Smith

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RS:mkd