EAST AND WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITIES
BOARD OF DIRECTORS MEETING

I. Call to Order

II. Roll Call

Secretary Kruz & Secretary Van Noord

III. Joint Meeting Chair for March 2019: Chairman Saionz

IV. Approval of the February 2019 Meeting Minutes

V. Treasurer’s Report

A. Receive & File Report

Finance/Treasurers

VI. Discussion

A. Business Incentives

B. AANM Festival

VII. Action Items

A. Joint Board Actions

1. Sculpture Initiative
2. Sponsor Policy
3. Michigan Avenue Banner Installation
4. Ladies Night Amendment – Radio Addition
5. FYE2020-22 Budget

B. EDDDA Actions Only

1. Trash Receptacles
2. Tree Well Plan
3. Reimbursement for Supplies/Director Kruz

C. WDDDA Actions Only

1. Farm to Table POS/Chamber Agreement

VIII. Committee Reports

IX. DDDA Executive Management Team Report & ECD Report

X. Call to Board of Directors

XI. Call to Audience

3 min./guest

XII. Adjournment
AGENDA OVERVIEW

**Action Items**

*Treasurer’s Report*
Both the EDDDA & WDDDA March 1, 2019 financial reports will be sent under separate cover.

**DISCUSSION ITEMS**

*Business Incentives*
Adding business incentives for both the East & West DDDAs was previously identified as an objective in the Downtown Dearborn Transformational Strategies in both Image and Retail Innovation goals. Two types of incentives were identified, including a façade improvement program and a business location incentive. A façade improvement program will encourage beautification and improvements to the buildings in the districts in order to improve visitors’ first impressions and create a more vibrant environment. A location incentive that targets specific types of businesses based on each district’s needs will help to attract businesses by building confidence in the market and closing funding gaps. Both incentives will make Dearborn more competitive amongst other downtowns in the Metro Detroit area.

Attached is the proposed incentive program for the Dearborn DDAs. The Design/EV Committee has reviewed and discussed this over the last year, and Executive Management has put the finishing touches on the document. The Boards will need to commit funding each year to stimulate businesses, and this coming FYE2020 it was recommended to fund it $40,000 which could provide an impact of up to 8 new businesses or façade improvements in each of the districts. The process for applicants will include a review with the Design/EV Committee prior to being recommended to the Board for approval. Applicants will have to follow design guidelines established by the DDDA for building improvements.

Design guidelines are currently being written and will be presented at April’s meeting. The adoption of the business incentives will be recommended at the same time. In the meantime, the Boards should provide any comments or feedback so that we can make sure to consider those before final adoption.

*AANM Festival*
The Arab American National Museum has been meeting with Executive Management to discuss the potential of bringing a new event to East Downtown Dearborn in August 2020. They will introduce a new FREE-admission music, food, and art festival and are seeking a partnership with the East Downtown Dearborn Development Authority. Thanks to the generous support of the Knight Foundation and other supporters, the festival will be comprised of two days featuring Arab American contemporary/pop music performers, artist workshops, an artisan market, and local culinary vendors and food demonstrations, bringing the national and the local together, making East Dearborn a hub for Arab American art through creative placemaking. The target audience is a burgeoning national arts community of 18 to 35-year-olds who support and produce Arab American art. Their goal is, that by positioning East Downtown Dearborn as a home base for this and other exciting national programs, the local community will also benefit by discovering new artists and supporting more local businesses that surround the AANM in East Downtown Dearborn.
Executive Management and City of Dearborn recreation, police, fire, DPW and Sanitation recently met to discuss the logistical needs of event of this magnitude, and AANM will be pursuing in-kind donations of City and DDDA services. They also hope to find ways to incorporate local business involvement by working with the DDDA. The details of services and needs still are yet to be flushed out, but we thought it imperative to start the conversation early so that the event can be extremely successful. Attached is a presentation that Kathryn Grabowski will review briefly at the meeting to start this conversation of partnership.

They are looking to:

- Utilize City Hall Park in its entirety without disruption to feature an outdoor stage with audience seating for ongoing performances to occur between the hours of approx. 2pm-10pm on August 15 and 16, 2020, beginning with setup on August 14 and ending with take-down on August 17, 2020.
- Close down Maple Street between Michigan Ave. & John Nagy Dr. on August 14, 15, and 16, 2020 to accommodate an Arab American outdoor vendor/food market as part of the festival
- Close down John Nagy Dr. up to the lines of the parking lot to allow for safe load-ins, load-outs, and storage while maintaining public parking access on August 14, 15, and 16, 2020
- Have full access to the municipal parking lot on John Nagy Dr. for ease of vendor load-ins and parking, accessible parking, and VIP parking
- Block off some parking space (amount TBD) in municipal lot behind the AANM
- Block off a designated alcohol sales/consumption zone in City Hall Park or on Artspace property (area TBD)

**JOINT ACTIONS**

**Sculpture Initiative**

This past year, the Dearborn Community Fund contracted with the Nordine brothers, who have local ties to Dearborn, to provide sculptures in both East & West Downtown Dearborn and at the Ford Community & Performing Arts Centers. These sculptures were planned for a two-year installation. Last year, the DDDAs both approved the first of the two year program, and the resolution attached authorizes the second year contribution of $5900 each district. The Dearborn Community Fun plans to continue to reach out to schools with their iSpy Card promotion, as well as working with CDTV to put together a video series featuring the art. Emmajean Woodyard will be at the Board meeting to discuss this initiative in detail and to share their interest in partnering on a future Art In Public Spaces/Cultural Plan that the DDDAs are interested in pursuing.

**Sponsor Policy**

At the request of the Boards, the Executive Management team has drafted a sponsorship policy to help the Boards best determine approving future sponsorships of other organizations’ events, programs and marketing opportunities. Also included in this policy is how the DDDAs themselves will pursue sponsors to support its own programs and events. This helps set a standard in both directions.

Included in the attachments are a Sponsor-Provider Policy and a Sponsor-Seeker Policy.

Both policies seek to establish fair and transparent protocols regarding sponsorship opportunities. The need for two policies addresses the reality that the DDDAs will, at different times, play the role of sponsor-provider and that of sponsor-seeker.
The Sponsor-Provider Policy outlines the criteria and decision making process that the DDDAs will utilize when receiving sponsorship requests from other organizations.

The Sponsor-Seeker Policy outlines the criteria and decision making process that the DDDAs will utilize when approaching other organizations to serve as sponsors of the DDDAs.

The Boards reviewed these policies at the February 2019 Joint Board meeting to provide feedback, as well as they were given the opportunity to send any additional feedback within one week from the Board meeting. Adding language to the criteria regarding Public Act 57/DDA purpose and powers, and requesting organizations to provide marketing statistics on success of programs/events or market penetration were recommended by Board members and legal counsel. These modifications have been added.

**Michigan Avenue Banner Installation**

For the Shop Small promotion and holidays, DPW notified the DDDAs with only a one week window from the promotion that they would be unable to install the Michigan Avenue banners as they normally have done due to other fall services they were providing throughout the city. Therefore, the DDDAs needed to have an outside contractor provide the installation quickly in order to meet our marketing timeline. The Executive Management Team inquired with each of the DDDAs current landscaping and maintenance providers to see if they would be able to install these large banners on Michigan Avenue, which typically requires a lift in order to do this. WH Canon was the only one able to provide the service. A resolution is needed since this was outside of the scope of the current contract with WH Canon. The expense is $1280 per district.

**Ladies Night Addendum – Radio Advertising**

In January, the Boards requested that radio advertising for Ladies Night with iHeart be brought back to the Boards for consideration after review of the proposal. Attached is the proposal. The commitment of $5,000 would be equally split between the DDDAs. For the EDDDA, $5689 is remaining in General Marketing. The WDDDA has $11,459 remaining.

**Budget FY2020-22**

Attached are the FY2020-22 Budgets prepared for the DDDAs. The DDDAs need to approve the budgets to be presented to Council. After Council adoption in April, they will then return to the Boards for final adoption.

At the February Joint Board meeting, the Boards were presented with draft budgets for review and discussion.

**Revenues**

As previously noted, the Boards are in need of increasing and diversifying their revenue streams for long-term sustainability. The DDDAs’ major source of revenue is Tax Increment Financing. It has been encouraged by Executive Management to diversify funding so that the DDDAs are not solely reliant on TIF to grow and manage the districts, as well as maintaining current level of services. Increasing sponsorship revenue is one source that is growing and continues to be projected for future years, but will require Board member involvement to grow this substantially. Grants are encouraged but are
usually tied with a specific project or program; therefore, these cannot be a guaranteed source of funds until the grant is actually awarded.

The other funding source that has been explored over the last year is a Principal Shopping District assessment. A PSD can be assessed to provide for things such as downtown management, marketing, promotions, beautification, maintenance and security. PSDs do not invest in infrastructure and developments. A PSD can be established for the same boundaries of a DDA or different boundaries. A PSD can be assessed in different ways, but across the State in many other communities it is assessed on the square footage of the properties within the district. It was recommended that the PSD be structured to bring in a minimum of $150,000 annually per district. Included in the packet are details on what that assessment projection could be for a property. Properties are capped at $10,000 annually by State law.

A 2 Mill Levy is another source of funding available to DDAs to implement, which are levied against the taxable value of the properties within the DDA districts. These are generally used for operations and management. The projected income from a 2 Mill Levy for either district is @$45,000. Again, projections for a property are included in the packet.

Expenses
Also as previously noted, both DDDA budgets will continue to see the collaborative efforts on programs, marketing and events for Downtown Dearborn, as well as the distinct projects that each district needs independently to stimulate growth.

Across the boards:
- Adding a social media fund line item to put all social media advertising expenditures from events and general marketing in this line item as opposed to with the individual event budgets. This is to ease financial reporting. All event budgets were then adjusted accordingly.
- Same as above applies for printing.
- Consolidated website hosting expenses for downtowndearborn.org and dearbornrestaurantweek.com into one line item. We are discontinuing service for the individual DDDA pages and have redirected those to downtowndearborn.org.
- Continuing investment in new holiday décor to fully cover areas throughout the districts.
- Landscape costs reflect the current contracts with WH Canon (EDDDA) and Fairlane Grounds (WDDDA). Contracts are set to renew in May 2020. (In FYE2021, it is recommended to increase WH Canon’s contract for watering and litter purposes, although this budget will not reflect this until the contract is renewed.) In addition to this we have budgeted for some additional landscaping needs in areas that need attention for both districts.
- Separated streetpole banners from General Marketing line item for clarity.
- Big Read is projected for FYE2020 and 2022 (every other year).
- Continuing investment in Art Month at the current rate, as well as a more significant investment in community art initiatives as a long-range plan. To that note, an Art in Public Spaces Plan is recommended for the districts to develop a formal plan for what art, where and an investment schedule. This should then inform our annual budgets for community art investments.
- A comprehensive Vision Plan is needed for the DDDAs and Downtown Dearborn as a whole. This has been budgeted for this current fiscal year, but may need to overlap fiscal years.
- Holiday promotions/WinterFest – goal is to grow this to a Campus Martius style event/program within five years.
• Added an Event for the WDDDA by moving Tunes at Noon to Wagner Place; and the EDDDA changing Tunes at Noon to an evening music event from June-July so that there is continuous music throughout the summer.
• The Shop Small program is investigating an APP that can be used for coupon-usage for the district and consumer incentives.
• In the future, although not specified in the three-year budget yet until we have more detail on potential costs, the DDDAs should plan to invest in:
  o Wayfinding (2021)
    ▪ Entry Signs
    ▪ Pedestrian Directionals
    ▪ Visitor Info Boards
  o Business Development & Recruitment Efforts
    ▪ Pop Up Shop takeovers (lease a property or purchase)
    ▪ Chariot – Inter Shuttle
    ▪ Redevelopment & Property Tours & Marketing
    ▪ Business Location Incentives

WDDDA
Specifically for the WDDDA
• Continue to invest in Business Development and Physical Improvements items such as
  o Connector Streetscapes
  o Michigan Avenue Streetscape
  o Wagner Place/Event Festivities Design Plan
  o W. Village Commons Plaza Redesign
  o Farmers Market Shell/Shed
  o Public Space Amenities, ie: Mobile Charging Spots
  o Development Infill

EDDDA
Specifically for the EDDDA
• Continue to invest in Business Development and Physical Improvements items such as
  o AANM Alley Improvements
  o Mural Parklet Improvements
  o Parking Lot Improvements/ Alley/Wall /Parking lot entry walls/markers
  o Raised Tree Wells – Michigan Avenue – Sidewalk Café areas
  o Landscaping improvements in parking lots and other key areas; trees on Schaefer
  o City Hall Park Improvements
  o Trash Cans
  o Window Art Displays
However, at the Executive Committee meetings this past week, both committees are recommending the following changes:

The WDDDA

Revenue
Do not institute a Principal Shopping District (PSD) assessment due to the fact that there will be two other City assessments coming online this year. Originally projected for FYE2021 and 22 at $150,000, this removal then causes a deficit by FYE2022. Therefore, reductions in expenditures and an increase in sponsor revenue will be necessary to maintain the recommended minimum fund balance of 10%. The Executive Committee requested an analysis of events, their income projections and priority to the district. The Boards could require that all events must be self-funded without TIF dollars, as an option, but this will be challenging to ramp up sponsor efforts that quickly for FYE2020. However, please be aware that cutting these items doesn’t necessarily improve the bottom line because many of these events currently do bring in sponsor revenue and participant fees, so eliminating them means eliminating that funding stream as well. Executive Management recommends at a minimum instituting the 2 Mill Levy given the increase in landscape, maintenance and snow removal services over the last year. In particular, snow removal is a service that most DDAs across the State do not provide without assessing an additional fee.

Expenses
The WDDDA Executive Committee recommends reviewing its line-up of events and determining what is a priority, as well as what has a greater possibility of funding.

Suggested areas in which to reduce spending include:

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<th>FYE2020 BUDGET CHANGE</th>
<th>RECOMMENDATION REDUCTION</th>
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<th>2021 REDUCTIONS</th>
<th>2022 REDUCTIONS</th>
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<td>Reduce FYE2020/Remove FYE2021-22</td>
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<td>$ 1,000.00</td>
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The EDDDA
Revenue
The Executive Committee recommends instituting the 2 Mill Levy instead of the PSD.
It was already projected that the EDDDA needs to increase sponsor revenue, therefore identifying other “sponsorable” opportunities is necessary, as well as active Board involvement in the solicitation of sponsors.

Expenses
The Executive Committee recommends the following areas in which to reduce spending:
i. Jazz on the Ave $55K - Open to sponsors covering event. DDA cannot sustain this cost.
ii. Metro Mode $24K
iii. Bldg. Incentive $40k

After further review of the branding contract with Octane, and what may be priorities of outcomes from the branding initiative, the FYE2020 for branding can be reduced by $40,000 down to $80,000 each district, which will cover the remainder of the contract, plus some minor additions to Task 6 if the campaign strategy recommends and the Board feels important to add. What would not be able to be started in FYE2020 is wayfinding. This would be a multi-year project anyways, and best to defer at this point until more details are available on what is needed.

EDDDA ACTIONS ONLY
Trash Receptacles
The Design/EV Committee identified through the street inventory analysis that the one of the most needed amenities in the EDDDA is trash receptacles. Board member Cislo volunteered her time to identify the quantity and locations of needed receptacles, which in her analysis was 25 units along Michigan Avenue and Schaefer Road. It is recommended to go with a unit that is durable, heavy enough or the capabilities of bolting down so they don’t “walk” away, and consistent through the district. This could also be an opportunity to support sustainable measures by using recycled metal, and/or to support the arts and culture of the district by either adding an artistic touch to them or pop of color. There are approximately 7 black iron traditional receptacles in storage that need powder coating or cleaning, and the EDDDA has $10,958 remaining in its budget for streetscape amenities. Typically trash receptacles range between $800-$1500 depending on size, style, material and shipping. Executive Management would like to hear the Board’s preference in style, design and materials, and then will proceed with securing the trash receptacles. Resolution is attached.

| Art Projects | $5000 | $1000 | deleted $4000 annually OR/ only if granted or sponsored | $ 4,000.00 | $ 4,000.00 | $ 4,000.00 |
| Snow Removal | $45,000 | 20,000 | reduced to only cover public sidewalks around parking lots and decks. | $25,000.00 | $25,000.00 | $25,000.00 |
| REDUCTIONS TOTAL | | | | $104,600.00 | $76,600.00 | $77,600.00 |
Tree Well Removal Plan
Attached is the final tree well removal plan for Michigan Avenue in order to encourage more opportunities for sidewalk cafes. These can be pursued when a business indicates interest or in conjunction with a new development or as a recruitment tool for a business. The attached document notes the planter removal options that vary along the corridor for East Downtown Dearborn. The cost opinions provided are based on aerial measurements and may be more or less depending on actual field measurements, current site conditions or unknown utility infrastructure. These also vary depending on the location.

Tieing this together with the business incentive program (which will be discussed at the Board meeting and is attached), will be the most efficient, effective and consistent way to authorize this expenditure in the future for the EDDDA with interested businesses. The EDDDA has $7,706 remaining in business incentives this fiscal year, but if budgeted for FYE2020, there will be up to $40,000 that businesses could apply for to encourage cafes.

WDDDA ACTIONS ONLY

Farm to Table Point of Sale System (POS)
Executive Management met with the Dearborn Area Chamber of Commerce to discuss the possibility of partnering with the Farm to Table event to use of the Chamber’s Point of Sale System (POS) in order to accept payments for both tickets and auction items. The Chamber has agreed to provide a link on their website in order for interested parties to purchase tickets for the event. The Chamber is providing the WDDDA with the POS systems to use on the ground at the event for auction sale items. In exchange for the services, the WDDDA will reimburse all processing fees associated with the sale of tickets from their website, and donated auction items from the event, in addition to 5% of total sales processed through their system for both online ticket sales and donated auction item sales at the event. This will not include sales from items sold by Sports Auction Items, nor sales that are received via check or sponsors.
MEMBERS PRESENT
JOINT EAST & WEST : Mark Guido, Mayor Jack O’Reilly
EAST DDDA : Scott Saionz, Jay Kruz, Judith McNeely, Kamal Turfah, Janice Cislo, Mary O’Bryan (left at 10:10am)
WEST DDDA : Sam Abbas, Thomas Clark, John McWilliams, Jackie Lovejoy (by phone), Karen Nigosian Doug Van Noord (arrived at 8:20am, left at 9:56am)

MEMBERS ABSENT
EAST DDDA : Joseph Bojovic, Dan Merritt
WEST DDDA : James Jernigan, Audrey Ralko, Mohammed Hider

NON-MEMBERS PRESENT
CITY OF DEARBORN : Licia Yangouyian (Law), Maria Buffone (Finance), Laura Freeman (Council), Maryann Zelasko (ECD), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA), Ellen Goedert (DDDA), Teresa Duhl (DDDA).

OTHERS : Brian Boyle (Issue Media Group/Metromode)

I. Call to Order
Joint DDDA Chair Sam Abbas called the meeting to order at approximately 8:09am.

II. Roll Call
EDDDA: Secretary-Treasurer Jay Kruz called the roll of Board members. A quorum was Present.

WDDDA: Chair Sam Abbas called the roll of Board members. A quorum was present.

III. Joint Meeting Chair for February 2019: Sam Abbas
IV. Approval of the January 2019 Meeting Minutes
EDDDA: The minutes from the January 17, 2019 Joint Board meeting were presented for approval. Director Mark Guido motioned to approve. Secretary-Treasurer Jay Kruz seconded. Passed by unanimous vote.

WDDDA: The minutes from the January 17, 2019 Joint Board meeting were presented for approval. Director Mark Guido motioned to approve. Director Karen Nigosian seconded. Passed by unanimous vote.

V. Treasurer’s Report
A. Receive & File Report
EDDDA: Maria Buffone from Finance reviewed the financial statement dated February 1, 2019. Revenue to date totaled $783,865. Expenditures to date totaled $230,879. The current cash position equals $1,598,615, and it is estimated that the EDDDA’s cash position at the end of the fiscal year will be $550,983. Per Chairperson Scott Saionz, the Treasurer’s Report was received and filed.

WDDDA: Maria Buffone from Finance reviewed the financial statement dated February 1, 2019. Revenue to date totaled $706,641. Expenditures to date totaled $333,251. The current cash position equals $1,068,082, and it is estimated that the WDDDA’s cash position at the end of the fiscal year will be $364,278. Per Chairperson Sam Abbas, the Treasurer’s Report was received and filed.

VI. Presentation: Dearborn 2018 Impact Report by Metromode
Presented by Brian Boyle of Issue Media Group. Presentation included slides to illustrate the impact, outreach, and viewership of 2018 Metromode articles and media focused on Dearborn. For a full report, see the board packet attachment.

VII. Action Items
A. Joint Action Items
1. Metromode Contract Renewal
EDDDA: The EDDDA Board approved allocating $12,000 from Community Promotions account 297-6100-911-51-00 for a media contract with Issue Media Group/Metromode for a contract running March 1, 2019 - August 31, 2019, with the option of two three-month renewals at $6,000 each; and that the EDDDA Executive Director be authorized to execute and sign the contract agreement; subject to review and approval by Corporation Counsel. Director Mary O’Bryan motioned to approve. Director Kamal Turfah seconded. Passed by unanimous vote.

WDDDA: The WDDDA Board approved allocating $12,000 from Community Promotions account 296-6100-911-51-00 for a media contract with Issue Media Group/Metromode for a contract running March 1, 2019 - August 31, 2019, with the option of two three-
month renewals at $6,000 each; and that the WDDDA Executive Director be authorized to execute and sign the contract agreement; subject to review and approval by Corporation Counsel. Mayor Jack O’Reilly motioned to approve. Director John McWilliams seconded. Passed by unanimous vote.

2. Snow Removal- Additional Funds
EDDDA: The EDDDA Board authorizes an additional $15,000 to the snow removal services budget 297-6100-911-34-90 for contracted services for the 2018-2019 winter season. Final payment for services will be contingent upon Premium Lawn’s (contractor) repair of damaged fencing and public property in the WDDDA district. Director Kamal Turfah motioned to approve. Secretary-Treasurer Jay Kruz seconded. Passed by unanimous vote.

WDDDA: The WDDDA Board authorizes an additional $15,000 to the snow removal services budget 296-6100-911-34-90 for contracted services for the 2018-2019 winter season. Final payment for services will be contingent upon Premium Lawn’s (contractor) repair of damaged fencing and public property in the WDDDA district. Mayor Jack O’Reilly motioned to approve. Secretary-Treasurer Doug Van Noord seconded. Passed by unanimous vote.

3. Amended Dearborn Restaurant Week Resolution
EDDDA: In January, the EDDDA board authorized sharing expenditures equally with the WDDDA related to Dearborn Restaurant Week with the following service providers: Hallarsen Group, iHeart Media, Times Herald, Outfront Billboards, Got Print, Beshara Printing, Malko Media, and Metro Times. The EDDDA now approves changes in line items within the same total budget. Secretary-Treasurer Jay Kruz motioned to approve. Director Jan Cislo seconded. Motion passed by unanimous vote.

WDDDA: In January, the WDDDA board authorized sharing expenditures equally with the EDDDA related to Dearborn Restaurant Week with the following service providers: Hallarsen Group, iHeart Media, Times Herald, Outfront Billboards, Got Print, Beshara Printing, Malko Media, and Metro Times. The WDDDA now approves changes in line items within the same total budget. Director Mark Guido motioned to approve. Director Tom Clark seconded. Motion passed by unanimous vote.

4. Executive Management Contract
EDDDA: The EDDDA Board of Directors authorizes the EDDDA Chairperson to execute a contract with POW! Strategies, Inc. for executive director services extended through December 31, 2019. The contract is subject to the review and approval of Corporation Counsel. Director Kamal Turfah motioned to approve. Director Judith McNeely seconded. Motion passed by unanimous vote.

WDDDA: The WDDDA Board of Directors authorizes the WDDDA Chairperson to execute a contract with POW! Strategies, Inc. for executive director services extended...
through December 31, 2019. The contract is subject to the review and approval of Corporation Counsel. Mayor Jack O’Reilly motioned to approve. Director Tom Clark seconded. Motion passed by unanimous vote.

B. EDDDA Actions Only

1. Artspace Loan Extension
The EDDDA authorizes the EDDDA chairperson to execute a consent document for the Artspace/IFF loan modification agreement, revising the loan maturity date to June 1, 2019, subject to review and approval by the Corporation Counsel. Mayor Jack O’Reilly motioned to approve. Director Kamal Turfah seconded. Motion passed by unanimous vote.

2. Free Comic Book Day Sponsorship
The EDDDA approved an amount not to exceed $1,000.00 from the Community Promotions budget account, 297-6100-911-51-00 in support of Green Brain Comics’ Free Comic Book Day to be held on May 4, 2019. The money provided by the EDDDA will be used to promote the EDDDA and the EDDDA will be listed as a sponsor in all promotional materials. Director Mark Guido motioned to approve. Director Judith Mcneeley seconded. Motion passed by unanimous vote.

C. WDDDA Actions Only- None

VIII. Discussion

A. Sponsorship Policy
Teresa Duhl and Cristina Sheppard-Decius presented Sponsorship Policy for Board review. Voting on policy to occur at future board meeting.

B. FYE 2020-22 Budget Draft
Cristina Sheppard-Decius and Maria Buffone presented FYE 2020-22 Budget Draft for Board review. Voting on budget to occur at future board meeting.

IX. Committee Reports

A. Promotions/Organization Updates
Chairperson Sam Abbas elected to postpone committee updates until the March 2019 Board meeting.

B. Design/Economic Vitality
Chairperson Sam Abbas elected to postpone committee updates until the March 2019 Board meeting.

X. DDDDA Executive Management Team Report & ECD Report
Cristina Sheppard-Decius highlighted changes in reporting under PA 57, the Michigan Downtown Association Conference, and the Business Owners and Property Owners Roundtable. For more details, see information provided in Board Packet.

XI. Call to Board of Directors
None.

XII. Call to Audience
None.

XIII. Adjournment
Motion to adjourn meeting made by Secretary-Treasurer Jay Kruz. Seconded by Director Mark Guido. Motion passed by unanimous vote. Meeting adjourned at 10:43am.

Approved by:

Jay Kruz, Secretary-Treasurer, EDDDA

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Doug Van Noord, Secretary-Treasurer, WDDDA

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** REVENUE  
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| 297-0000-911.22-00 | FICA/MEDICARE, CITY SHARE          | 5,147-      | 3,947-      | 0              | 0              | 0           | 0              | 0          | 0               | 0            |               |               |
| 297-0000-911.26-00 | WORKERS CMP CONTRIB.               | 43-         | 33-         | 0              | 0              | 0           | 0              | 0          | 0               | 0            |               |               |

** Personnel Svcs-Benefits  
| 5,190-     | 3,980-     | 0              | 0              | 0              | 0           | 0              | 0          | 0               | 0            |               |               |

** BUILDING DEMOLITION SERV  
| 0           | 0           | 0              | 2,522-       | 0              | 2,522-       | 0              | 0          | 0               | 0            |               |               |
| 0           | 0           | 0              | 2,522-       | 0              | 2,522-       | 0              | 0          | 0               | 0            |               |               |

** OTHER SERVICES  
| 694-       | 772-       | 763-           | 763-         | 763-           | 763-         | 763-           | 800        | 800             | 800          |               |               |

** CONSTRUCTION CONTRACTOR  
| 2,061-     | 150-       | 1,500-         | 1,365-       | 100-           | 1,490-       | 0              | 0          | 0               | 0            |               |               |

** Conventional  

** Services-Prof/Contractual  
| 64,627-    | 167,570-   | 383,053-       | 414,896-     | 156,910-      | 415,021-     | 411,966-       | 394,726-   | 384,726          |               |               |               |

** R & M  

** Repair & Maint Services  

** BUILDING RENTAL  
| 24,740-    | 25,000-    | 11,000-        | 11,010-      | 8,398-        | 11,010-      | 11,010-        | 11,010-    | 11,010-          |               |               |               |

** Rentals  
| 24,740-    | 25,000-    | 11,000-        | 11,010-      | 8,398-        | 11,010-      | 11,010-        | 11,010-    | 11,010-          |               |               |               |

** CONSTRUCTION CONTRACTOR  
| 1,700-     | 4,250-     | 0              | 60,256-      | 0              | 60,256-      | 0              | 0          | 0               | 0            |               |               |

** Construction Expenses  
| 1,700-     | 29,430-    | 0              | 198,041-     | 0              | 198,041-     | 0              | 0          | 0               | 0            |               |               |

** COMMUNITY PROMOTION  

** Community Promotion  
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<th>FY19 Y-T-D ACTUAL</th>
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** EXPENDITURE

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# City of Dearborn, Michigan

## Project Budget Report for F/Y 2019 Fund 297 Project

### All Active Only

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**PROJECT NAME:** M20006 Dbn Pkg Master Dsgn Pln

**Manager:** Barry Murray

**Sponsor:** UNKNOWN

**Expense Total:**

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**Project Total:**

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| FUND 297 TOTAL | .00 | .00 | .00 | .00 | .00 | .00 |

PROJECT TOTAL

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<td>GAIL &amp; RICE PRODUCTIONS INC</td>
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<tr>
<td>096315 02/22/19 0014589</td>
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<td>096316 02/22/19 0010373</td>
<td>THE HENRY FORD</td>
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<td>096330 02/26/19 0015236</td>
<td>BRIGHT SKY CREATIVE LLC</td>
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<td>096333 02/26/19 0012983</td>
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<td>10/05/18</td>
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<td>19 296-6110-911.34-90</td>
<td>095199</td>
<td>07/02/18</td>
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<tr>
<td>095199 07/02/18 0011424</td>
<td>BRENDELS SEPTIC TANK SERVICE LLC</td>
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Fund Total: 575,100.85
Grand Total: 287,390.88
Total: 287,709.97
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<tr>
<th>ACCOUNT NUMBER/ ACCOUNT DESCRIPTION</th>
<th>TOTAL PROJECT BUDGET</th>
<th>CURRENT YEAR PROJECT BUDGET</th>
<th>PRIOR YEARS' ACTUAL</th>
<th>CURRENT YEAR'S ACTUAL</th>
<th>OUTSTANDING ENCUMBRANCES</th>
<th>UNENCUMBERED BALANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FUND 000 TOTAL</td>
<td>.00</td>
<td>.00</td>
<td>.00</td>
<td>.00</td>
<td>.00</td>
<td>.00</td>
</tr>
<tr>
<td>PROJECT TOTAL</td>
<td>.00</td>
<td>.00</td>
<td>.00</td>
<td>.00</td>
<td>.00</td>
<td>.00</td>
</tr>
</tbody>
</table>
WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) counts among its duties the beautification of its district; and

WHEREAS: The EDDDA has participated in the annual Midwest Sculpture Initiative since 2010, but has expressed interest in acquiring art for permanent placement in the district;

WHEREAS: The EDDDA approved foregoing the Midwest Sculpture Initiative for the 2019 season to explore other artist options with the Nordin Brothers;

RESOLVED: That the EDDDA approves an amount not to exceed $5,900.00 from Community Promotions fund 297-6100-911-51-00 as a contribution to the Dearborn Community Fund to participate in the sculpture initiative with the Nordin Brothers for year two of two.
WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

Sculpture Initiative 2019

Date Adopted:

Moved by:

Seconded by:

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) counts among its duties the beautification of its district; and

WHEREAS: The WDDDA has participated in the annual Midwest Sculpture Initiative since 2010, but has expressed interest in acquiring art for permanent placement in the district;

WHEREAS: The WDDDA approved foregoing the Midwest Sculpture Initiative for the 2019 season to explore other artist options with the Nordin Brothers;

RESOLVED: That the WDDDA approves an amount not to exceed $5,900.00 from Community Promotions fund 296-6100-911-51-00 as a contribution to the Dearborn Community Fund to participate in the sculpture initiative with the Nordin Brothers for year two of two.

Yes:
No:
Abstain:
Absent:
EAST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

DDDAs’ Sponsorship Policies

Date Adopted:
Resolution by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) seeks to establish a policy to guide decisions on which sponsorship opportunities to pursue; and

WHEREAS: The EDDDA seeks to establish fair and transparent protocols regarding sponsorship opportunities; and

WHEREAS: The EDDDA understands that the WDDDA can be either a sponsor-provider or a sponsor-seeker at different times; be it

RESOLVED: The EDDDA adopts the Sponsor-Provider Policy presented that establishes the criteria and decision making process that the EDDDA will utilize when receiving sponsorship requests from other organizations; further be it

RESOLVED: The EDDDA adopts the Sponsor-Seeker Policy that establishes the criteria and decision making process that the EDDDA will utilize when approaching other organizations to serve as sponsors of the DDDAs.

Yes:
No:
Abstained:
Absent:
Adopted:
DDDAs’ Sponsorship Policies

Date Adopted:

Resolution by:

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) seeks to establish a policy to guide decisions on which sponsorship opportunities to pursue; and

WHEREAS: The WDDDA seeks to establish fair and transparent protocols regarding sponsorship opportunities; and

WHEREAS: The WDDDA understands that the WDDDA can be either a sponsor-provider or a sponsor-seeker at different times; be it

RESOLVED: The WDDDA adopts the Sponsor-Provider Policy presented that establishes the criteria and decision making process that the WDDDA will utilize when receiving sponsorship requests from other organizations; further be it

RESOLVED: The WDDDA adopts the Sponsor-Seeker Policy that establishes the criteria and decision making process that the WDDDA will utilize when approaching other organizations to serve as sponsors of the DDDAs.

Yes:
No:
Abstained:
Absent:
Adopted:
WHEREAS: The WDDDA and EDDDA recognize the benefit of marketing and promoting activities and events in the district; and

WHEREAS: The Department of Public Works was unable to provide services to hang banners on Michigan Ave. in time to promote the Shop Small event; and

WHEREAS: The EDDDA is contracted and maintains a relationship with WH Canon who provide landscaping services in the EDDDA and were available for banner installation; be it

RESOLVED: the EDDDA and WDDDA will pay WH Canon a total of $2,560 for Shop Small Banner Installation split evenly between the districts; be it further

RESOLVED: the EDDDA will pay their portion, $1,280 with money previously allocated to WH Canon’s comprehensive landscaping contract for FYE 2019.

Yes:
No:
Abstained:
Absent:
Adopted:
WHEREAS: The WDDDA and EDDDA recognize the benefit of marketing and promoting activities and events in the district; and

WHEREAS: The Department of Public Works was unable to provide services to hang banners on Michigan Ave. in time to promote the Shop Small event; and

WHEREAS: The EDDDA is contracted and maintains a relationship with WH Canon who provide landscaping services in the EDDDA and were available for banner installation; be it

RESOLVED: the EDDDA and WDDDA will pay WH Canon a total of $2,560 for Shop Small Banner Installation split evenly between the districts; be it further

RESOLVED: the WDDDA allocates $1,280 to WH Canon for Banner Installation from account 296-6100-911-51-00 General Marketing/Banners.
EAST DEARBORN  
DOWNTOWN DEVELOPMENT AUTHORITY  
Ladies Night Event 2019

Moved by:
Seconded by:

WHEREAS: The WDDEA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The EDDDA and WDDEA are planning the Ladies Night Event on May 1, 2019, in both downtown districts to highlight the retail shopping experience in Downtown Dearborn; and

WHEREAS: The EDDDA and WDDEA reviewed and rejected a projected budget of $6,755 in expenditures and $2000 in income for Ladies Night to be shared equally between the EDDDA and WDDEA; and

WHEREAS: The EDDDA and WDDEA approved a budget of $1,855 for Ladies Night at the January 17, 2019 board meeting which did not include funds for radio promotion; and

WHEREAS: The benefit to promoting this event via radio would be beneficial to participation; and

WHEREAS: The EDDDA and WDDEA will again review the projected budget of $6,755 in expenditures and $2,000 in income for Ladies Night, which includes an allocation of $5,000 split between the EDDDA and WDDEA for radio promotion; be it

RESOLVED:

1. That the EDDDA obligates $3,377.50 in expenditures for the Ladies Night event from the Community Promotions Budget # 297-6100-911-51-00 for FYE2019; and

2. The EDDDA will acknowledge receipt of funds for the Ladies Night event up to $1000 in FYE2019.

3. The EDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Ladies Night event as presented.
<table>
<thead>
<tr>
<th>Vendor</th>
<th>Purpose</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Entertainment TBD</td>
<td>Live music for Artspace</td>
<td>$300.00</td>
</tr>
<tr>
<td>Beshara Printing</td>
<td>Posters and brochure</td>
<td>$330.00</td>
</tr>
<tr>
<td>Malko Media</td>
<td>banners</td>
<td>$150.00</td>
</tr>
<tr>
<td>Oriental Trading</td>
<td>lei's for participants</td>
<td>$100.00</td>
</tr>
<tr>
<td>Facebook via POW! Strategies</td>
<td>Social Media</td>
<td>$200.00</td>
</tr>
<tr>
<td>Sarieni Photography</td>
<td>photography</td>
<td>$500.00</td>
</tr>
<tr>
<td>iHeart</td>
<td>Radio Advertising</td>
<td>$5000.00</td>
</tr>
<tr>
<td>Misc. Supplies</td>
<td>Badges, leis, refreshments, décor</td>
<td>$275.00</td>
</tr>
</tbody>
</table>

Yes:
No:
Abstained:
Absent:
Adopted:
Moved by:  
Seconded by:

WHEREAS: The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The EDDDA and WDDDA are planning the Ladies Night Event on May 1, 2019, in both downtown districts to highlight the retail shopping experience in Downtown Dearborn; and

WHEREAS: The EDDDA and WDDDA reviewed and rejected a projected budget of $6,755 in expenditures and $2000 in income for Ladies Night to be shared equally between the EDDDA and WDDDA; and

WHEREAS: The EDDDA and WDDDA approved a budget of $1,855 for Ladies Night at the January 17, 2019 board meeting which did not include funds for radio promotion; and

WHEREAS: The benefit to promoting this event via radio would be beneficial to participation; and

WHEREAS: The EDDDA and WDDDA will again review the projected budget of $6,755 in expenditures and $2,000 in income for Ladies Night, which includes an allocation of $5,000 split between the EDDDA and WDDDA for radio promotion; be it

RESOLVED:

1. That the WDDDA obligates $3,377.50 in expenditures for the Ladies Night event from the Community Promotions Budget # 296-6100-911-51-00 for FYE2019; and

2. The WDDDA will acknowledge receipt of funds for the Ladies Night event up to $1000 in FYE2019.

3. The WDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Ladies Night event as presented.
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<td>$200.00</td>
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<tr>
<td>Sarieni Photography</td>
<td>photography</td>
<td>$ 500.00</td>
</tr>
<tr>
<td>iHeart</td>
<td>Radio Advertising</td>
<td>$5000.00</td>
</tr>
<tr>
<td>Misc. Supplies</td>
<td>Badges, leis, refreshments, décor</td>
<td>$275.00</td>
</tr>
</tbody>
</table>

Yes:

No:

Abstained:

Absent:

Adopted:
WHEREAS: Section 28 of Public Act 197 of 1975, Public Act 57 of 2018 requires that the Directors of the East Dearborn Downtown Development Authority (EDDDA) prepare and submit an operating budget for the EDDDA each year; and

WHEREAS: The City of Dearborn has now implemented the submission of a 3-year budget which the EDDDA along with other City of Dearborn departments will adopt; and

WHEREAS: The EDDDA fund balance, along with projected FYE 2020-2022 revenues, is sufficient to support the proposed budget; be it

RESOLVED: That unexpended FYE2019 appropriations shall be carried forward for completion of EDDDA activities initiated by June 30, 2019; and be it further

RESOLVED: That the EDDDA approves the attached FYE 2020-2022 budget to be submitted to the Dearborn City Council for adoption.
WHEREAS: Section 28 of Public Act 197 of 1975, Public Act 57 of 2018 requires that the Directors of the West Dearborn Downtown Development Authority (WDDDA) prepare and submit an operating budget for the WDDDA each year; and

WHEREAS: The City of Dearborn has now implemented the submission of a 3-year budget which the WDDDA along with other City of Dearborn departments will adopt; and

WHEREAS: The WDDDA fund balance, along with projected FYE 2020-2022 revenues, is sufficient to support the proposed budget; be it

RESOLVED: That unexpended FYE2019 appropriations shall be carried forward for completion of WDDDA activities initiated by June 30, 2019; and be it further

RESOLVED: That the WDDDA approves the attached FYE 2020-2022 budget to be submitted to the Dearborn City Council for adoption.
CITY OF DEARBORN  
East Dearborn Downtown Development Authority  
Revenue and Fund Balance Trend  
Fund 297

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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<tbody>
<tr>
<td><strong>REVENUES:</strong></td>
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<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Property Taxes</td>
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<td><strong>Total revenues</strong></td>
<td>826,359</td>
<td>837,368</td>
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<td>939,423</td>
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<tr>
<td><strong>Estimated operating transfers in</strong></td>
<td>-</td>
<td>35,681</td>
<td>72,840</td>
<td>72,840</td>
<td>11,310</td>
<td>11,310</td>
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<tr>
<td><strong>Total Estimated Financing Sources</strong></td>
<td>826,359</td>
<td>873,049</td>
<td>978,328</td>
<td>1,012,263</td>
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<td><strong>EXPENDITURES</strong></td>
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<td>Personnel Services</td>
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<td>55,573</td>
<td>544</td>
<td>544</td>
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<td>Supplies</td>
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<td>Other operating expense</td>
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<tr>
<td>Transfer to BRA</td>
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<td>475,250</td>
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<td>475,240</td>
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<td>Capital Outlay for Parking</td>
<td>501,700</td>
<td>564,816</td>
<td>263,008</td>
<td>263,008</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Debt Service: Principal and Interest-DCC</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>14,202</td>
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<tr>
<td><strong>Total expenditures</strong></td>
<td>1,261,639</td>
<td>1,451,256</td>
<td>1,507,191</td>
<td>1,495,381</td>
<td>1,263,001</td>
<td>1,137,451</td>
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<tr>
<td><strong>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES</strong></td>
<td>(435,280)</td>
<td>(578,207)</td>
<td>(528,863)</td>
<td>(483,118)</td>
<td>(237,538)</td>
<td>(46,780)</td>
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<tr>
<td><strong>FUND BALANCE:</strong></td>
<td></td>
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<tr>
<td>Beginning fund balance</td>
<td>2,246,634</td>
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<td>1,233,147</td>
<td>1,233,147</td>
<td>750,029</td>
<td>512,491</td>
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<tr>
<td><strong>ENDING FUND BALANCE</strong></td>
<td>1,811,354</td>
<td>1,233,147</td>
<td>704,284</td>
<td>750,029</td>
<td>512,491</td>
<td>465,711</td>
</tr>
</tbody>
</table>

CAFR CAFR
City of Dearborn
East Dearborn Downtown Development Authority
Proposed FY2020-FY2022 Budget

This fund records revenues and expenditures related to the East Dearborn Downtown business district.

The purpose of this fund is to promote economic growth in this area by financing a variety of activities and physical improvements.

Revenues:
- Property tax capture as allowed in the current TIF plan and Michigan Act 197, funds major improvements and community promotion.
- Tax Capture includes Real Property Tax on all parcels, Personal Property Tax on parcels with Taxable Value in excess of $40,000, and Local Community Stabilization Authority (LCSA). The assumption is that Residential Real Property will remain relatively the same.
- Tax Captured on parcels which are in the BRA are transferred from the EDDDA to the BRA as a pass-through. Currently, Redico is the only BRA plan in the district.
- Garbage and rubbish millage will fund litter pick up in the district and be recognized as a contribution from the General
- The DDA is planning Co-ops and event sponsorships to include: Metro Mode Partners, Branding Partners, Building Business Incentives, Jazz on the Ave Concerts, City Hall Park Events, Restaurant Week, Shop Small, Holiday Promotions, CTM Brochure Partners
- Artspace loan from the DCC of $142,029 will be repaid in FY20-30 and the Promissory Note from the EDDDA of $177,035 will be repaid in FY22-32.

Expenditures:
- Annual reimbursement to the BRA fund to support the Redico Development parking deck per the original project plan. FY2019 is estimated at $475,238.
• Other Operating Expenses include Community Promotion expenditures. Some of the current and future promotion events are general marketing and advertising, branding, Metro Mode, CTM Brochure, Main Street materials, graphic design services, photography services, Constant Contact, Web IT hosting, domain name, The Henry Ford Promotion Pkg, Dearborn Community Fund Sculptures, Dearborn Art Month, Restaurant Week, fall promotions, Shop Small, Jazz on the Avenue, Movies in the Park, and East-born Cleanup.

• Contract Services expenditures include: landscaping, snow removal maintenance, planting, holiday lighting/decorating, Building Business Incentive, seasonal streetscape enhancements, bike racks, trash cans, Downtown Master Plan, office cleaning, Downtown Dearborn Exec Dir. services (POW Strategies), Communications Manager services (PR Firm-Tanner Friedman), Operations Manager services, Design and Planning Manager services, and Event Manager services.

• The City Hall Park remains owned by the City of Dearborn and the EDDDA FY2020-FY2021 budget includes park management expenses due to events in the park. City Hall Park maintenance will be budgeted through DDA.

• Capital Outlay includes budget for FY2019-22 for the cost of the consulting firm of the Dearborn Master Parking Plan Project, East Downtown Development projects, reconstruction of the East Dearborn parking lot projects. The goal is to develop a plan for parking that includes reconstruction and maintenance of the East Dearborn parking lots.

• The EDDDA and the City continue to evaluate plans for the East Dearborn Parking System Renovations in the East Dearborn Sustainability Parking Project. The lots are deteriorating and many are in need of resurfacing or repairs. The EDDDA has contributed a down payment cash contribution of $1,000,000 in FY2017-2018 and has contributed an additional $45,386 to match the City's commitment to the Facility Fund of $250,000 in FY18. No additional budget has been allocated to FY19 for the parking projects.

• Spending Reserves are in the form of East Dearborn Development Projects and fund balance.
<table>
<thead>
<tr>
<th>ACCOUNT NUMBER</th>
<th>ACCOUNT DESCRIPTION</th>
<th>FY17 ACTUAL</th>
<th>FY18 ACTUAL</th>
<th>FY18 BUDGET</th>
<th>FY19 ACTUAL</th>
<th>FY19 ADJUSTED</th>
<th>FY19 YTD</th>
<th>FY20 FINANCE</th>
<th>FY2020 VESTMENT</th>
<th>FY2021 VESTMENT</th>
<th>FY2022 VESTMENT</th>
<th>FY2021 VESTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>297-0000-311.40-00</td>
<td>DEVELOPMENT AUTHORITIES</td>
<td>778,374-</td>
<td>786,145-</td>
<td>812,867-</td>
<td>812,867-</td>
<td>668,967-</td>
<td>810,535-</td>
<td>628,990-</td>
<td>849,910-</td>
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<td></td>
</tr>
<tr>
<td>297-0000-310.05-14</td>
<td>IOC COMM SHELTER APP</td>
<td>21,979-</td>
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<td>0</td>
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<tr>
<td>297-0000-361.10-05</td>
<td>INTEREST-CURRENT</td>
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<td>17,621-</td>
<td>17,621-</td>
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<td>31,238-</td>
<td>31,506-</td>
<td>31,802-</td>
<td>31,802-</td>
<td></td>
</tr>
<tr>
<td>297-0100-365.00-00</td>
<td>CONDITIONS FROM PRIV SOUR</td>
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<td>22,965-</td>
<td>75,000-</td>
<td>75,000-</td>
<td>35,870-</td>
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</tr>
<tr>
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<td>0</td>
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<td>0</td>
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<td>0</td>
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<td></td>
</tr>
<tr>
<td>297-0000-351.01-01</td>
<td>COUNCIL FROM GENERAL FUND</td>
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<td>72,840-</td>
<td>48,560-</td>
<td>72,840-</td>
<td>11,310-</td>
<td>11,310-</td>
<td>11,310-</td>
<td>11,310-</td>
<td></td>
</tr>
<tr>
<td>**</td>
<td>REVENUE</td>
<td>826,360-</td>
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| Estimated Operating Transfers in | 2,450 | 39,102 | 53,100 | 53,100 | 35,090 | 35,180 |
| Total Estimated Financing Sources | 573,875 | 778,827 | 808,213 | 898,526 | 929,948 | 1,098,008 | 1,116,505 |

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<td>Transfer to BRA</td>
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<td>150,610</td>
<td>132,940</td>
<td>235,220</td>
<td>241,830</td>
<td>248,600</td>
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<td>Capital Outlay</td>
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<td>-</td>
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<td>Total expenditures</td>
<td>537,897</td>
<td>708,335</td>
<td>1,163,660</td>
<td>1,146,452</td>
<td>1,198,241</td>
<td>1,118,021</td>
<td>1,121,661</td>
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</table>

| EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES | 35,978  | 70,492  | (355,447) | (247,926) | (268,293) | (20,013) | (5,156) |

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<td>$707,523</td>
<td>$352,076</td>
<td>$459,597</td>
<td>$191,304</td>
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<td>$166,135</td>
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City of Dearborn
West Dearborn Downtown Development Authority
Proposed FY2020-FY2022 Budget

This fund records revenues and expenditures related to the West Dearborn Downtown business district.

The purpose of this fund is to promote economic growth in this area by financing a variety of activities and physical improvements.

Revenues:
- Property tax capture as allowed in the current TIF plan and Michigan Act 197 funds major improvements and community promotion.
- Tax Capture includes Real Property Tax on all parcels, Personal Property Tax on parcels with Taxable Value in excess of $40,000, and Local Community Stabilization Authority (LCSA). The assumption is that Residential Real Property will remain relatively the same.
- Tax Captured on parcels which are in the BRA are transferred from the WDDDA to the BRA as a pass through. There are currently two approved BRA plans in the WDDDA district, the Hampton Inn and Wagner Place. The Hampton Inn has completed tax capture and reimbursement in FY19. The Wagner Place is expected to start tax capture and reimbursement in FY20 with an expected pass through of approximately $235,218
- Garbage and rubbish millage will fund litter pick up in the district and be recognized as a contribution from the General Fund.
- FY2017-18 actuals reflects $168,000 contributed from the General Fund for other operating expenses for Marketing and Branding and the WDDDA Executive Director contracted with POW! Strategies. This contribution was balanced in FY17-18 with a decrease in the WDDDA parking debt contribution and the General Fund will cover more parking debt service instead as a net expense of $150,000. The WDDDA parking debt was paid off by the general fund in FY18 with no additional debt service contribution from the WDDDA.
- In lieu of the plan to create a Principal Shopping District with an SAD of $150,000 to start in FY21 with cost tracked in FY2020 to be used for reimbursement billing of marketing, promotions, and district beautification (landscaping, snow removal, and salting). The WDDDA is working on contingency funding options as well as reductions in expenditures to reflect the same net impact of the previously planned $150,000 revenue. The WDDDA will not be requesting funds from the City's General Fund outside of the originally planned sanitation activity to supplement the budget.
- The DDA is planning Co-ops and event sponsorships to include: Metro Mode Partners, Branding Partners, Building Business Incentives, Friday Nites Concerts, West Village Commons Events, Wagner Place Events, Farmers & Artisans Market, Holiday Promotions, CTM Brochure Partners
- The DDA West Village Commons Events will be funded in part by the lease revenue from the West Village Common's outdoor seating as a contribution from the General Fund.

Expenditures:
- Other Operating Expenses include:
  - Community Promotion expenditures include: General Marketing and Advertising, Branding, Metro Mode, CTM Brochure, Main Street Materials, Graphic Design Services, Photography Services, Constant Contact, Web IT hosting, Domain Name, The Henry Ford Promotion Pkg, Dearborn Community Fund Sculptures, Dearborn Art Month, Restaurant Week, Fall Promotions, Shop Small, WDDDA Concert Series (Friday Nites & Food Truck Rallies), WDDDA Holiday Promos, Market, and Santa Event, West Village Commons Events, Wagner Place Events, Martian Marathon, and Farmers & Artisans Market.
Contract Services expenditures include: Landscaping Maintenance, Snow Removal, Planting, Holiday Lighting/Decorating, Building Business Incentive, Seasonal Streetscape Enhancements, Bike Racks, Downtown Dearborn Exec Dir. Services (POW Strategies), Communications Manager services (PR Firm-Tanner Friedman), Operations Manager Services, Design and Planning Manager Services, and Event Manager Services.

Landscaping, planting, holiday lighting/decorating, and litter removal services have been contracted with Fairlane Grounds for service continuity between the new Wagner Place parking deck, Wagner Place BRA redevelopment project and the rest of the West Dearborn Downtown Business District. This service is not to exceed $275,000 total between the Public Works West Downtown Parking Lot fund and the WDDDA fund.

Building rental, staff training, insurance.

- The contribution to the parking deck debt service was $475,000 annually from FY2013 to FY2015. This contribution was not sustainable due to the taxable values within the district. Therefore, this contribution was reduced to $340,000 for FY2016, it had been reduced further to $150,000 per year for FY2017-FY2018 in lieu of the annual General Fund contribution of $168,000 to aide in the sustainability of the district. The WDDDA parking debt was paid off by the general fund in FY18 with no additional debt service contribution from the WDDDA.

- Further General Fund contribution may be needed to support the increased level of promotions, events, and beautification services in the district. (As of 1/17/18 this contribution amount has not been included in the REFB calculations.)
<table>
<thead>
<tr>
<th>ACCOUNT NUMBER</th>
<th>ACCOUNT DESCRIPTION</th>
<th>FY17 ACTUAL</th>
<th>FY18 ACTUAL</th>
<th>FY18 BUDGET</th>
<th>FY19 ADJUSTED</th>
<th>FY19 Y-TO-D</th>
<th>FY19 FINANCE BUDGET</th>
<th>FY2020 BUDGET</th>
<th>FY2021 BUDGET</th>
<th>FY2022 BUDGET</th>
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<td>0</td>
<td>132,940</td>
<td>235,220</td>
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<td>** EXPENDITURES</td>
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<td>708,334</td>
<td>962,660</td>
<td>1,163,660</td>
<td>406,238</td>
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<td>268,293</td>
<td>20,013</td>
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</table>
WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) wishes to advocate and promote a clean, safe and attractive downtown by repairing and purchasing and installing trash receptacles throughout the district; and

WHEREAS: The City of Dearborn Department of Public Works (DPW) has indicated that upon purchase, it can regularly service and maintain up to approximately thirty (30) receptacles in East Downtown; and

WHEREAS: The EDDDA Design Committee approved staff recommendations for locations of at least twenty-five (25) trash receptacles throughout the district; be it

RESOLVED: The EDDDA Board empowers the Design Committee to choose a trash receptacle vendor and model for up to 25 receptacles for the East Downtown Dearborn district; and be it further

RESOLVED: The EDDDA authorizes an amount not to exceed $10,958 from the Streetscape Amenities budget line item for the purchase and repair of trash receptacles.

Yes:  
No:  
Abstain:  
Absent:
EAST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

Tree Well Removal

Adopted:

Resolution by:

Seconded:

WHEREAS: The EDDDA established a plan for tree well removal in order to encourage businesses to establish outdoor sidewalk cafes along Michigan Avenue; and

WHEREAS: The EDDDA and WDDDA are considering a new business incentives in which sidewalk cafes could be applicable for funding; and

WHEREAS: The EDDDA has $7,700 remaining in FYE2019 in business incentives; and therefore be it

RESOLVED: The EDDDA authorizes $7,700 in FYE2019 from business incentives to tree well removal and that funding be designated to business applicants through the business incentive program with final approval of applicants from the EDDDA.

Yes:
No:
Abstained:
Resolution:
WHEREAS: The WDDDA, desires to host a Farm to Table event in May 2019, featuring local ingredients, chefs, and restaurant items to promote the district assets and businesses; and

WHEREAS: At the January 17, 2019 board meeting, the WDDDA Board authorized the expenditure of an amount not to exceed $12,000 in expenditures from the Community Promotions/W. Village Commons Events budget #296-6100-911-51-00 for the production and promotion of the 2019 Farm to Table event with the service providers listed below; and

WHEREAS: The WDDDA does not have a point of sale system that would allow for the purchase of online tickets and silent auction items on-site; and

WHEREAS: The Dearborn Area Chamber of Commerce does have a point of sale system that could be used by the WDDDA with the agreement that the Chamber of Commerce will receive 5% of total sales for tickets and auction items paid through credit card processing system; additionally, WDDDA agrees to pay any fees associated with processing of payments incurred by processing company, therefore be it

RESOLVED: The WDDDA agrees to use the Chamber of Commerce's point of sale system and will give the Chamber 5% of total sales from tickets and auction items paid through credit card processing system and will cover the processing fees; and be it further

RESOLVED: The WDDDA authorizes the executive director to execute a contract on behalf of the WDDDA with the Dearborn Area Chamber of Commerce for use of the point of sale system, contingent upon review and approval by Corporation Counsel.
Open Door Dearborn
Business Grants

DOWNTOWN DEARBORN
Funded by the East & West Dearborn Downtown Development Authorities

application & guidelines

OVERVIEW

The East & West Dearborn Downtown Development Authorities (DDDAs) were created to promote and enhance the commercial core of the community, to preserve public investment and to improve the viability of businesses within the DDDA Districts.

Our grant program provides funding to property owners and new businesses moving to the DDDA Districts or existing businesses within the district.

Grant Types and Levels Include:

- Level 1 - Design Incentives Available Up to $2500
  - Exterior Design Assistance
  - Signage Improvement
- Level 2 - Business Start-Up Incentives Available Up to $5,000
  - Retail Start-Ups
  - Arts, Culture and Creative Businesses
  - Incubators
  - Pop Ups
- Level 3 - Design Incentives Available Up to 20% of Costs, Not Exceeding $10,000 Reimbursement
  - Facade Improvement - Up to $10,000
  - Expansion/Development - Up to $10,000

{Expansion is defined as: Adding square footage to an existing building, acquisition of neighboring property, addition of outdoor seating or service areas that thereby add taxable value to the property; or moving to a larger facility within the district.}

Businesses must meet the following eligibility criteria.
**Eligibility**

- Owners or new tenants that are moving to the DDDA Districts
- Owners or tenants of property currently located within the DDDA Districts and are expanding
- Tenants must apply jointly with property owners

**Conditions of Eligibility**

The property owner must be current on all City, County and State property and income taxes and all other City accounts.

Approved applicants shall additionally sign an “Agreement to Comply with the Commencement and Completion Timetable” as a condition of approval for any funding and shall be subject to all program guidelines and all amendments thereto. The commencement and completion dates will be “best guess” estimates that are mutually acceptable to the applicant and DDA.

- Levels 1 & 2 - All work must commence within 60 days and be completed within six (6) months from the date the grant is awarded. At its discretion, the DDA reserves the right to cancel or extend the commitment.
- Level 3 - In the event that actual physical construction on a project has not commenced within 60 days of the DDDA funding commitment date, or if a project has not been completed and has not been granted a Certificate of Completion within one year (365 days) of the DDDA funding commitment date, the DDDA will evaluate the status of that project. At its discretion, the DDDA reserves the right to cancel or extend the commitment.

Maximum grant funding given to one business cannot exceed $10,000.00. New applicants will be given priority over applicants that have previously received grants from the DDDAs. If a commercial building under one ownership is a multi-tenant building, each separate unit with an individual storefront façade and an independent ground floor entry shall be eligible. However, funds shall not exceed $30,000 for the entire building. If the owner or tenant of a building, which occupies more than sixty (60) feet of storefront, the DDDA Boards may award additional funds at its discretion.

This is a competitive grant process and projects with a higher ratio of private to public...
investment will be given preference.

Grant proposals must provide the DDDAs with photographs of aesthetic improvements before and after the completion of work. Photographs must be taken from the same vantage point. These photographs will be used by the DDDAs for marketing purposes.

Grants will not be awarded for physical improvements and work completed prior to grant application date, except for pre-authorized exploration of viability of historical or existing character on building materials that informs the budget proposal.

All work must comply with all applicable laws, ordinances, building codes, and zoning ordinances and contractor or owner must secure proper permits prior to commencement of work.

Once a grant is awarded, grant recipients must display the DDDA Grant Award Signage in the window on the pedestrian side, in plain view of the public. Signage must remain in place a minimum of 60 days after the completion of funded project.

Within a 5 (five)-year period, a property address may not apply for funds more than twice for the same store unit unless a change in business ownership occurs

- The total amount awarded to a property and tenant for the same store unit address, during a 5 (five)-year period, may not exceed $10,000.
- Whenever the property ownership changes, the new owner is eligible for funds. When a change of ownership occurs, the DDDAs may consider factors such as prior improvements and further eligibility shall be at the sole discretion of the DDDA Boards. A new 5 (five) year timetable and $10,000 maximum would apply to the new owner without concern for the application of guidelines to the former owner, and provided all other guidelines are adhered to.
- Whenever the business tenant changes, a new tenant becomes eligible for funds. A new 5 (five) year timetable and a maximum of $10,000 would apply to the new tenant without concern for the application of guidelines on the previous tenant and provided all other guidelines are adhered to.

At the DDDA discretion, an exception to any guideline may be granted in the event of special conditions or situations.

All projects are subject to audit by the City of Dearborn.

All Design and Facade Improvements Grants must adhere to the DDA Design Guidelines. The DDDAs will use these Design Guidelines and the City of Dearborn codes to judge grant awardees.

Projects will be funded to the extent that budgeted funding is available.
Applicants must submit a current copy of business plan and be available to attend a DDDAs grant sub-committee meeting. Applicants are also invited to attend the DDDA monthly meeting at which their grant is brought to the DDDA Board. The DDDA Director will contact you regarding appointment times.

ELIGIBLE COSTS FOR LEVEL 1 DESIGN IMPROVEMENTS

- Professional design fees (Architectural, interior design or landscape)
- Exploratory research and costs related to historically significant buildings
- Restoration of historically significant signage
- Signage design
- New signage installation
- Signage lighting and electrical

ELIGIBLE COSTS FOR LEVEL 2 BUSINESS START-UPS

- All items in Level 1
- Repair, replacement or addition of windows, doors, walls, or other appropriate architectural elements.
- Interior painting
- Interior lighting
- Conversion of storefront
- Restoration of historic elements (both interior and exterior)
- Construction or installation of interior partition walls, flooring and ceiling systems
- Construction or installation of ADA facilities
- Construction or installation of bathrooms
- Installation or upgrades to energy efficient heating and cooling systems
- Installation of fixed artwork
- Installation of bike racks
- All materials and labor for work performed in association with above-mentioned improvements

ELIGIBLE COSTS FOR LEVEL 3 DESIGN IMPROVEMENTS

- All items in Level 1
- Repair, replacement or addition of windows, doors, walls, or other appropriate architectural elements.
- Exterior painting
- Awnings or exterior canopies
- Exterior or interior lighting
- Masonry repair, cleaning or paint removal
- Conversion of storefront
- New outdoor café seating
- Restoration of historic elements (both interior and exterior)
- Removal of historically inaccurate facade treatments
- Professional design fees (Architectural, interior design or landscape)
Where did the idea sprout from?

- A natural progression: AANM has developed/presented artistic convenings, workshops, food programs, artisan fairs, and concerts by and for Arab Americans nationally + locally in various forms and sizes for years
- AANM has credibly produced Concert of Colors for many years
- This festival draws on staff’s expertise presenting aforementioned events in an expanded format closely aligned with AANM’s mission, vision, and values.
- An ongoing goal to fuse the local and national
Who is our target audience, and why?

- 18-35 year old local + National Arab Americans and allies
- Primary national music festival age range (think Bonnaroo, South x Southwest, Lollapalooza), IG foodie demographic
- Fills a void for this demographic not only locally, but nationally
- A homecoming for Arabs across the U.S. and cont’d source of pride for local community
- Local audiences of all ages/ethnicities will discover artists/businesses/AANM via a FREE placemaking event

**Partners:** Downtown Dearborn, Spotify’s Arab Hub (TBC), Detroit Institute of Arts (TBC)
Structure:

- Approx. 2pm - 10pm: Ongoing performances by diverse, contemporary National Arab American and Arabophone musicians in City Hall Park
- Concurrent vendor market feat. local Arab American food vendors and artisans on Maple Street
- Concurrent live painting + demonstrations
- Artist Talks + workshops inside AANM
- Detroit2Dubai/Palestine simulcast party to kick off event at 12:00 p.m. on Saturday
- VIP brunch on AANM Terrace on Sunday
- Other fun offerings like modern henna, cup readings, etc.
GOALS

- Promote community economic development via public access to local businesses & artists
- Showcase AANM + East Dearborn as a regional and national hub for Arab and Arab American art and culture
- Advance Downtown Dearborn’s shared economic, physical, and social vision for East Dearborn as a welcoming community with rich cultural traditions
- Encourage visitors to participate in AANM programs
MEMORANDUM

To: Cristina Sheppard-Decius
CC: Chair, East Dearborn Downtown Development Authority
Chair, West Dearborn Downtown Development Authority
From: EmmaJean Woodyard, Dearborn Community Fund (DCF) Director
Subject: Sculpture Initiative 2018-2020 and Beyond
Date: March 1, 2019

2019-20 is the second year of a two year sculpture lease agreement with the Detroit Design Center (Nordin Brothers). All sculptures will remain in place through May 2020. The sculptures are located in the East and West Downtowns and at the Ford Community & Performing Arts Center.

Attached is the I SPY Card which highlights the sculptures in addition to other public art located in our downtown areas. The cards are distributed to students who participate in sculpture and writing workshops planned and coordinated by the DCF. Upon completion of the current initiative in May 2020, more than 600 students will have participated in the sculpture and writing workshops held at the Ford Community & Performing Arts Center. The workshops include teacher/student mentoring prior to the actual “hands on” workshops. Select pieces of sculpture and writing will be included in the Youth Arts Festival scheduled for Wednesday, April 24 at the Center.

I Spy cards are available in public buildings and a downloadable version is available at www.dearborncommunityfund.org.

Looking ahead to 2020-21, I would like to schedule a meeting as soon as possible with all parties concerned with the “Art in Public Places” – Sculpture Initiative to plan for future opportunities.

Thank you.
I SPY DEARBORN’S ART IN PUBLIC PLACES

A project of the Dearborn Community Fund (DCF) in partnership with Downtown Dearborn, the East & West Dearborn Downtown Development Authorities. Can you find all 16 of the public art works in Dearborn?

Check the boxes as you spot the artwork in locations across the city. Find them all in a day or over time while exploring different areas of Dearborn. Some artwork is permanent; other pieces are on loan but available for purchase. Contact the DCF at 313.943.5478.

Photo Credit: Teresa Louias, Leslie Harrick

1. “An American Exchange”  
   Brain Lacey, 14245 Michigan Ave

2. “Communcation Breakdown”  
   Detroit Design Center, Michigan Ave & Schaefer

3. “Calendra”  
   Detroit Design Center, Maple & Osborn

4. “Gravity”  
   Detroit Design Center, Starbucks Plaza

5. “The Tower”  
   Detroit Design Center, Muirhead Plaza

6. “Three Spirts”  
   Detroit Design Center, Muirhead Plaza

7. “Life Tree City”  
   Detroit Design Center, Michigan Ave & Howard
1. “Transitions”  
POP, John D. Dingell Transit Center
2. “Rouge River Rebirth”  
POP, Schaefer & Osborn
3. “We Are One Community”  
POP, Pocket Park Michigan Ave
4. “We Are One Community”  
POP, City Hall Park Michigan Ave
5. “Self Series - Twins”  
Detroit Design Center, FCPA
6. “Two Sides of Michigan”  
Detroit Design Center, FCPA
7. “Gaze”  
James Oleson, SW Side FCPA
8. “Arch & Bench”  
Russell Thayer,  
W Entrance FCPA
9. “Joy of Music”  
George Lundeen,  
W Entrance FCPA

DEARBORN COMMUNITY FUND

An apprentice style program to cultivate students’ creativity while encouraging multicultural understanding and community investment through the creation of public art.

Learn more about the DCF at DearbornCommunityFund.org

POCKETS OF PERCEPTION

FORD (FCPA) COMMUNITY & PERFORMING ARTS CENTER
POLICY FOR PROVIDING SPONSORSHIPS
(DDDAs as Sponsors)

I. PURPOSE
   1. Set out the criteria and decision making process for the East and West Dearborn Downtown
      Development Authorities (DDDAs) in their roles as sponsors of other organizations, events, or projects.
   2. Ensure fair, transparent sponsorship practices.

II. DEFINITIONS
   1. Sponsor: An organization or individual, in this case, the DDDAs, looking for marketing and community
      relations opportunities that support their brand, message, and/or goals.
   2. Sponsorship: A business relationship between the DDDAs (as the sponsor) and the sponsor-seeker
      where the sponsor provides money, products, or services to the sponsor-seeker in exchange for
      publicity and recognition.
   3. Sponsor-Seeker: An organization or individual seeking money, products, or services from the DDDAs to
      alleviate costs, diversify revenue, and, possibly, exhibit alignment with the DDDAs.

III. OVERVIEW
   As sponsors, the DDDAs may support the events, projects, programs and operations of other organizations
   within the terms outlined below. Using sponsorships as a marketing tool, the DDDAs seek to promote their
   mission and brand, that is, Dearborn’s downtown business districts and the overall image of Downtown
   Dearborn. Evaluation of sponsorship opportunities will be guided by the Downtown Dearborn vision and
   transformational strategies.

IV. CRITERIA FOR EVALUATING SPONSORSHIP REQUESTS
   1. Only reputable individuals and organizations whose image, product, or services do not conflict with the
      DDDAs’ missions or values may be considered.
   2. The DDDAs’ long term reputation and credibility always take precedence.
   3. There is no obligation to accept any particular request.
   4. Each sponsorship request will be considered on its merits. Discernment will characterize the decision
      making process.
   5. Each sponsorship request will consider the authority and powers of the DDDAs and Public Act 57, in
      particular whether the sponsorship will benefit only retail and general marketing of the downtown
      district.
   6. These questions will be asked of each sponsorship opportunity:
      a. Does it match, complement, or conflict with the DDDAs’ values?
      b. Does it support one or more of the DDDAs’ transformational strategies?
      c. Would this association be a good fit with the image of the Downtown Dearborn project?
      d. Does it appeal to at least one of the DDDAs’ target markets?
      e. Does it support the vision of the Downtown Dearborn project?
POLICY FOR PROVIDING SPONSORSHIPS
(DDDAs as Sponsors)

7. Ethical filters that help determine good-fit sponsor-seekers:
   a. Disclosure and accountability.

8. The DDDAs will not continue sponsorship discussions with any organization once that organization, its
   parent or subsidiaries is found to be engaged in criminal activity.

9. To ensure that the DDDAs are perceived as welcoming and inclusive to everyone, the DDDAs shall not
   enter into sponsorship discussions with organizations that have a primary focus on party politics and/or
   religious activities.

V. VETTING
1. Using the criteria listed in section IV, the DDDAs’ representatives will vet potential organizations that are
   seeking sponsorship (sponsor-seeker) support.

2. Vetting may include general research, as well as interviewing a sponsor-seeker’s representatives.
   a. Sponsor-seekers who refuse/fail to respond to inquiries may be rejected.
   b. Questions may vary between sponsor-seekers.
   c. If a sponsor-seeker is later found to have misled the DDDAs, the DDDAs have the right to cancel
      the sponsorship agreement.
   d. Market impact and previous success of programming

3. Sponsorships shall be reviewed with more rigor and detail where the risks to the DDDAs’ credibility and
   integrity are higher, for instance with national or multi-year agreements. In such circumstances,
   information obtained solely from the sponsor-seeker may not be sufficient.

VI. RECOGNITION OF THE DDDAs
1. The DDDAs and their joint Downtown Dearborn initiative shall be represented by name and logo as
   Downtown Dearborn in all promotions, as well as respective DDDA district logos if different.

VII. SPONSORSHIP MANAGEMENT
1. Sponsorships will be documented with a sponsorship contract between the DDDAs and the sponsor-
   seeker.
2. Sponsor-seekers and sponsorships will be tracked in a database for reporting purposes.

VIII. REVIEW AND EVALUATION
This policy shall be reviewed by the promotions committee every two years. Recommended changes shall be
presented to the board for approval. Revisions will be completed by the DDDA staff.

APPROVED BY BOARD OF DIRECTORS: XX/XX/20XX
POLICY FOR PROVIDING SPONSORSHIPS
(DDDAs as Sponsors)

APPROVED AS TO FORM:

_______________________________
CORPORATION COUNSEL
POLICY FOR SEEKING SPONSORSHIPS

(DDDAs as Sponsor-Seekers)

I. PURPOSE

1. Set out the criteria and decision making process for the East and West Dearborn Downtown Development Authorities (DDDAs) in their roles as sponsor-seekers.
2. Diversify and generate revenue for the DDDAs’ operations, programs, events, special projects, and campaigns.
3. Ensure fair, transparent sponsorship practices.

II. DEFINITIONS

1. Sponsor: An organization or individual looking for marketing and community relations opportunities that support their brand, message, and/or goals. These organizations include, but are not limited to, corporations, health care systems, small businesses, schools, higher education institutions, and government.
2. Sponsorship: A business relationship between a sponsor and the sponsor-seeker where the sponsor provides money, products, or services to the sponsor-seeker in exchange for publicity and recognition.
3. Sponsor-Seeker: Sponsor-seekers, in this case, the DDDAs, utilize sponsorships to alleviate costs, diversify revenue, and, possibly, exhibit alignment with a particular brand or organization.

III. CRITERIA FOR EVALUATING POTENTIAL SPONSORS

1. Only reputable individuals and organizations whose image, product, or services do not conflict with the DDDAs’ missions or values may be considered.
2. The DDDAs’ long term reputation and credibility always take precedence.
3. There is no obligation to accept any particular request.
4. Each sponsorship request will be considered on its merits. Discernment will characterize the decision making process.
5. These questions will be asked of each sponsorship opportunity:
   a. Does it match, complement, or conflict with the DDDAs’ values?
   b. Does it support one or more of the DDDAs’ transformational strategies?
   c. Would this association be a good fit with the image of the Downtown Dearborn project?
   d. Does it appeal to at least one of the DDDAs’ target markets?
   e. Does it support the vision of the Downtown Dearborn project?
6. Ethical filters that help determine good-fit sponsor-seekers:
   a. Disclosure and accountability.
7. The DDDAs will not continue sponsorship discussions with any organization once that organization, its parent or subsidiaries is found to be engaged in criminal activity.
POLICY FOR SEEKING SPONSORSHIPS
(DDDAs as Sponsor-Seekers)

8. To ensure that the DDDAs are perceived as welcoming and inclusive to everyone, the DDDAs shall not enter into sponsorship discussions with organizations that have a primary focus on party politics and/or religious activities.

IV. SPONSOR SELECTION & VETTING
1. Sponsor recommendations will be accepted from the boards of directors and other stakeholders as well as by the DDDAs’ staff.
2. DDDA representatives will conduct an initial vetting of recommended sponsors for a good-fit with the criteria listed in section IV.
3. This process may include general research as well as interviewing a sponsor’s representatives.
   a. Sponsors who refuse/fail to respond to inquiries may be rejected.
   b. Questions asked may vary between sponsors.
   c. If a sponsor is later found to have misled the DDDAs, the DDDAs have the right to cancel the sponsorship agreement.
4. Sponsorships shall be reviewed with more rigor and detail where the risks to the DDDAs’ credibility and integrity are higher, for instance with national or multi-year agreements. In such circumstances, information obtained solely from the sponsor may not be sufficient.

V. SPONSORSHIP TYPES
1. Limited Sponsorships are fully-compliant with the sponsorship policy, pertain to particular events or single programs only.
   a. Research and recruitment of Limited Sponsorships shall be vetted by the committee overseeing the project, event or program. Final authorization of limited sponsorships is at the sole discretion of the DDDAs’ executive director.
2. Downtown Champion Sponsorships pertain to organizational projects, programs or campaigns that support either more than one program, project, event of initiative of the DDDAs; or are an exclusive (one-time) project or program; and/or have a duration that exceeds more than six months; and/or are only partially compliant with the criteria established in item IV.
   a. Selection and authorization of Downtown Champion Sponsorships will first be vetted by the committee overseeing the project, event or program. Authorization of Downtown Champion sponsorships under $25,000 is at the sole discretion of the DDDAs’ executive director. The committee will present its recommendation to the DDDAs’ joint board for approval. Authorization of Downtown Champion Sponsorships over $25,000 shall be approved by the Boards jointly.

VI. SPONSORSHIP MANAGEMENT
POLICY FOR SEEKING SPONSORSHIPS
(DDDAs as Sponsor-Seekers)

1. The DDDAs will draft and administer a sponsorship contract with the sponsor.
2. Sponsors and sponsorships will be tracked in a database for reporting purposes.

VII. REPRESENTATION OF THE DDDAs
1. The DDDAs and their joint Downtown Dearborn initiative shall be represented by name and logo as Downtown Dearborn in all promotions, as well as respective DDDA district logos if different.

VIII. REVIEW AND EVALUATION
This policy shall be reviewed by the promotions committee every two years. Recommended changes shall be presented to the board for approval. Revisions will be completed by the DDDA staff/executive management team.

APPROVED BY BOARD OF DIRECTORS: XX/XX/20XX

APPROVED AS TO FORM:

_________________________________
CORPORATION COUNSEL
Ladies Night Summary 2019

Date: Wednesday, May 1st
Location: East & West Downtown
Time: 5pm to 9pm

The Event:
Our goal is to host a city-wide promotion targeting women ages 25 - 60 for an evening of pampering, socializing, shopping, along with wining and dining. This event will encourage patronage to participating businesses/shops; focusing on retail, service and restaurant establishments. This is a free event to the public.

Participating Businesses:
We will plan on reaching out to businesses in out and of the downtown district by sending out a participation application. We are planning on charging a small fee to both in and out of district businesses. These fees will help to cover event expenses.

Partnering with Bailey’s Bar & Grill and their Vendors:
We have partnered with Baileys who have been hosting a Ladies Night for a couple years now. They will host up to 16 vendors in their establishment. They will cross promote with us.

Partnering with J.B. Bamboozles and their Vendors:
We have partnered with J.B. Bamboozles and are planning on inviting several vendors who will set up similar to Baileys. They will cross promote with us.

Marketing & Promotions:
We intend to partner with iHeartMedia to promote the event in order to draw an even larger crowd than 2018. We estimate the event had close to 750 participants by the number of Lei’s distributed at the registration points. Our goal is to use $5000 for radio marketing in addition to social media boosting and printed materials.

Sponsors:
Our goal is to reach out to several businesses to sponsor the event.

Potential Sponsors:
Hampton Inn
Dearborn Inn
Steven Bernard Jewelers
Merchant of Vino
OM Spa
Salon 260
Some other female oriented businesses
Shuttle Service:
We would like to reach out to inquire with the city to utilize their shuttle busses. We will have 3 Event Registration, drop off and pick up locations, including Steven Bernard Jewelers, Baileys and J.B Bamboozles. We are still working on the fourth, which will be in the East.
Downtown Dearborn’s Ladies Night

Who: West Dearborn DDA, iHeartMedia and Shannon Murphy
What: Downtown Dearborn Ladies Night Out!
Where: Downtown Dearborn
When: April 2019
Marketing Objective: Persuade women living in Dearborn to get together for a great night of shopping, workshops, dining, drinking and more! Give them an opportunity to come share a cocktail with their favorite morning show hostess – Shannon!

Marketing Strategy: Connect with women of all ages with the help of Detroit’s Sweetheart – Shannon Murphy! Reach them in all of the ways they engage with Mojo in the Morning – on-air, on social media and online.

Recommended tools:
• On-air messages promoting Shannon’s appearance at [insert destination of your choice] where women can join Shannon for a pre-ladies night cocktail
• Boosted Facebook Video with Shannon – inviting them to come join her for Ladies Night in Downtown Dearborn – targeting women living in pre-selected zip codes.
• ROS Display at channel955.com
• On-air schedule promoting Ladies Night in tandem with Shannon’s appearance to increase reach and response.
Downtown Dearborn’s Ladies Night

**Deliverables:**

**On-air:**
- 12x :15 second commercials during Mojo in the Morning (8x per week) leading up to the event
- 10x :15 second promotional messages promoting Shannon’s appearance
- 12x :15 second messages on the Mojo in the Morning Live Stream on iHeartRadio
- 1x call in from the event

**Social Media:**
- Boosted Facebook Video featuring Shannon – targeting women living in hot zip codes for Downtown Dearborn (Ferndale, Wyandotte, Taylor, Downtown Detroit, etc.)

**On-device/Online:**
- 50,000 digital display impressions at Channel955.com

**On-site:**
- Shannon onsite for 2 hours at location of your choice

**Net Investment:** $5,000

*(inclusive of all talent and promotional fees)*
Principal Shopping District Feasibility

Table 1 & Table 2 depict estimated annual revenues for both the WDDDA & EDDDA if a Principal Shopping District is established in either district. These estimates are based on property data provided by the City's GIS department, originally collected from Permitting.

Estimates for both districts include all properties within each downtown where:
- Properties are within each DDDA's TIF boundary
- Have a taxable value greater than zero
- No building is taxed more than $10,000

### Table 1.

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<thead>
<tr>
<th>West Downtown</th>
<th>Square Footage</th>
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<tbody>
<tr>
<td>Taxable</td>
<td>945,189</td>
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<tr>
<td>Non-Taxable</td>
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<table>
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<tbody>
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<table>
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<th>Tax Burden by Property</th>
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<tbody>
<tr>
<td>Average Tax Burden</td>
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<td>Median Tax Burden</td>
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<td>Q3 Tax Burden</td>
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<td>Q4 Tax Burden</td>
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<td>Mode Tax Burden</td>
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<td>Total Taxable Properties</td>
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<td>Total Tax Exempt Properties</td>
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<td>Total Properties at $10,000 Cap</td>
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### Table 2.

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<td>Non-Taxable</td>
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<td>Total Tax Exempt Properties</td>
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<tr>
<td>Total Properties at $10,000 Cap</td>
<td>4</td>
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<tr>
<td>EVENT</td>
<td>WEST</td>
</tr>
<tr>
<td>-------</td>
<td>------</td>
</tr>
<tr>
<td>Restaurant Week (DRW)</td>
<td>x</td>
</tr>
<tr>
<td>Shop Small</td>
<td>x</td>
</tr>
<tr>
<td>Ladies Night</td>
<td>x</td>
</tr>
<tr>
<td>Adopt a Tree Well</td>
<td>x</td>
</tr>
<tr>
<td>Friday Nites Music &amp; Foodie Rallies</td>
<td>x</td>
</tr>
<tr>
<td>Farmers &amp; Artisans Market (DFM)</td>
<td>x</td>
</tr>
<tr>
<td>Winterfest Market West</td>
<td>x</td>
</tr>
<tr>
<td>Kids Day at the Market</td>
<td>x</td>
</tr>
<tr>
<td>Farm to Table</td>
<td>x</td>
</tr>
<tr>
<td>Tunes at Noon</td>
<td>x</td>
</tr>
<tr>
<td>Movies at Wager Park</td>
<td>x</td>
</tr>
<tr>
<td>Fall Perennial Exchange</td>
<td>x</td>
</tr>
<tr>
<td>Trick or Treat/ Doggone Dearborn</td>
<td>x</td>
</tr>
<tr>
<td>Martian Marathon</td>
<td>x</td>
</tr>
<tr>
<td>Ice Cream Social</td>
<td>x</td>
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<tr>
<td>Jazz on the Ave</td>
<td>x</td>
</tr>
<tr>
<td>Winterfest Market East</td>
<td>x</td>
</tr>
<tr>
<td>Music in the Park</td>
<td>x</td>
</tr>
<tr>
<td>Movies in the Park</td>
<td>x</td>
</tr>
<tr>
<td>Spring Perennial Exchange</td>
<td>x</td>
</tr>
<tr>
<td>Pumpkin Carving</td>
<td>x</td>
</tr>
<tr>
<td>Trick or Treat/ Spooky Storey</td>
<td>x</td>
</tr>
<tr>
<td>EDDDA Open House</td>
<td>x</td>
</tr>
</tbody>
</table>
EAST DEARBORN
PLANTER REMOVAL
EAST & WEST DEARBORN

EAST DEARBORN EXISTING CONDITIONS

A. TWO LARGE PLANTERS (10’X4’)
B. TWO SMALL PLANTERS (4’X4’)
C. TREES IN GROUND PLANTER
EAST & WEST DEARBORN

EAST DEARBORN LARGE PLANTER

EXISTING

PROPOSED

OPTION 1:
REMOVE THE INTERIOR PLANTER ONLY (COMPLETELY) AND REPLACE WITH TREES IN GRATES. PROVIDE OUTDOOR DINING IN THE AREA WHERE THE PLANTER IS REMOVED.

OPTION 2:
REDUCE THE WIDTH OF EACH PLANTER TO THE 4'X4' SMALL PLANTER SIZE (KEEP EXISTING 3 SIDES) AND ADD TWO TREES IN GRATES. PROVIDE OUTDOOR DINING BETWEEN EACH PLANTER.
EAST & WEST DEARBORN
EAST DEARBORN LARGE PLANTER REMOVAL OPTION 1

### Limit of Removal

EXISTING

Proposed

- **Remove existing 10’ length planter**
- **Replace with two trees in grates or inground**
- **Existing 10’ length planter to remain**

**Remove the interior planter only (completely) and replace with trees in grates. Provide outdoor dining in the area where the planter is removed.**

### Demolition / Site Preparation / SESC / Earthwork

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sawcut and Remove Concrete Sidewalk</td>
<td>50</td>
<td>SF</td>
<td>$1.50</td>
<td>$75.00</td>
</tr>
<tr>
<td>Sawcut and Remove Concrete Wall</td>
<td>28</td>
<td>UF</td>
<td>$100.00</td>
<td>$2,800.00</td>
</tr>
<tr>
<td>Remove Trees</td>
<td>1</td>
<td>EA</td>
<td>$250.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>Earthwork Removal and Haul off</td>
<td>2</td>
<td>CY</td>
<td>$17.00</td>
<td>$34.00</td>
</tr>
<tr>
<td>Soil Erosion Allowance</td>
<td>15</td>
<td>LF</td>
<td>$10.00</td>
<td>$150.00</td>
</tr>
</tbody>
</table>

Total: $3,309.00

### Hardscape

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>6” Concrete Sidewalk with 6” Aggregate Base</td>
<td>88</td>
<td>SF</td>
<td>$8.00</td>
<td>$680.00</td>
</tr>
</tbody>
</table>

Total: $680.00

### Site Furnishings and Landscaping

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screen Fence</td>
<td>12</td>
<td>LF</td>
<td>$50.00</td>
<td>$600.00</td>
</tr>
<tr>
<td>Tree</td>
<td>4</td>
<td>EA</td>
<td>$450.00</td>
<td>$1,800.00</td>
</tr>
<tr>
<td>Tree Grates</td>
<td>2</td>
<td>EA</td>
<td>$3,000.00</td>
<td>$6,000.00</td>
</tr>
<tr>
<td>Structural Soil</td>
<td>4</td>
<td>CY</td>
<td>$10.00</td>
<td>$40.00</td>
</tr>
<tr>
<td>Planting Mix 12” depth at Plant Beds</td>
<td>2</td>
<td>CY</td>
<td>$25.00</td>
<td>$50.00</td>
</tr>
</tbody>
</table>

Total: $12,475.00

10% Soft Cost: $1,247.90
10% Contingency: $1,247.90

Total: $14,974.80
EAST & WEST DEARBORN

EAST DEARBORN LARGE PLANTER REMOVAL OPTION 2

<table>
<thead>
<tr>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limits of Removal</td>
<td>Limits of Removal</td>
</tr>
<tr>
<td>REDUCE THE WIDTH OF EACH PLANTER TO THE 4'X4' SMALL PLANTER SIZE (KEEP EXISTING 3 SIDES) AND ADD TWO TREES IN GRATES. PROVIDE OUTDOOR DINING BETWEEN EACH PLANTER.</td>
<td></td>
</tr>
</tbody>
</table>

### Demolition / Site Preparation / SESC / Earthwork

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Sawcut and Remove Concrete Sidewalk</td>
<td>45 SF</td>
<td>$1.50</td>
<td>$67.50</td>
<td></td>
</tr>
<tr>
<td>Sawcut and Remove Concrete Wall</td>
<td>30 LF</td>
<td>$100.00</td>
<td>$3,000.00</td>
<td></td>
</tr>
<tr>
<td>Remove Trees</td>
<td>1 EA</td>
<td>$250.00</td>
<td>$250.00</td>
<td></td>
</tr>
<tr>
<td>Earthwork Removal and Haul off</td>
<td>4 CY</td>
<td>$17.00</td>
<td>$68.00</td>
<td></td>
</tr>
<tr>
<td>Soil Erosion Allowance</td>
<td>25 LF</td>
<td>$10.00</td>
<td>$250.00</td>
<td></td>
</tr>
</tbody>
</table>

**Total Cost:** $3,635.50

### Hardscape

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>6” Concrete Sidewalk with 6” Aggregate Base</td>
<td>88 SF</td>
<td>$8.00</td>
<td>$688.00</td>
<td></td>
</tr>
<tr>
<td>Retaining Walls</td>
<td>8 LF</td>
<td>$125.00</td>
<td>$1,000.00</td>
<td></td>
</tr>
</tbody>
</table>

**Total Cost:** $1,680.00

### Site Furnishings and Landscaping

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screen Fence</td>
<td>12 LF</td>
<td>$50.00</td>
<td>$600.00</td>
<td></td>
</tr>
<tr>
<td>Tree</td>
<td>4 EA</td>
<td>$450.00</td>
<td>$1,800.00</td>
<td></td>
</tr>
<tr>
<td>Tree Grates</td>
<td>2 EA</td>
<td>$3,000.00</td>
<td>$6,000.00</td>
<td></td>
</tr>
<tr>
<td>Perennials</td>
<td>20 EA</td>
<td>$15.00</td>
<td>$300.00</td>
<td></td>
</tr>
<tr>
<td>Structural Soil</td>
<td>4 CY</td>
<td>$10.00</td>
<td>$40.00</td>
<td></td>
</tr>
<tr>
<td>Planting Mix 12’ depth at Plant Beds</td>
<td>2 CY</td>
<td>$25.00</td>
<td>$50.00</td>
<td></td>
</tr>
</tbody>
</table>

**Subtotal:** $14,105.50

**10% Soft Cost:** $1,410.55

**10% Contingency:** $1,410.55

**Total Cost:** $16,020.00
**EAST & WEST DEARBORN**

**EAST DEARBORN SMALL PLANTER**

**EXISTING**

**PROPOSED**

**OPTION 1:**
Keep both existing small planters but replace the missing tree.

**OPTION 2:**
Remove the interior planter only (completely) and replace with a tree in a grate. Provide outdoor dining in the area where the planter is removed.
# EAST & WEST DEARBORN

## EAST DEARBORN SMALL PLANTER OPTION 1

### EXISTING

![Existing Planters](image1.png)

### PROPOSED

**OPTION 1:**

Keep both existing small planters but replace the missing tree.

![Proposed Planters](image2.png)

### Pricing Table

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Furnishings and Landscaping</td>
<td>2 EA</td>
<td>$</td>
<td>450.00</td>
<td>$900.00</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td>$900.00</td>
</tr>
<tr>
<td>10% Soft Cost</td>
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<td>10% Contingency</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td>$1,080.00</td>
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</table>
## East & West Dearborn

### East Dearborn Small Planter Option 2

**Existing**

**Proposed**

Remove the interior planter only (completely) and replace with a tree in a grate. Provide outdoor dining in the area where the planter is removed.

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demolition / Site Preparation / SESC / Earthwork</td>
<td></td>
<td></td>
<td></td>
<td>$1,992.50 Total</td>
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<tr>
<td>Sawcut and Remove Concrete Sidewalk</td>
<td>38 SF</td>
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<td></td>
<td>$54.00</td>
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<tr>
<td>Sawcut and Remove Concrete Wall</td>
<td>10 LF</td>
<td>$100.00</td>
<td></td>
<td>$1,600.00</td>
</tr>
<tr>
<td>Remove Trees</td>
<td>1 EA</td>
<td>$250.00</td>
<td></td>
<td>$250.00</td>
</tr>
<tr>
<td>Earthwork Removal and Haul off</td>
<td>0.6 CY</td>
<td>$17.00</td>
<td></td>
<td>$8.50</td>
</tr>
<tr>
<td>Soil Erosion Allowance</td>
<td>8 LF</td>
<td>$10.00</td>
<td></td>
<td>$80.00</td>
</tr>
<tr>
<td>Hardscape</td>
<td></td>
<td></td>
<td></td>
<td>$416.00 Total</td>
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<tr>
<td>6&quot; Concrete Sidewalk with 6&quot; Aggregate Base</td>
<td>52 SF</td>
<td>$8.00</td>
<td></td>
<td>$416.00</td>
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<tr>
<td>Site Furnishings and Landscaping</td>
<td></td>
<td></td>
<td></td>
<td>$7,320.00 Total</td>
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<tr>
<td>Screen Fence</td>
<td>8 LF</td>
<td>$50.00</td>
<td></td>
<td>$400.00</td>
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<tr>
<td>Tree</td>
<td>2 EA</td>
<td>$450.00</td>
<td></td>
<td>$900.00</td>
</tr>
<tr>
<td>Tree Grates</td>
<td>2 EA</td>
<td>$3,000.00</td>
<td></td>
<td>$6,000.00</td>
</tr>
<tr>
<td>Structural Soil</td>
<td>2 CY</td>
<td>$10.00</td>
<td></td>
<td>$20.00</td>
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<tr>
<td>Subtotal</td>
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<td>$9,728.50</td>
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<td>10% Soft Cost</td>
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<tr>
<td>10% Contingency</td>
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<td>$972.85</td>
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<tr>
<td>Total</td>
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<td>$11,674.20</td>
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</tbody>
</table>
EAST & WEST DEARBORN

EAST DEARBORN FLUSH TREE PITS

EXISTING

PROPOSED

OPTION 1: KEEP EXISTING AS IS BUT REPLACE ANY MISSING TREES.

OPTION 2: PROVIDE TREE GRATES AROUND EXISTING TREE PITS AND REPLACE ANY MISSING TREES.
**EAST & WEST DEARBORN**

**EAST DEARBORN FLUSH TREE PIT OPTION 1**

**EXISTING**

---

**PROPOSED**

---

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demolition / Site Preparation / SESC / Earthwork</td>
<td>1 EA</td>
<td>$</td>
<td>$260.00</td>
<td>$260.00</td>
</tr>
<tr>
<td>Site Furnishings and Landscaping</td>
<td>2 EA</td>
<td>$</td>
<td>$450.00</td>
<td>$900.00</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$1,380.00</strong></td>
</tr>
<tr>
<td>10% Soft Cost</td>
<td></td>
<td></td>
<td></td>
<td><strong>$115.00</strong></td>
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<tr>
<td>10% Contingency</td>
<td></td>
<td></td>
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<td><strong>$115.00</strong></td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$1,380.00</strong></td>
</tr>
</tbody>
</table>

*KEEP EXISTING AS IS BUT REPLACE ANY MISSING TREES.*
**EAST & WEST DEARBORN**

**EAST DEARBORN FLUSH TREE PIT OPTION 2**

**EXISTING**

![Existing Tree Pit](image)

**PROPOSED**

Provide tree grates around existing tree pits and replace any missing trees.

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Demolition / Site Preparation / SESE / Earthwork</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Remove Trees</td>
<td>1 EA</td>
<td>$250.00</td>
<td>$250.00</td>
</tr>
<tr>
<td><strong>Site Furnishings and Landscaping</strong></td>
<td></td>
<td>$6,000.00</td>
<td>$6,000.00</td>
</tr>
<tr>
<td>Tree</td>
<td>2 EA</td>
<td>$450.00</td>
<td>$900.00</td>
</tr>
<tr>
<td>Tree Grates</td>
<td>2 EA</td>
<td>$3,000.00</td>
<td>$6,000.00</td>
</tr>
<tr>
<td>Structural Soil</td>
<td>2 CY</td>
<td>$10.00</td>
<td>$20.00</td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td>$7,170.00</td>
<td>$7,170.00</td>
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<tr>
<td>10% Soft Cost</td>
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<tr>
<td>10% Contingency</td>
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</tr>
<tr>
<td>Total</td>
<td></td>
<td>$8,604.00</td>
<td>$8,604.00</td>
</tr>
</tbody>
</table>
EAST & WEST DEARBORN

EAST DEARBORN OVERALL PLANTER REMOVAL LOCATIONS

SMITHGROUP
EAST & WEST DEARBORN

EAST DEARBORN OVERALL PLANTER REMOVAL LOCATIONS
EAST & WEST DEARBORN

EAST DEARBORN DINING SCREEN

PRIVATELY OWNED:
LIMITED CONTROL OVER FINISH AND MAINTENANCE. COST BY EACH PROPERTY OWNER. TEMPORARY INSTALL SUMMER MONTHS ONLY.

CITY OWNED:
FINISH / STYLE DETERMINED BY CITY. MAINTENANCE COMPLETED BY CITY. COST BY CITY INSTEAD OF PROPERTY OWNER. COULD BE A MORE PERMANENT FIXTURE.
Dearborn Restaurant Week 2019 Campaign Recap

2/26/2019
Campaign Summary

Dearborn Restaurant Week
Channel 1955, 100.3 WNIC, ALT 106.7, Mix 92.3 WMXD, 97.9 WJLB, 1130 WDFN

2/4/2019 – 2/17/2019

- 366x :15 & :30 commercials delivered
- 366x :15 & :30 sec iHeartRadio commercials delivered
- 12x :30 Spike Endorsements
- 9x: 60 second sponsor commercials
- 6 stations
- 2 weeks of promotion
- 1 amazing week of delicious eats!

Delivered Impressions:
- 4,257,000 total broadcast impressions
- 466,440 streaming impressions
- 237,500 digital impressions
4,960,490 impressions delivered across all demos

Delivered Impressions:
- 4,257 Million audio impressions over 2-weeks
**iHeartRadio ROS Banner Ads**

**Digital Summary:**
- ROS Banner Ads run across our station's website
- This campaign ran across Channel 955, WNIC, FM98 WJLB, Mix 92.3, WDFN, & Alt 106.7

**Digital Description:**
- 150,002 impressions were delivered during the month of January & Feb
- 500 listeners have clicked on your digital creative!

**142,426 Impressions**

**358 Clicks**

**.25% CTR .15% national avg**
Facebook Boosted Ads

**Digital Summary:**
- The DRW video was shared & boosted on Channel’s Facebook page

**Digital Description:**
- We reached over 30,614 listeners over the course of 2.5 weeks!

30,614 People Reached

27 Post Clicks

10,075 Total Views
**Appearance - Good Burger**

**Appearance Summary**

- Spike from Mojo in the Morning went to Good Burger on Tuesday February 12th, to kickoff Restaurant Week!
- Wednesday 2/14/2019 from 5p-7p

**Promotion Details**

- Channel 955 ran 10x:15 second promotions for the event!
- We promoted the event prior & during through Channel 955's social media & Spike's personal Facebook and Instagram
Appearance - Brome Modern Eatery and Famous Hamburger

Appearance Summary

• Joey from Mojo in the Morning went to Brome Modern Eatery and Famous Hamburger for a “Burger Battle” on Wednesday from 11:30am-1:30pm
• Wednesday 2/15/2019

Promotion Details

• Channel 955 ran 10x :15 second promotions for the event!
• We promoted the event prior & during through Channel 955’s social media & Joey’s personal social page!
Appearance – Gateaux Patisserie

Appearance Summary
- Spike from Channel 955 went to Gateaux Patisserie to help procrastinators on Valentine’s Day with “Treats for your Valentine”
- Thursday 2/14/19 from 11:30AM-1:30PM

Promotion Details
- Channel 955 ran 10 x :15 second promotions for the event!
- We promoted the event prior & during through Channel 955’s social media & Spike’s personal social pages!
Google Trends 4-year comparison

**Google Trends** is a search trends feature that shows how frequently a given search term is entered into Google's search engine relative to the site's total search volume over a given period of time.

This chart indicates that there were more searches for Dearborn Restaurant Week in 2019 than ever before!
Google Trends is a search trends feature that shows how frequently a given search term is entered into Google’s search engine relative to the site’s total search volume over a given period of time.

Google Search for the term “Dearborn Restaurant Week” was 33% higher in 2019 than 2018.
Thank you!!!
DEARBORN BIKE SHARE MEETING
February 28, 2018
10:00am

Attendance: Sara Gleicher, Steve Horstman, Chris Small, Tim Harrison, Cristina Sheppard-Decius, Ellen Goedert, Karl Alexander (by phone), Marc Brigolin (by phone), Kate Malicke (by phone).

AGENDA
I.  2019 Plans, Stations & Other Amenities
   A.  Installation Schedule for New Locations
   B.  Location Announcements/Coordination
   C.  Coordination of Moving Station in EDDDA?
      1.  Bundle with install for UoF; about 30 day process – end of February
           ($500 cost; sign reprint $300) option to have DPW - investigate
   D.  Other Locations & Sponsors?
      1.  Fairlane Town Center (radius restrictions?) near food court;
      2.  Karl will send the new proposal;
      3.  Warren/Dix?
      4.  Doug for Wagner Place?
      (1)  Detail by end of February can incorporate with UoF install or
           end of March for spring launch;
   E.  MMTP/Bike Network Update?

II.  Marketing & Membership
   A.  Connecting the Dots:
      1.  Marketing that Coordinates with Henry Ford to partner with students to
           go to HF, Union, Downtown and Fairlane; Ideas? Collaborations?
      2.  International Student Audience – How Best to Market/Reach?
      3.  Detroit Connector open to public and can push to use Zagster
   B.  Survey to Riders – sending out in February – daily users and members;
        discount to sign up for annual member and a free ride.
   C.  Open Streets – Schaefer south of the via duct to Tireman; June 9th 11am-
        3pm; amenities/temporary pop up stations
   D.  Walk N Roll Ride launch date? incorporating or separate event to
        demonstrate

Bikedearborn = ½ off annual membership
bikemonth = 1 free ride (used in eblast and social for the month of May)
visitdearborn = 1 free ride (used in our brochure rack card)
freeride = 1 free ride (used in conjunction with our hoteliers and Wagner Place employees)

1.  Installation Schedule: April 1, 30 Days Out
    a.  Separate Installs- Soft Installation on April 1, Hard Promotional Launch Later in
        the week
    b.  Concrete needs to be poured 10 days early to set.
2.  Locations: Unions @ Dearborn (near Zipcars on Evergreen Rd.), University Center (UM-
        D), Hubbard @ Fairlane Town Center.
3.  News/Marketing Updates:
a. Kate- News release on website on April 1st.
b. Article in Alumni magazine happening in early May.
c. Student Gov’t @ UM-D involved and excited, ties into healthy lifestyles initiative.
d. Social Media Teasers: “Zagster is coming…..” for UM- hold for city-wide release.
e. Large market w/ international students.

4. Scooters:
   a. Zagster is partnering with Spin. Spin acquired by Ford.
   b. Worth looking into creating scooter program before competitors arrive, be in charge of scooters that are here.

5. Other Partnerships:
   a. Henry Ford College
   b. Dearborn Inn?

6. Open Streets:

7. Walk N Roll:
   a. May 1st
   b. Beaumont Dearborn President Leading
   c. Could include bike hop and training on bike sharing
      i. Bike share can be intimidating for those who have never done it. Host training event so people can practice and learn to use bike share and locate racks easily.
Downtown Dearborn Promotions Committee

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb. 11-17</td>
<td>Dearborn Restaurant Week</td>
</tr>
<tr>
<td>March</td>
<td>Reading Month</td>
</tr>
<tr>
<td>April</td>
<td>Art Month</td>
</tr>
<tr>
<td>April 13</td>
<td>Martian Marathon</td>
</tr>
<tr>
<td>May 1</td>
<td>Ladies Night</td>
</tr>
<tr>
<td>May 18</td>
<td>Spring Perennial Exchange</td>
</tr>
<tr>
<td>June</td>
<td>Farm to Table</td>
</tr>
</tbody>
</table>

Attending: Katie Merritt, Maryanne Bartles, Cristina Sheppard-Decius, John Diponio, Teresa Duhl, Jean Smith, Chris Sickle, Maria Marzolo, Sam Abbas

I. Impact Analysis/Sponsor Recaps:
   a. Dearborn Restaurant Week
      i. Report required covering all impact points (impressions, reach, etc.).
         Report will go to sponsors and DDDA boards.
      ii. Send survey to participating restaurants to acquire feedback.
   b. Shop Small/Winterfest
      i. Report required covering all impact points (impressions, reach, etc.).
         Report will go to sponsors and DDDA boards.
      ii. Send survey (again) to participating shops to acquire feedback.

II. Sponsorships
   a. Policy – Final Review
      i. Add info about PA57–how and why DDAs spend money.
      ii. Board has until the end of today (2/27) to review.
   b. List of sponsors to TF for tracking purposes
      i. Wants to track our sponsors, so they can track media impressions/reach/etc. all the way through the year, as those interactions occur, rather than retroactively.

III. Metromode Contract
a. Advisory Committee (AC)
   i. Seeking volunteers from the Promotions Committee to serve.
   ii. AC does brainstorming for stories/story ideas; who to reach out to for those stories (sources). They also monitor the receipt of deliverables in the Metromode contract.
      1. Stories focus on businesses in the community--innovation, new, interesting, etc.

b. Contract/Stories/Ideas
   i. Contract has been renewed with slightly changed deliverables--more focused.
   ii. Potential Story Ideas
      1. New director at AANM.
      2. New bakeries in east end.
      3. New playscape-coffee biz in east end.
      4. New chocolate place in east end (on Schaefer near Alcamo’s (near Osborne St.)
      5. New boutique in east end.
      6. Could use additional ideas for stories.
      7. Do theme stories: breweries, bakeries, recreation, art, colleges, etc.

IV. Printing Deadlines
   a. CTM – March 15
   b. Summer Brochure – April 15 (Final deadline)
      i. Need lists of all summer sponsors and entertainment finalized, so they go on the brochure.

V. First Quarter Events Tasks & Updates
   a. Reading Month Business Participation & Social
      i. Artspace engagement still a challenge.
         1. CSD will reach out to Lola to attempt to involve them.
         2. Event at Artspace will have to happen at the end of March.
         3. DDDAs will promote the event in a similar way that they do Trick or Treat.
      ii. Green Brain has 3 reading events this month. Check Green Brain website.
         1. DDDA staff will promote those events on its own social media.
   b. Martian Marathon Business Sign Ups & Social
      i. Create sign up genius to distribute martians to businesses (TD)
c. Ladies Night (Chris Sickle) determination – Sponsor/Participant Sign Up  
   deadline March 25  
   i. Bailey’s on board. Chris and Jean will attempt to provide context info  
      to help them move forward on event--given staff changes since last  
      year.  
   ii. Jean will reach out to east end businesses to engage them in this  
      event.  

d. Farm to Table (Maria Marzolo): Date, Sponsors, Printing Needs  
   i. Avoid conflict w/Taste of Dearborn (6/19/19)  
   ii. Invites should go out 2 months ahead.  
      1. Via save-the-date with a raffle (two winners who sign up early).  
      2. Save the date should go out by March 15.  
   iii. Date still being figured out.  
   iv. Theme of 1920s. 90 years for Dearborn.  
   v. Food: M Cantina, Gateaux  
   vi. Will be held outdoors under a tent--Wagner Place? West Village  
      Commons? Rooftop of Wagner?  
   vii. Weather issues? Alternate indoor location?  
   viii. Chef per course.  

e. Spring Perennial Exchange (Katie Merritt)  
   i. Still looking for sponsors  
   ii. Planning to get ahead on print materials and graphics/artwork  

f. Kids Day  
   i. Prepping to book all of the entertainment.  

g. Friday Nights  
   i. Music being booked.  

h. Movies in the Park & Movies at Wagner Place  
   i. Movies selected, being arranged  

i. Farmers Market  
   i. Vendors apps sent out.  
   ii. Sponsors being recruited.  
   iii. Ads being prepared.  

VI. Social/Online Communication  
   a. Business & Community Leader Profiles  
      i. To start: The DDDAs’ new board chairs  
      ii. Later: committee members and other community members who are  
      actively engaged  
      iii. Ideas:
1. Tracy Besek (Dearborn Walk and Roll)
2. Mural artists
   b. Reading Month/Martian
   c. St. Patty’s Day Fun/Mardi Gras
      i. Breweries
   d. Blogging
      i. Monthly blog post
      ii. List of people willing to write/contribute
      iii. Maria’s “Positively Dearborn” FB page was intended in this direction.
   e. Student Instagram Take Over
      i. In planning phase.
   f. Social Media Event Boosting
      i. When boosting events, do so in a “series” (if applicable to that event)—CSD reports far more effective than individual boosts.

VII. Volunteer/Committee Needs
   a. Recruit a Street Team Coordinator
      i. Jean will attempt to recruit.
      ii. Jean will create job description.
   b. Committee/Event Needs – List of Volunteer Duties/Time/Responsibilities
      i. Send volunteer needs to the DDDAs—be sure to include description of responsibilities

VIII. Zagster Spring Promotion
   a. Bike share program starts season on March 15

IX. AANM Festival
   a. Intros: Catherine Rurbowski (sp?) and Ryah Aqel
   b. Music, Food, Art: August 17-18
      i. Arab-Am performers
      ii. Artists workshops
      iii. @ City Hall Park
      iv. Vendor Market on Maple Street (food and artisans)

X. Other
   a. Maria Marzolo launched a new Facebook page featuring good news about Dearborn: “Positively Dearborn”.
   b. Library would like to coordinate with the DDDAs this summer for programming.
      i. Closed: May 20 to mid-September
      ii. Limited opening on Memorial Day.
iii. Library still needs staff space
EDDDA EXECUTIVE COMMITTEE Minutes
Attending: Dan Merritt, Jay Kruz, Scott Saionz, Mark Guido
5:30PM – 6:45 PM

March 11, 2019

1. JOINT BOARD MEETING AGENDA ITEMS
   a. Finance Reports
   b. Budget – Zero Out the following items from next year and beyond
      i. Jazz on the Ave $55K
         1. Open to sponsors covering event. DDA cannot sustain this cost.
      ii. Metro Mode $24K
      iii. Bldg. Incentive $40K
   c. EDDDA supports immediate implementation of 2 Mills or $45K annual. We do not support PSD and agree with the WDDDA. We will cut items to prioritize
      i. Branding
      ii. Infrastructure
      iii. Business Attraction
      iv. Walkability
      v. Some events but less emphasis on this. We want family friendly events that boost retail traffic in the district.
   d. Sponsor Policy – EDDDA SUPPORTS THIS
      i. Needs parameters and guidelines to make it very clear how we sponsor projects like the Sidewalk Café. A percentage (like 10%) might work.
   e. Michigan Avenue Banner Installation – EDDDA SUPPORTS THIS
   f. Sculpture Initiative – Nardeem brothers -we support this
   g. Ladies Night Additional Marketing (POTENTIALLY) ($5689 remaining in General Marketing) – West DDDA can do this event. East will defer.
   h. DISCUSSION: Business Incentives, Sidewalk Café Info Sheets
      i. Need more information on Business incentives
      ii. EDDDA supports Sidewalk Café, we do not want to set path for wave of requests from others though. Clear Parameters need to be defined. We like the 10 – 20 % idea.
      iii. Need Study on how much we save annually by not watering/planting flower bed. Maybe if this is $3K it gives us a nice payback.
      iv. How much business will this attract into the district with visible seating outside. We support this.

2. EAST ONLY AGENDA ITEMS
   a. AANM Festival Introduction
   b. Michigan Avenue Tree Wells ($7,760 remaining in Building Incentives)
i. Why add trees if we plan to remove anyway?

c. Streetscape Amenities - Trash Cans ($10,958 remaining)
   i. Can we get cheaper cans? See Cans at GTC $500 each.
   ii. Will the city charge us to empty the cans?
   iii. Can we test in an area for one year first and see how it goes?
   iv. Do we need to remove the cans in the winter or can they stay out all year?

3. UPDATES
   a. Schaefer Lighting ($34,581)
      i. Dan will attend the March 26 city council meeting. City is already paying electric bill. LED lights will be a big savings for the city. Can they apply any of that savings to chip in for lights? If no then DDA still believes that this is critical infrastructure and supports.
   b. Parking Lots
      i. When will Engineering send the CAD to SMITH? Mark is going to call and check on the progress.
   c. ACT 57 Reporting Compliance – Submitted TIF Plan to Treasury
   d. Tackling Vacancy Roundtable – Setting Date in April
      i. Need more detail on this plan
   e. Snow Removal Contract
   f. DRW Report
   g. Branding
   h. Sponsorships – (The EDDDA needs about $20,000 to meet budget goal – we need Board help and action on this)
   i. POW! Strategies Contract
      i. Monthly status report will be discussed with POW, we support the current simplified contract.

4. On-Deck/Upcoming
   a. City Hall Park Concept ($20,000 previously budgeted, but Schaefer lighting needs to come out of this) – this has been postponed waiting Storm Water Plans
      i. Mark is going to check with Engineering
   b. Vision Plan ($20,000 remaining budgeted – Schaefer lighting needs to come out of this as well) (Bid or SmithGroup?) – @$5,000 remaining, and then remaining funding needs to come from FYE2020 now
   c. MOU for DDDA Joint Partnership – in development (April)
   d. Purchasing Policy – (Legal) – EDDDA SUPPORTS THIS
ATTENDEES
Sam Abbas, Doug Van Noord, James Jernigan, Cristina Sheppard-Decius, Jean Smith, Ellen Goedert

MINUTES

Joint Board Meeting Agenda Items

1. Finance Reports
2. Budget
   a. Discussion on new budget documents. FYE 2020-22 Budget to be voted on at March 21st meeting.
   b. Discussion on Branding Contract & Costs and how to get other city partners/invested in Branding Contract moving forward. Branding will benefit the entire city, so searching for additional sources of income to pay for those services is necessary.
3. Sponsor Policy
4. Michigan Avenue Banner Installation
5. Sculpture Initiative
   a. Nordin Brothers is new contract for sculptures this year. Comparing costs of sculptures currently, discussion on future of getting a permanent piece for the city.
   b. Sculpture contract is in partnership with EDDDA and Dearborn Community Fund.
   c. EmmaJean Woodyard from Dearborn Community Fund will be available for next board meeting.
6. Ladies Night Additional Marketing (POTENTIALLY)
   a. Jean Smith discusses quote for billboards from Outfront Media. Quotes seem too expensive, will re-examine billboards.
   b. Marketing funds for ladies night can be used with iHeart Media. A resolution will be created for the board meeting requesting an increase in Ladies Night marketing budget to total $5,000.
7. DISCUSSION: Business Incentives, Sidewalk Café Info Sheets
West Only Agenda Items

1. Summer Banners
2. Friday Nites
   a. Discussion on current obstacles to using food trucks during Friday Nites. Discussion on solutions and possible partnerships with restaurants close to the event.

Updates

a. ACT 57 Reporting Compliance – Submitted TIF Plan to Treasury
b. Tackling Vacancy Roundtable – Setting Date in April
c. Streetscapes – Connector & Michigan Ave/Wagner
d. Snow Removal Contract
e. DRW Report
f. Branding
g. Sponsorships

On-Deck/Upcoming (not discussed)

h. Streetscape Amenities ($16,513 remaining)
i. Wagner Park Events & Amenities ($15,000 equipment/events)
j. Vision Plan ($20,000 budgeted) (Bid or SmithGroup?)
k. MOU for DDDA Joint Partnership – in development (April)
l. Purchasing Policy – (Legal)
● Exterior landscaping, outdoor cafés or seating areas
● Construction or installation of ADA facilities
● Installation of fixed artwork
● Installation of bike racks
● All materials and labor for work performed in association with above-mentioned improvements
● New construction

INELIGIBLE COSTS
● Appraiser or attorney fees
● Expenses incurred prior to application date
● Property acquisition, mortgage, land contract financing or loan fees
● Building permit fees
● Maintenance items: Roofs, building systems, parking lots, electrical or mechanical work, etc.
● Interior renovation or work that is not associated with expansion
● Interior signage of any kind
● Furnishings, trade fixtures, display cases, counters, computers, equipment or other items taxed as personal property

NOTE: These eligible and ineligible costs are not all-inclusive. Final determination of eligibility requirements are governed by the DDDA Boards.
GRANT PAYMENTS

DDA grants are awarded to recipients as reimbursements.

All work must be in compliance with the aforementioned requirements and original receipts for work performed must be provided in order to receive reimbursement.

In order to receive grant reimbursement, the establishment must be open for regular business.

Grant payments must be personally guaranteed by the business owner through signing the provided personal guarantee agreement.

Level 3 Grants Only - To receive reimbursement, the property owner must sign an agreement to maintain the improvements funded for the building as rehabilitated for a period of at least 3 years for a reimbursement total of $1 - $4,999, and at least 5 years for a reimbursement total over $5,000. This agreement shall provide for a lien against the property in an amount equal to the reimbursement amount. For reimbursements totaling over $5,000, twenty (20) percent of said lien for improvements shall be forgiven annually on the anniversary date of the Certificate of Completion. For reimbursements totaling $4,999 or below will have thirty-three and one-third percent (33.3%) of the lien forgiven annually on the anniversary date of the Certificate of Completion. Should the property be sold or refinanced prior to the full forgiveness of the lien, the remaining amount of the lien shall be paid to the DDDAs upon sale, or closing of the refinancing loan. The agreement shall be filed with Wayne County Register of Deeds and transferred upon sale of the property.
DDA Grants are competitive, meaning that the most viable projects will be selected for grant funding. The more documentation (photographs, renderings, sketches, estimates) you are able to provide about your project will increase your chances of receiving grant funding. Applications containing the following characteristics will have priority in the appropriation of DDA funding:

- Projects containing a high ratio of private to public dollars
- Projects designed to resolve deteriorated, inappropriate or unsightly conditions that have existed for many years (boarded windows, deteriorated electrical fixtures, unsightly storefronts, etc.)
- Projects that enhance pedestrian movement from the rear to the front of buildings
- Projects designed to restore the historic condition of the building facade
- Projects that will complete the improvement of a block or portion of a block (ex. replacement of an inappropriate facade that exists on a block containing many appropriate, well-preserved, or improved facades)

Projects which contain the following types of businesses will be given priority over others for grant award consideration as established by the adopted Downtown Dearborn Strategic Plan:

- Various types of restaurants and entertainment establishments
- Merchandising & retail stores
- Upscale jewelry stores
- Kitchen supplies and utensil
- Wine/craft beer/cheese
- General food/grocer
- Upscale second hand store/boutique
- Specialty merchant stores
- Boutique Hotel
- Upscale antique/vintage store
- Book/record/music store
- Breweries
- Shoe store
- Art Galleries and Studios
- Makers and Innovators
- Incubators
- Pop-Up Experiences
GRANT PAYMENT TIMELINE

Please note that if the grant application deadline falls on a weekend or a holiday, the deadline for the grant shall be the following weekday.

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Grant Cycle 1</th>
<th>Grant Cycle Cycle 2</th>
<th>Funding Cycle 3</th>
<th>Funding Cycle 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant applications due</td>
<td>January 2nd</td>
<td>April 2nd</td>
<td>July 2nd</td>
<td>October 2nd</td>
</tr>
<tr>
<td>Reviewed by Grant Subcommittee</td>
<td>Prior to the end of January</td>
<td>Prior to the end of April</td>
<td>Prior to the end of July</td>
<td>Prior to the end of October</td>
</tr>
<tr>
<td>Final Approval by Board of Directors</td>
<td>2nd week of February</td>
<td>3rd week of May</td>
<td>2nd week of August</td>
<td>2nd week of November</td>
</tr>
<tr>
<td>Project Completion &amp; Reimbursement request to DDA Office</td>
<td>Six months from date of Award Letter</td>
<td>Six months from date of Award Letter</td>
<td>Six months from date of Award Letter</td>
<td>Six months from date of Award Letter</td>
</tr>
</tbody>
</table>
APPLICATION

Application Date _____/_____/_____

Business

Name_________________________________________________________________________

Property Address_______________________________________________________________________

Business Owner________________________________________________________________________

Business Owner Address__________________________________________________________________

Business Owner________________________________________________________________________

Business Owner Phone__________________ Email___________________________________________

Property Owner________________________________________________________________________

Property Owner Address_________________________________________________________________

Property Owner________________________________________________________________________

Property Owner Phone__________________ Email____________________________________________

Is this business currently located within the DDA District?      Yes      No

Is this business expanding?      Yes      No

Amount of square footage to be added to building_____________________________________________

Is this an existing or a new business?      New      Existing

If relocating, when was this business established?______________________________________________

If relocating, please list current address______________________________________________________

Estimated start date of project ______/_____/______

Estimated completion date of project ______/_____/______

Total cost of project $________________________    Amount requested $__________________________
APPLYING FOR:

- Level 1 Grant
- Level 2 Grant
- Level 3 Grant

By signing this grant application, I understand that grant payment must be personally guaranteed. If my business does not remain open for 6 consecutive months after grant payment, the grant funding must be repaid in full to the DDDAs.

Signature of Applicant _______________________________ Date ______________

MANDATORY CHECKLIST

Please submit with your application the following 4 attachments (required):

- Narrative describing in detail how this project will benefit the DDDA Districts and a description of your project
- Architectural plans, renderings, sketches or illustrations depicting the work to be performed
- Breakdown of the costs associated (estimates) with your project. Please include the entire project cost and the amount you are requesting
- Copy of your company’s business plan

NOTE: All decisions concerning aspects of the grant application process, including eligibility and/or containing eligibility for grants are within the sole discretion of the DDDA Boards. Incomplete applications will not be reviewed and make sure to retain a copy for your records.

SUBMIT

Please return grant application and supporting documentation to:
Dearborn Downtown Development Authorities
13615 Michigan Avenue, Suite B-2
Dearborn, MI 48126
info@downtowndearborn.org

For more info about Downtown Dearborn events and projects visit www.downtowndearborn.org.
WHEREAS: The EDDDA values and desires to increase communications, public relations, marketing and media exposure for Downtown East Dearborn; and

WHEREAS: The EDDDA currently has contract with Issue Media Group/Metromode which expires on 02/15/2019. Issue Media Group/Metromode has agreed to renew the contract at the same rate; and

WHEREAS: Issue Media Group/Metromode has offered to provide economic development news stories and entrepreneur engagement discussions to build an entrepreneurial ecosystem through its MetroMode and SecondWave media platforms; and

WHEREAS: The proposed agreement is for six months at $24,000 in total for 2019 from March 1, 2019 – August 31, 2019, with two three-month renewals at $12,000 each, which will be equally split between the EDDDA and WDDDA; and

RESOLVED: That the EDDDA allocates $12,000 from Community Promotions account 297-6100-911-51-00 for a media contract with Issue Media Group/Metromode for a contract running March 1, 2019 - August 31, 2019, with the option of two three-month renewals at $6,000 each; and that the EDDDA Executive Director be authorized to execute and sign the contract agreement; subject to review and approval by Corporation Counsel.

Yes: Janice Cislo, Mark Guido, Jay Kruz, Judith McNeely, Mary O’Bryan, Mayor Jack O’Reilly, Scott Saionz, Kamal Turfah

No: None.

Abstained: None.

Absent: Joseph Bojovic, Dan Merritt
WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

Metromode Contract 2019

Date Adopted: 2/21/2019

Resolution by: Motioned: Mayor Jack O’Reilly; Seconded: John McWilliams

WHEREAS: The WDDDA values and desires to increase communications, public relations, marketing and media exposure for Downtown West Dearborn; and

WHEREAS: The WDDDA currently has a contract with Issue Media Group/Metromode which expires on 02/15/2019. Issue Media Group/Metromode has agreed to renew the contract at the same rate; and

WHEREAS: Issue Media Group/Metromode has offered to provide economic development news stories and entrepreneur engagement discussions to build an entrepreneurial ecosystem through its MetroMode and SecondWave media platforms; and

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Yes: Sam Abbas, Thomas Clark, Mark Guido, Jackie Lovejoy, John McWilliams, Karen Nigosian, Mayor Jack O’Reilly, and Doug Van Noord

No: None.

Abstained: None.

Absent: Mohammed Hider, James Jernigan
WHEREAS: The WDDDA and EDDDA Board of Directors recognize the importance of promoting the district and its assets, including building notoriety of the restaurant culture in Downtown Dearborn; and

WHEREAS: The WDDDA and EDDDA Promotions Committee is coordinating the third annual Dearborn Restaurant Week for February 11-17, 2019, and is soliciting funds to support the event; and

WHEREAS: The Promotions Committee presented a projected budget of $34,000 in anticipated income from participation fees and sponsorships and $32,600 in anticipated expenditures for Dearborn Restaurant Week; and

WHEREAS: The EDDDA and WDDDA agree to split the income and expenditures equally; and

WHEREAS: At its November 15, 2018 meeting, the EDDDA approved expenditures up to $16,300 from Account #297-6100-911-51-00 for costs related to Dearborn Restaurant Week; be it

RESOLVED: The EDDDA authorizes sharing expenditures equally with the WDDDA related to Dearborn Restaurant Week with the following service providers:

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Purpose</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hallarsen Group</td>
<td>Content, Design, Creative &amp; Web</td>
<td>$2,750.00</td>
</tr>
<tr>
<td>iHeart Media</td>
<td>Radio Promotions</td>
<td>$19,750.00</td>
</tr>
<tr>
<td>Times Herald</td>
<td>Newspaper Ads</td>
<td>$600.00</td>
</tr>
<tr>
<td>Outfront Billboards</td>
<td>Billboard Advertising</td>
<td>$6,000.00</td>
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<tr>
<td>Got Print</td>
<td>Coasters</td>
<td>$400.00</td>
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<tr>
<td>Beshara Printing</td>
<td>Menu Printing and Posters Printing</td>
<td>$1,600.00</td>
</tr>
<tr>
<td>Malko Media</td>
<td>Banners</td>
<td>$1,000.00</td>
</tr>
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</table>
**RESOLVED:** The EDDDA director is authorized to execute contracts on behalf of the EDDDA with the companies listed above for Dearborn Restaurant Week, subject to review and approval by Corporation Counsel.

<table>
<thead>
<tr>
<th>Yes:</th>
<th>Jan Cislo, Mark Guido, Jay Kruz, Judith McNeeley, Mary O’ Bryan, Mayor Jack O’Reilly, Scott Saionz, Kamal Turfah</th>
</tr>
</thead>
<tbody>
<tr>
<td>No:</td>
<td>none</td>
</tr>
<tr>
<td>Abstained:</td>
<td>none</td>
</tr>
<tr>
<td>Absent:</td>
<td>Joseph Bojovic, Dan Merritt</td>
</tr>
<tr>
<td>Adopted:</td>
<td>Yes</td>
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</table>
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RESOLVED: The WDDDA authorizes sharing expenditures equally with the EDDDA related to Dearborn Restaurant Week with the following service providers:

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Purpose</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hallarsen Group</td>
<td>Content, Design, Creative &amp; Web</td>
<td>$2,750.00</td>
</tr>
<tr>
<td>iHeart Media</td>
<td>Radio Promotions</td>
<td>$19,750.00</td>
</tr>
<tr>
<td>Times Herald</td>
<td>Newspaper Ads</td>
<td>$600.00</td>
</tr>
<tr>
<td>Outfront Billboards</td>
<td>Billboard Advertising</td>
<td>$6,000.00</td>
</tr>
<tr>
<td>Got Print</td>
<td>Coasters</td>
<td>$400.00</td>
</tr>
<tr>
<td>Beshara Printing</td>
<td>Menu Printing and Posters Printing</td>
<td>$1,600.00</td>
</tr>
<tr>
<td>Malko Media</td>
<td>Banners</td>
<td>$1,000.00</td>
</tr>
</tbody>
</table>
RESOLVED: The WDDDA director is authorized to execute contracts on behalf of the WDDDA with the companies listed above for Dearborn Restaurant Week, subject to review and approval by Corporation Counsel.

Yes: Sam Abbas, Thomas Clark, John McWilliams, Karen Nigosian, Doug Van Noord, Mark Guido, Mayor Jack O'Reilly, Jackie Lovejoy
No: none.
Abstained: none.
Absent: Mohammed Hider, James Jernigan, Audrey Ralko
Adopted: Yes
2019 Additional Snow Removal Funds

Date Adopted: 2/21/2019

Resolution by: Motioned by Kamal Turfah; Seconded by Jay Kruz

WHEREAS: The 2018-2019 winter season has been unusually snowy and icy and;

WHEREAS: The original snow removal budget of $30,000 has been depleted while the threat of snow and ice still remains for this season; therefore be it

RESOLVED: The EDDDA Board authorizes an additional $15,000 to the snow removal services budget 297-6100-911-34-90 for contracted services for the 2018-2019 winter season.

RESOLVED: Final payment for services will be contingent upon Premium Lawn’s (contractor) repair of damaged fencing and public property in the WDDDA district.

Yes: Janice Cislo, Mark Guido, Jay Kruz, Judith McNeeley, Mary O'Bryan, Mayor Jack O'Reilly, Scott Saionz, Kamal Turfah
No: None.
Abstained: None.
Absent: Joseph Bojovic, Dan Merritt
WHEREAS: The Downriver Community Consortium (DCC) loaned $142,029.20 to the EDDDA at 0% interest for five years. Repayment is $14,202.92 annually for 10 years beginning on September 4, 2019; and

WHEREAS: The EDDDA loaned the proceeds of the DCC loan to Artspace (City Hall Commercial, LLC) for the remediation of hazardous substances, at the same terms of repayment as the EDDDA/DCC loan; and

WHEREAS: Artspace also borrowed funds from lender IFF which has agreed to extend the maturity date of a bridge loan agreement for the commercial portion of the project at 13615 Michigan Avenue that was initially entered into on December 4, 2014, and by amendment matured on December 1, 2018; and

WHEREAS: The EDDDA loan to Artspace is subordinate to the IFF loan to Artspace; and

WHEREAS: Artspace has requested that the EDDDA consent to allow extension of repayment of the Artspace/IFF loan so that Artspace may utilize available funds to complete improvements in the commercial space to make it desirable to potential tenants; therefore be it

RESOLVED: The EDDDA authorizes the EDDDA Chairperson to execute a consent document for the Artspace/IFF loan modification agreement, revising the loan maturity date to June 1, 2019, subject to review and approval by Corporation Counsel.

Yes: Janice Cislo, Mark Guido, Jay Kruz, Judith McNeeley, Mary O’Bryan, Mayor Jack O’Reilly, Scott Saionz, Kamal Turfah

No: None.

Abstained: None.

Absent: Joseph Bojovic, Dan Merritt
2019 Free Comic Book Day Sponsorship

Date Adopted: 2/21/2019

Resolution by: Motioned by Mark Guido; Seconded by Judith McNeeley.

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) recognizes hosting, creating and sponsoring special public and community events in East Downtown as a means to reach the goals of increased traffic and commerce, which benefit its businesses and neighborhoods; and,

WHEREAS: Green Brain Comics has invited the EDDDA to be a sponsor of its Free Comic Book Day; therefore, be it

RESOLVED: The EDDDA approve an amount not to exceed $1,000.00 from the Community Promotions budget account 297-6100-911-51-00 in support of Green Brain Comics’ Free Comic Book Day to be held May 4, 2019; and further be it

RESOLVED: The money provided by the EDDDA will be used to promote the EDDDA; and be it further

RESOLVED: The EDDDA will be listed as a sponsor in all materials.

Yes: Janice Cislo, Mark Guido, Jay Kruz, Judith McNeeley, Mary O’Bryan, Mayor Jack O’Reilly, Scott Saionz, Kamal Turfah
No: None.
Abstained: None.
Absent: Joseph Bojovic, Dan Merritt
WHEREAS: The East Dearborn Downtown Development Authority ("EDDDA") and West Dearborn Downtown Development Authority ("WDDDA") executed a contract ("Contract") with POW! Strategies, Inc. ("POW"), dated June 29, 2018, which was extended by way of amendment through February 28, 2019, for executive director services; and

WHEREAS: POW, the EDDDA, and WDDDA agree to extend the current contract terms, subject to mutually agreeable modifications, through December 31, 2019, and

WHEREAS: POW, the EDDDA, and WDDDA mutually agree that the rate of compensation shall remain unchanged; therefore be it

RESOLVED: That the EDDDA Board of Directors authorizes the EDDDA Chairperson to execute a contract with POW! Strategies, Inc. for executive director services extended through December 31, 2019; be it further

RESOLVED: That the contract is subject to the review and approval of Corporation Counsel.

Yes: Janice Cislo, Mark Guido, Jay Kruz, Judith McNeeley, Mary O'Bryan, Mayor Jack O'Reilly, Scott Saionz, Kamal Turfah

No: None.

Abstained: None.

Absent: Joseph Bojovic, Dan Merritt
WHEREAS: The West Dearborn Downtown Development Authority ("WDDDA") and East Dearborn Downtown Development Authority ("EDDDA") executed a contract ("Contract") with POW! Strategies, Inc. ("POW"), dated June 29, 2018, which was extended by way of amendment through February 28, 2019, for executive director services; and

WHEREAS: POW, the WDDDA, and EDDDA agree to extend the current contract terms, subject to mutually agreeable modifications, through December 31, 2019, and

WHEREAS: POW, the WDDDA, and EDDDA mutually agree that the rate of compensation shall remain unchanged; therefore be it

RESOLVED: That the WDDDA Board of Directors authorizes the WDDDA Chairperson to execute a contract with POW! Strategies, Inc. for executive director services extended through December 31, 2019; be it further

RESOLVED: That the contract is subject to the review and approval of Corporation Counsel.

Yes: Sam Abbas, Thomas Clark, Mark Guido, Jackie Lovejoy, John McWilliams, Karen Nigosian, and Mayor Jack O’Reilly
No: None.
Abstained: None.
Absent: Mohammed Hider, James Jernigan, Doug Van Noord (departed early)
WHEREAS: The 2018-2019 winter season has been unusually snowy and icy and;

WHEREAS: The original snow removal budget of $30,000 has been depleted while the threat of snow and ice still remains for this season; therefore, be it

RESOLVED: The WDDDA Board authorizes an additional $15,000 to the snow removal services budget 296-6100-911-34-90 for contracted services for the 2018-2019 winter season with Premium Lawn; and be it further

RESOLVED: Final payment for services will be contingent upon Premium Lawn’s (contractor) repair of damaged fencing and public property in the WDDDA district.

Yes: Sam Abbas, Thomas Clark, Mark Guido, Jackie Lovejoy, John McWilliams, Karen Nigosian, Mayor Jack O’Reilly, and Doug Van Noord
No: None.
Abstained: None.
Absent: Mohammed Hider, James Jernigan