

**CHARTER TOWNSHIP OF HIGHLAND
DOWNTOWN DEVELOPMENT AUTHORITY
Record of the June 19, 2024, Regular Board Meeting**

APPROVED

Members Present: Taylor DeHaan, Jennifer Frederick, Supervisor Hamill, Chris Hamill, Roscoe Smith, Andy West, Michael Zeolla, and Michael Zurek

Members Absent: Matt Barnes, Cassie Blascyk and Dale Feigley

Staff Present: Melissa Dashevich, Executive Director

Mr. Smith called the meeting to order at 6:20 pm

APPROVE MINUTES OF REGULAR BOARD MEETING OF MAY 15, 2024

MS. FREDERICK MOVED TO APPROVE the Regular HDDA Board Meeting Minutes of May 15, 2024 as presented. **MR. HAMILL SUPPORTED THE MOTION** and the **MOTION CARRIED** with a unanimous voice vote: Supervisor Hamill-Yes; Chris Hamill-yes; Michael Zeolla-yes; Michael Zurek-yes; Andy West-yes; Roscoe Smith - Yes; Taylor DeHaan-yes and Jennifer Frederick yes. (8 yes votes)

DIRECTOR'S REPORT

Mrs. Dashevich gave a detailed report. In addition to the routine management of the program, she is very busy with her responsibilities for the Red White and Blues Festival and the upcoming Concert Season. She continued to work with Brian Becker of Thrive to push "free classes" to our Highland DDA Businesses that Thrive promotes. As well as attended and collaborated with HWLBA, Thrive and Main Streets Oakland County Southwest Team. This team is planning event to connect the four downtowns.

TREASURER'S REPORT

Mrs. Hamill presented her financial report in detail stating we are 42% through the year and underspent. Our Total Revenue to this point is \$166,432 that reflects total program services being \$20,991 and Total Administration Services being \$34,907. Revenue exceeds expenses by \$110, 534 and we have 613,233 cash on hand of which include 2 CDs. Our Long Term Loan is at \$15,009.

NEW BUSINESS

Purchase of Tent to Shelter Bands

Mrs. Dashevich stated due to changes at Veterans Park, it has been requested to purchase a tent to shade the bands during the concert season until the Ticket Station building is moved over for a stage. Three quotes were obtained. Discussion took place the tent would be put up and remain throughout the concert season. The Board was in agreement with the benefits of having this size tent.

MS. FREDERICK MOVED TO APPROVE the purchase of the proposed 20 ft x 20 ft party tent not to exceed the cost of \$1500 including tie downs to be taken from the Promotion Line Item. **MRS HAMILL SUPPORTED THE MOTION** and the **MOTION CARRIED** with a roll call vote: Taylor DeHaan-yes, Jennifer Frederick - yes, Supervisor Hamill-Yes; Chris Hamill-yes; Michael Zeolla-yes; Michael Zurek-yes; Andy West-yes; Roscoe Smith - Yes. (8 yes votes)

Boardwalk Update

Mrs Blascyk provided a report in her absence that stated Nowak and Fraus will provide a draft set of plans of the Boardwalk to be reviewed at the Design Team meeting of July 8th. Mr. Smith referenced his email of stone pillar renderings that he had proposed to the Board. He asked if the board would be in favor of incorporating stone pillars into the boardwalk. This would tie-in the architectural history of Highland as there are touches of this throughout our downtown.

The Board agreed pricing should be investigated and it would be a beautiful addition to the Boardwalk.

DIA Inside Out Event

This Event was nicely done and enjoyed by all despite the weather. Even the DIA was impressed

Mr. Zeolla excused himself for another meeting and returned shortly after.

COMMITTEE REPORTS

Design

Mrs. Frederick reviewed a rendering of the train mural that would be going up in Veterans Park.

Economic Revitalization

QuickBooks Class -

HWLBA and Stacy Kidall, QuickBooks Expert and Mrs. Dashevich met and finalized the class series. Classes will begin around September 20th and run through first week of October and will be virtual with options to have time with instructor for individual problem solving.

Shop OC Main Street E Commerce Platform

Mrs. Dashevich reported the ER committee renewed the program at a rate just over \$1500. Oakland County invested \$12,000 for Oakland County Communities. There are 6 Highland businesses participating and Highland has the most products on line. It is planned to provide education to our businesses regarding this program so they can take full advantage.. This can be done with the help of Oakland County and the Market Place platform. \$34,000 worth of products were sold using this program county wide in the last year. In addition services can be sold on this platform and it has been opened up to include outside the Main Street if a community wished to do so. Mrs. Dashevich suggested for a small cost.

Organization

Mr. Smith thanked Ms. Frederick for her hard work on the bylaws update that she reviewed at last meeting.

New Board Member Orientation

Prior to the meeting a webinar was sent out to the board members to review called, *How to be an Effective Board Member* Mrs. Dashevich referenced that webinar and she read the Mission Statement as well as explained Tax Incremental Financing (TIF), the main source of income for the Highland DDA. What it is and the benefits of keeping the money in the

downtown rather than going to other taxing authorities and not costing the property owners more. The boundaries of the district was discussed and the structure of the Highland Downtown Development. Compliments were given to Mrs. Dashevich for putting the document together explaining the TIF.

Mrs. Frederick referenced the Board member webinar and stated the webinar suggests all the organizational documents be put in a binder. All those documents will now be housed on the I Pads. She also reviewed next steps, such as review and update our work plans..

Promotions

Founders Day and the Parade was loved by all and many positive comments were received. Next year it is planned to have a marching band. Mr. Zeolla suggested we expand the activities of Founders Day and look into combining the carnival that is put on by a private business. Possibly have a band at Veterans Park to keep the public around longer. The Car Show was a hit.

Red, White and Blues Festival is June 29th starting at 5pm.

First concert is July 9th, Captain Fantastic a Elton John Tribute Band.

MSOC

MSOC will be making rounds at the Main Street Communities who have been accredited.presentation.

Highland was present at the Main Event and it was a great evening.

DISTRICT DEVELOPMENT.

Huron Valley Audiology has moved in next to North Valley Internal Medicine.

CALL TO THE PUBLIC

Nothing to report.

ADJOURN

Meeting adjourned at 7:37 pm