

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

APPROVED

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

Members Absent: Jennifer Frederick, Matt Barnes, Michael Zurek

Staff Present: Melissa Dashevich, Executive Director, Jamie Globerson, Farmers Market Manager/Festivals' Director and Cathy Tiderington, Recording Secretary

Mr. Smith called the meeting to order at 6:15 pm

FARMERS' MARKET REPORT BY JAMIE GLOBERSON

Ms. Globerson reported on the Farmers' Market stating current procedures in place were good foundation. She improved Vendor communication with a platform called Slacked and this gave the Vendors a voice and it was appreciated. She continued that the Farmers' Market is growing. Special Events such as sidewalk chalk promotions was a huge success and it was the biggest week. To Improve upon the Farmers' Market she suggested to possibly add more family friendly items, i.e., a bounce house. The more family friendly, the more notoriety the Market is getting.

In conclusion word is getting out and this Market is becoming a destination. Some constructive feedback received asking why does the Farmers' Market start so late in the season? Ms. Globerson stressed it is due to the fresh produce we are receiving at that time. We want to pride ourselves on locally sourced produce.

Approve minutes of the Regular Board Meeting dated September 13, 2023

SUPERVISOR HAMILL MOVED TO APPROVE the Regular Board Meeting Minutes of September 13, 2023. MRS. HAMILL SUPPORTED THE MOTION and the MOTION CARRIED with a unanimous voice vote; Supervisor Hamill-yes; C. Hamill-yes; R. Smith-yes; C. Blascyk-yes; D. Feigley-yes (5 yes votes).

APPROVE MINUTES OF THE SPECIAL BOARD MEETING DATED OCTOBER 4, 2023

MRS. HAMILL MOVED TO APPROVE the Special Board Meeting Minutes of October 4, 2023. MRS. BLASCYK SUPPORTED THE MOTION and the MOTION CARRIED with a unanimous voice vote; Supervisor Hamill-yes; C. Hamill-yes; R. Smith-yes; C. Blascyk-yes; D. Feigley-yes (5 yes votes).

DIRECTOR'S REPORT

Mrs. Dashevich attended a webinar, General Motors on Main Street. Since Oakland County has the GM Proving Grounds, it opens Highland to a \$50,000 non-matching, place making grant (i.e. boardwalk with an art element). Five communities will get \$50,000 each. It is nationwide.

TREASURER'S REPORT

Mrs. Hamill reported the Year to date revenue is \$238,524, favorable by \$25,000 over budget.

Our Program Services is on budget, Farmers' Market and maintenance are exceeding what we budgeted and Advertising now \$11,353. At this point \$71,142 added to our Fund Balance and the Revenue over expense is \$93,000. In October, we added \$10,000. More revenue will be coming in for winter tax bills and our cashflow is up about \$10,000 revenue over expense year to date. Mrs. Hamill continued at the end of October, we have \$578,632 in the bank account. Long term loan down to \$40,976. Supervisor Hamill suggested it be paid off, rather than paying interest. Mrs. Blascyk stated some money is tied up in CD's and may need the cashflow depending on the boardwalk project. Mrs. Blascyk asked that Ms. Frederick investigate.

Mrs. Dashevich added, referencing the October 31, 2023 Financial that she asked Mrs. Frederick before the meeting those financial reports. Mrs. Dashevich stated that TIF received by that time was \$217,164.20 TIF. This is a variance of \$17,000. She asked Ms. Frederick if she felt we would receive that by the end of December 31, 2023 and Ms. Frederick stated she felt that would be the case. Mrs. Dashevich continued that the DDA received stabilization of \$49,778, from Midwest Glass. Our total revenue year to date actual as of October 31, 2023, is \$300,000. Actual expenses \$163,500, variance of \$205,779 through October 31, 2023.

NEW BUSINESS

Billboard Advertisement for 2024:

It was discussed the billboard advertisement has increased over \$2,000 with a longer advertisement period. The advertisement this year would run from June 3, 2024 to September 29 2024 with a total expense of \$7,600. Last year, although it ran for a shorter time frame, it was \$5,200. The bill board advertised the Farmers' Market and Sounds Like Summer Concert Series. The group discussed if the increase in expense was worth it. Although there was increased attendance in both Farmer Market and concerts, mailers were also sent to the residents of Highland advertising the events. Options discussed such as putting sign on the M59 right-of-way. The board members were in agreement with spreading out the \$7,000 expense amongst various mediums of advertisement. Mr. Smith stated this does not require a vote.

Annual Information Meetings PA57 for 2023:

Mrs. Dashevich stated we must have two meetings PA57 for the DDA, proposing December 11, 2023, and December 13, 2023, and doesn't believe we have to have a quorum. It's a public hearing. This presentation is to inform the public of what we have accomplished and plan to accomplish in the coming year.. Supervisor Hamill suggested in the future conducting the DDA meeting in June and another one at the end of the year.

MRS. BLASCYK MOVED to move the December Board Meeting to December 13, 2023. MR. FEIGLEY SUPPORTED THE MOTION and the MOTION CARRIED with a unanimous voice vote: Supervisor Hamill-yes; C. Hamill-yes; R. Smith-yes; C. Blascyk-yes; D. Feigley-yes (5 yes votes).

OLD BUSINESS

Final Highland 2024 DDA Budget was in the board packets for informational purposes.

COMMUNITY REPORTS

Design: Way Finding Signage: Mrs. Blascyk has received positive comments on the way finding signs. Supervisor Hamill stated the burgundy is hard to see. Mrs. Blascyk suggested possibly it be re-evaluated in a year or two.

DIA Inside Out for 2024: Mrs. Blascyk reported the DIA awarded Highland with the DIA Inside Out program outdoor art installation. Ten sites have been chosen and Cassie will attend a symposium in March.

Signage Grant-Milford Dental: Mrs. Blascyk stated the Design Committee met and approved a signage grant of \$1,500 to Milford Dental.

Façade Grant Odds & Ins/MSOC: Mrs. Blascyk met with owners at Odds & Ins and worked with Main street Oakland County, Ron Campbell a historic preservation architect, on the site. He did a sketch rendering of some concepts for them. He's proposing hardy cement board and awnings. Mrs. Blascyk stated there are two matching grants for \$5,000 each available and we have not given out one in the last 10 years. Odds and Ins is requesting to get all \$10,000 because it's a huge project. He's also replacing all the rafters and the roof. This grant is limited to the historic district only. He has six months to get work done from the grant award. Mrs. Blascyk will have them apply for two, now and in May 2024.

SUPERVISOR HAMILL MOVED to require the second grant be written to Odds & Ins to two matching grants up to \$10,000. MR. FEIGLEY SUPPORTED THE MOTION and the MOTION CARRIED with a roll call vote: Supervisor Hamill-yes; C. Hamill-yes; R. Smith-yes; C. Blascyk-yes; D. Feigley-yes (5 yes votes).

Gateway Park-Plaque installed: Mrs. Blascyk stated a new plaque is installed at Gateway Park. Gateway Park has seen many improvements this year, it was painted, plaque updated, lampposts painted, landscaping updated and added furnishings to Farmers' Market.

Demolition of 146 N. John Street: Mrs. Blascyk said demo of property is beginning November 16, 2023. Supervisor Hamill stated if the cost of the storage unit went up from \$199 to \$215, he proposes we look at building a storage unit on this site instead of renting a storage unit.

Economic Restructuring:

Mrs. Dashevich stated Quick Book Class or classes will be announced, and date or dates set in 2024. Mrs. Dashevich noted this is the 2023 education benefit. Quick Books was selected by business owner during the Business owner's round table; Highland/White Lake Business Association will also bring in their business who are interested. This is to be held in Highland.

Ladies Night Out Recap: Mrs. Tiderington gave a recap of the successful evening. Several of the local businesses were visited by attendees. There were approximately 75-100 attendees at Steeple Hall. The food drive went well with food donations and \$150 raised in addition.

Shop Small: Mrs. Blascyk stated Shop Small is on November 25, 2023, which is the Saturday after Thanksgiving. Oakland County is doing a contest for all of November.

Organization:

New Swag Bags Needed: Mrs. Dashevich noted that the Township hands out the bags to new residents, advertising the Highland DDA. They are reusable shopping bags. Supervisor Hamill suggested obtaining them locally, Ellembee Gifts. Mrs. Dashevich noted funds for this come from our Organization Budget and this year \$579 was spend year to date actual with a couple thousand left, no motion is needed.

Festival of Tree Sponsors: Mrs. Blascyk stated a little under 50% have been sold. Trees are obtained from Menards. Szott is the primary sponsor, and we pick up the cost of trees.

Haunted Highland Recap: Mrs. Blascyk stated this was the best placemaking we've ever done. It was a grant from Mainstreet Oakland County that we were awarded, and we budgeted for next year buying more skeletons.

Kris Kringle and Tree Lighting, December 4, 2023: Mrs. Blascyk stated we have the street closed, and Mrs. Dashevich has the children's choir set up. There will be horse and wagon rides, popcorn, and hot cocoa. Mrs. Blascyk noted that we are a Hallmark community and to make it Hallmark-esq, is to have two firepits. Get two wood burning pits and put them in the parking lot while having hot cocoa and encourage families to come inside Steeple Hall. Also, string lights for Veterans Park with poles we could buy and string lights across to add ambiance. Supervisor Hamill wants to see lights in Veteran's Park and Steeple Hall parking lot. Supervisor Hamill said further discussion can take place regarding the type of fire pits. Mrs. Hamill said this spending should not exceed \$3,000.

MRS. HAMILL MOVED TO NOT EXCEED A SPEND OF \$3,000 FOR LIGHTING AND FIRE PITS. MRS. BLASCYK SUPPORTED THE MOTION.

DISCUSSION:

Mrs. Dashevich reminded the board a motion of what line item is to be used for this extra expense. Mrs. Blascyk suggested the funds should come from design, **MR. FEIGLEY SUPPORTED THAT MOTION and the MOTION CARRIED with a roll call vote: Supervisor Hamill-yes; C. Hamill-yes; R. Smith-yes; C. Blascyk-yes; D. Feigley-yes (5 yes votes).**

CALL TO THE PUBLIC

ADJOURN

MR. FEIGLEY MADE A MOTION TO ADJOURN and SUPERVISOR HAMILL SECONDED THE MOTION.

Meeting Adjourned at 7:58 PM.

HDDA Minutes - Board Meeting Unapproved of November 15, 2023.

ct/RS