

**CHARTER TOWNSHIP OF HIGHLAND  
DOWNTOWN DEVELOPMENT AUTHORITY  
Record of the June 21, 2023, Regular Board Meeting**

**APPROVED**

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

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

**Staff Present:** Melissa Dashevich, Executive Director  
Cathy Tiderington, Recording Secretary

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

Approve Minutes of the Regular Board Meeting dated May 17, 2023

**MRS HAMILL MOVED TO APPROVE THE Regular Board Meeting Minutes of May 17<sup>th</sup> as corrected. MRS. FREDERICK SECONDED and the MOTION CARRIED with a unanimous voice vote (5 yes vote).**

DIRECTOR'S REPORT

Mrs. Dashevich gave her report and noted she met with the Highland White Lake Business Association's, Director Ann Giese. Ms. Giese confirmed that she would like to join us in the Highland DDA space. Mrs. Dashevich also reported the E-commerce platform presented by MSOC will be rolled out soon. Mrs. Frederick requested the Board be notified when the platform is live.

TREASURER'S REPORT

Mrs. Hamill presented the Treasurer report through the end of May. The reports are attached for reference. **MR. HAMILL SUPPORTED THE MOTION and the MOTION CARRIED with a unanimous voice vote (5 yes votes).**

NEW BUSINESS

Mrs. Dashevich announced an open position for a new part-time Marketing and Promotions Coordinator, possibly six to ten hours per week at \$20 per hour. Ms. Harmony Patterson is interested in this position. Ms. Patterson would work as a consultant addressing the marketing duties that Mrs. Blasyck did previously. Her duties would also include assistance to local businesses to get up and running with the new E-commerce program, and possible training. She will also work on content events, update websites, work with the events coordinator, update social media, Live Highland Campaign website and come up with new concepts for marketing, create a new sponsorship program, update yearly shopping and dining guide and create a yearly events calendar.

**MRS. HAMILL MADE THE MOTION TO APPROVE Ms. Patterson for the Marketing and Promotions Coordinator AND MRS. BLASCYK SUPPORTED THE MOTION. The MOTION CARRIED with a roll call vote: C. Hamill-yes; Supervisor Hamill-yes; Blascyk-yes; Frederick-yes; Smith-yes (5 yes votes).**

Mrs. Dashevich stated that \$1,800 is needed to fund the E Commerce Program for our businesses. The money is in the ER workplans but earmarked for education. We have an education benefit of \$1500 from MSOC this year. She also mentioned this E-Commerce platform for Oakland County businesses, can also be used as an event ticketing/reservation platform, much like Event Bright. Local businesses have been contacted and they are thrilled with this opportunity.

**MR. HAMILL MADE THE MOTION TO APPROVE \$1,800 from the ER Committee 880-002, that was originally earmarked for Business Education for the E-Commerce Program called Oakland County Market Place E-Commerce platform. MRS. BLASCYK SUPPORTED THE MOTION The MOTION CARRIED with a roll call vote: C. Hamill-yes; Supervisor Hamill-yes; Blascyk-yes; Frederick-yes; Smith-yes (5 yes votes).**

Mrs. Dashevich stated the Design Committee reported that more insurance is required for the train viaduct mural project totaling \$8 million. \$7,000 is the premium. Mrs. Blascyk stated the artist, Mr. Zach Curtis is trying to get the insurance coverage. It is \$800 for every million. CSX is requiring the township and the artist to carry the coverage. Highland Township's insurance carries the requirements.

**MR. SMITH MADE THE MOTION TO APPROVE \$7000 to be moved from the General Fund to the Design Committee Line Item 880-003 for the mural on the Train Viaduct Bridge. MS. FREDERICK SUPPORTED and THE MOTION CARRIED with a roll call vote: C. Hamill-yes; Supervisor Hamill-yes; Blascyk-yes; Frederick-yes; Smith-yes (5 yes votes).**

#### OLD BUSINESS

#### *BUDGET AMENDMENT*

Mrs. Dashevich stated at the last meeting, changes were made during the review of the way finding signage rendering. Those changes included an increase in size of the logo and more signage for Community Sharing resulted in an extra expense of \$5,636.

**MRS. HAMILL MOVED TO APPROVE \$5,636 for the Design Committee 880-003 for the way finding signage changes presented by the way finding committee. MS. FREDERICK SUPPORTED, and the MOTION CARRIED with a roll call vote: C. Hamill-yes; Supervisor Hamill-yes; Blascyk-yes; Frederick-yes; Smith-yes (5 yes votes)**

## BOARD MEMBER COMMENTS

None

## COMMITTEE REPORTS

### Design

#### *Adopt a Garden Volunteers -*

Mrs. Frederick stated that due to the loss of three Adopt a Garden volunteers, we are in need of garden maintenance assistance. There are over 20 gardens in the district as well as Gateway Ticket Station Park and the Steeple Hall. We also pay Brien's Services just under \$5,000 a season to fertilize and maintain our gardens.

The group discussed strategies for next year, such as putting a landscape plan in place to assist in recruiting volunteers. Other ideas such as contact the schools, Community Leader Round Table and hiring a Michigan State University Landscape student. Mrs. Blascyk volunteered she would obtain a quote from Brien's Services for Gateway Park Maintenance to address the current needs to be discussed at the future meeting.

### *C-Art*

Mrs. Frederick asked if we are having C Art this year. Mrs. Dashevich stated she will consult with Ms. Trujillo from HVCA. It all depends on HVCA's schedule of events. Mrs. Frederick asked if we could ask DIA. Mrs. Blascyk will investigate DIA for next year.

### *Window Restoration Workshop 2024-*

Mrs. Blascyk stated having a Window Restoration Workshop is needed in order to earn our accreditation. A gentleman out of Howell can do a two-hour workshop. Design Committee to meet with Historical Society. Host the workshop in September/ October.

### *Building Survey*

Mrs. Blascyk recommends we budget for an intern from Eastern Michigan University Historic Preservation Program to do a list of all historic properties for criteria (\$20 x 200 hours - \$4,000 for the student stipend) in 2024. Mrs. Dashevich stated Mr. Eugene Beach may have started and these documents could be shared with the student. Mrs. Blascyk is putting together a proposal.

### Economic Vitality-

Mrs. Dashevich stated the E-Commerce platform is part of this committee. She wanted to add the HVCA would qualify for this.

### *Shopping and Dining Guide-*

Mrs. Blascyk noted the downtown Shopping and Dining Guide brochures are a 22" bifold/trifold and is going to print; it will be ready for next meeting. This will be updated yearly.

### Promotions

Concerts begin July 11<sup>th</sup>. Mrs. Frederick offered to assist Mrs. Dashevich. Mr. Hamill will provide the extension cords or Mrs. Dashevich can purchase. Mr. Hamill noted someone needs to stay and retrieve extension. Mrs. Blascyk said there will be three pop up shops during the concerts.

### Organization

#### *Board Retreat*

After much discussion, it was decided the HDDA Board Retreat will take place at Steeple Hall in our space. They will take place during the regular board meetings of August and September. The meetings will take place from 6pm to 9pm, the regular board businesses will take place the first hour 6pm to 7pm. The remaining time will be spent on discussion of Transformation Strategies, HDDA Policies and the structure of the director's job. An agenda is needed and will be prepared.

#### *HDDA Policies*

Mrs. Frederick went over the 2023 Committee Work Plans booklet which includes Organization, Design, Promotion and Economic Restructuring. In this booklet, the Chairpersons are identified as the Core Team and those Core team members should be named out. Mrs. Frederick also stated these committees should meet regularly with the Chairs. Mrs. Blascyk suggested Ms. Patterson could be the chairperson for Promotions.

Mrs. Blascyk suggested utilizing herself, Mrs. Frederick, Mrs. Tiderington and Ms. Patterson to help oversee the Promotion's projects and this team can reach out to more volunteers. Mrs. Dashevich will Supervise all.

#### *Highland DDA Policies*

Mrs. Frederick asked do we want to follow Township policies, on purchasing and hiring or does DDA want their own? Mrs. Dashevich said she has an office manual for DDA regarding purchasing and will share with Mrs. Frederick in order to review and discuss policies and procedures. Mrs. Blascyk stated part of the board retreat will include the policy part, the work plans and hiring Director's contract. Mrs. Hamill ask if we can adopt some of the policies already implemented for the retreat. Mrs. Frederick agreed. Topics to be discussed are; By-Laws, Hiring, Director's Contract, Purchasing Policy and Conflict of Interest.

#### *Volunteer Promotion*

Mrs. Frederick stated we need volunteers.

### OAKLAND COUNTY/MSOC

Transformation Strategy Webinar is June 30<sup>th</sup> per Mrs. Blascyk.

PARKING LOT

Asphalt Art Grant

DISTRICT DEVELOPMENT/NEW BUSINESS

T-Mobile may have closed. Talk of a gas station called Sheets coming in.

New Business -

Meet the new owner of Colasanti's on June 26<sup>th</sup>.

Devoted Dental took over Painless Dentistry.

COMMUNITY REPORTS

Red, White and Blues June 24<sup>th</sup>

CALL TO THE PUBLIC

Adjourn, Mrs. Hamill moved to adjourn, Mrs. Frederick moved to support.

APPROVED