

CITY OF DEARBORN
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)
REGULARLY SCHEDULED JOINT BOARD MEETING
December 19, 2019
DEARBORN ADMINISTRATIVE CENTER
MINUTES

MEMBERS PRESENT

- EAST DDA : Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark Guido, Director Julia Kapilango and Director Judith A. McNeeley
- WEST DDA : Chairperson Sam Abbas, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark Guido, Director Mohammed Hider, Director Jackie Lovejoy (8:30am), and Director John L. McWilliams

MEMBERS ABSENT

- EAST DDA : Secretary-Treasurer Jay P. Kruz, Director Mary O'Bryan and Director Kamal Turfah
- WEST DDA : Director Karen Nigosian and Director Audrey Ralko

NON-MEMBERS PRESENT :

- CITY OF DEARBORN : Jeremy Romer (Legal), Moe Almaliky (Finance), Sarah Cornett (Council), Hassan Sheikh (ECD), Kaileigh Bianchini (Planning), Travis Grubb (Purchasing), Ginger Burke-Miller (Finance), EmmaJean Woodyard, Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA), and Janet Bloom (DDDA)
- OTHERS : Abdullah Hammoud, Mohamed Qasim, Mike Kirk (Neumann Smith), Betsy Andreu, Adel Mozip and Lee Jacobsen

I. Call to Order

Joint DDDA Chair Scott Saionz called the meeting to order at 8:05 am.

II. Roll Call

Secretary/Treasurer Dan Merritt called the roll of Board Members for East.

Secretary/Treasurer Jeff Lynch called the roll of Board members for West.

EDDDA: A quorum was present.

WDDDA: A quorum was present.

III. Joint Meeting Chair for December 2019: Chairman Sam Abbas

IV. Approval of the November 2019 Meeting Minutes

EDDDA: The minutes from the November 2019 Board meeting were presented for approval. It was moved by Director Dan Merritt and supported by Director Mark Guido to approve the minutes as presented. A voice vote unanimously approved.

WDDDA: The minutes from the November 2019 Board meeting were presented for approval. It was moved by Director Thomas Clark and supported by Mayor Jack O'Reilly to approve the minutes as presented. A voice vote unanimously approved.

V. Treasurer's Report

A. Receive & File Report

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated November 30, 2019. Revenue to date totaled \$668,561. Total expenditures totaled \$203,832. The current cash position equals \$1,456,013 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$690,665.

Director Dan Merritt questioned line item in red which was noted as a breakout of unemployment costs.

Chairman Sam Abbas asked that the minutes show the Treasurer's Report as received and filed. Motioned by Mayor Jack O'Reilly and seconded by Director Moe Hider.

WDDDA: Moe Almaliky reviewed the financial statement dated November 30, 2019. Revenue to date totaled \$639,307. Total expenditures totaled \$273,939. The current cash position equals \$1,179,868 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$848,452.

Chairman Sam Abbas asked that the minutes show the Treasurer's Report as received and filed.

VI. Action Items

A. WDDDA Board Actions

1. NONE

B. EDDDA Actions Only

1. Open Door Dearborn Grant Application: Alderwish CPA

Alderwish CPA firm, an EDDDA district business, has applied for funding of \$2500 to support their installation of new business signage at 14224 Michigan Ave. through the Open Door Dearborn Business Incentives Program. The city had rejected the sign submitted at this point due to ordinance issues. The board has asked for additional items for the building owner to consider and plan timing of completion. They are to power wash the brick, front and back; use conduit covers for wiring in back of building; repair asphalt in rear of building. This action item was requested to be tabled until January's board meeting. Mr. Alderwish will be contacted to talk through the additional items. The board would also like to see changes made to Open Door program in regards to multiple bids and marketing grant awardee will do as recipient. Chairperson Scott Saionz made motion to table, it was seconded by Director Dan Merritt.

2. Unemployment Budget Amendment 2020

The EDDDA is obligated for unemployment costs for the former Executive Director Michael Bewick from July 1, 2018 to June 30, 2019. The FYE2020 adopted budget didn't reflect the potential unemployment costs at the time of adoption. For the sake of full transparency and to prevent pulling funds from current programs and events, the EDDDA would like to amend the budget to reflect the \$5068.00 unemployment compensation and then present that budget amendment to city council for approval. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Judith McNeeley. A voice vote passed unanimously.

C. Joint Board Actions

1. Art Month Partnership

April Arts Month for 2020 is a project of the Dearborn Recreation Commission Cultural Arts Committee coordinated by the Dearborn Community Fund. The event will occur in both downtown areas and at the Ford Community & Performing Arts Center. The Dearborn Community Fund is offering a \$2000 partnership package to support April Arts Month. Support acknowledgement will be included on all print materials, media releases, interviews, and on signage at artist-in-action locations. The EDDDA authorizes an amount not to exceed \$1000 to support this activity from account #297-6100-911-51-00 Art Month line item. The WDDDA authorizes an amount not to exceed \$1000 to support this activity from account #296-6100-911-51-00 Art Month line item. For EDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Mark Guido. A voice vote passed unanimously. For WDDDA, motion to approve by Director Thomas Clark; seconded by Director Moe Hider. A voice vote passed Unanimously.

2. Chamber Membership Directory Ad Amendment

The 2020 Dearborn Area Chamber of Commerce Membership Directory full page advertisement was approved by the EDDDA and WDDDA boards November 2019 for a full page advertisement for \$2475, to be split equally by the EDDDA and WDDDA. Since the board meeting, Harbor House reached out to the DDDAs to offer the front inside

cover for a 5% discount, bringing the final price to \$2541.25, again to be split equally. It is requested to approve an additional cost of \$66.25, to be split \$33.13 EDDDA and \$33.12 for WDDDA to do the ad upgrade. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Mark Guido. A voice vote passed unanimously. For WDDDA, motion to approve by Director Moe Hider; seconded by Director Judith McNeeley. A voice vote passed unanimously.

3. Conference Room AV Equipment

The DDDAs Artspace office is the location for most standing committee meetings and presentations. Both EDDDA and WDDDA find using a TV for presentation purposes a useful tool. The EDDDA and WDDDA approves the purchase of the 55-66" TV, wall bracket, cord control system supplies, and MIS install costs for a total of \$800, to be split equally between EDDDA and WDDDA. For EDDDA, it would be from account #297-6100-911-60-10 and for WDDDA, it would be account #296-6100-911-60-10. For EDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Jan Cislo. A voice vote passed unanimously. For WDDDA, motion to approve by Director Jackie Lovejoy; seconded by Director Thomas Clark. A voice vote passed unanimously.

4. Branding Print Items

The EDDDA and WDDDA launched the roll out of the branding campaign to drive awareness of Downtown Dearborn and build a cohesive message about Dearborn. Print promotional items are being developed to help this launch. The EDDDA and WDDDA authorizes the printing of stickers (1K quantity) and window clings (1K quantity) with Sticker Mule via POW! Strategies for a total of \$675, to be split equally between EDDDA and WDDDA. EDDDA would use account #297-6100-911-51-00 for \$337.50 and WDDDA would use account #296-6100-911-51-00 for \$337.50. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Jan Cislo. A voice vote passed unanimously. For WDDDA, motion to approve by Director Jackie Lovejoy; seconded by Director Jeff Lynch. A voice vote passed unanimously.

5. Tanner Friedman Contract Extension

The Tanner Friedman contract for communications management expires January 19, 2020. A solicitation for future communications management will be released in early 2020 and will take a few months to vet proposals. The purchasing department is recommending a contract extension through June 30, 2020. The extension would be \$35,000 through the end of June 2020, split equally East/West (\$17,500 each). For EDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Jan Cislo. A no vote was entered by Julie Kapilango. A majority voice vote passed resolution. For WDDDA, motion to approve by Director Jackie Lovejoy; seconded by Director Thomas Clark. A voice vote passed unanimously.

6. Executive Management Contract 2020-2023

Hassan Sheikh presented the resolution on this item. Travis Grubb from purchasing was onsite to answer questions on the bid and selection process. A competitive solicitation process was conducted for the Executive Management services for a three-year contract with two one-year renewals starting January 1, 2020. The current POW! Strategies contract ends Dec. 31, 2019. POW! Strategies submitted a proposal for the new contract which was reviewed by a selection committee of both EDDDA, WDDDA and City of Dearborn officials. The resolution would be to approve the proposed POW! Strategies contract. It was requested to add to motion that it is contingent on PA57 review by Corporation Counsel and to also add that board will have access to compiled dashboard information.

Call to Audience done to answer questions on this contract. Adel Mozip was recognized as resident. He was concerned about sole provider being awarded this contract. He asked that it is put up again for RFP and advertised on City of Dearborn Website. Sam Abbas stated it was advertised in three locations. Jackie Lovejoy stated it is a difficult contract to fill due to scope of work.

For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Mark Guido. A no vote was stated by Director Julie Kapilango. A majority voice vote passed the resolution. For WDDDA, motion to approve by Director Jackie Lovejoy; seconded by Director Jeff Lynch. A voice vote passed unanimously.

VII. Committee Reports

Promotions Committee - Sam stated Dearborn Restaurant week has been moved to March 20-March 29, 2020. It moves it off of Valentine's Day timing and also captures two weekends. Plans have started on getting restaurants and sponsors lined up. Cristina covered the Metromode Event for entrepreneurs. It was lighter attendance which was attributed to the timing of December. Will look to boost social media January - March. Jackie Lovejoy stated when a MIFMA rapid market assessment done, it was noted over \$6K was spent by Farmers Market customers over the course of the season at other Dearborn businesses.

Promotions Committee, Design Committee, Steering Committee, Executive Committee minutes are in Supplemental Materials in digital board packet. Sam Abbas stated we need to push Open Door grant program which is under Design Committee.

VIII. DDDA Executive Management Team & ECD Reports

Cristina asked for management reports to be turned in. A couple people asked to join board so direction has been given to start process. A request was made from Cristina to send the DDDA information on new employees, new product lines, other business detail the DDDAs can share out. Hassan Sheikh shared the census process has started and asked attendees to help in either securing census workers and to also help encourage people to participate in census via the district businesses. Grand Opening at Sheeba Restaurant last week.

IX. Call to Board of Directors

1. Branding discussion

X. Call to Audience

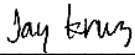
Betsy Andreu, Adel Mozip, and Lee Jacobsen addressed the boards about the logo currently being used. Each expressed their disappointment in the current version. Ms. Andreu suggested using high schoolers to do as a contest. Sam clarified that social media was used to invite participation. He also stated forums were used to garner community input. Mr. Jacobsen passed out a flyer on his suggestions using the city seal with blue and yellow colors. Mr. Mozip asked to have DDDA meetings moved to the evening for ease of attendance. Sam Abbas stated another open forum will be hosted after new year.

XI. Adjournment

Director Jackie Lovejoy motioned to adjourn. Seconded by Director John McWilliams. Meeting adjourned at 10:05 am

Approved by:

Jay Kruz, Secretary-Treasurer, EDDDA



Jeff Lynch, Secretary-Treasurer, WDDDA