

CITY OF DEARBORN
**EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)
REGULARLY SCHEDULED JOINT BOARD MEETING
October 17, 2019
DEARBORN ADMINISTRATIVE CENTER
MINUTES**

MEMBERS PRESENT

EAST DDA : Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Secretary-Treasurer Jay P. Kruz, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark Guido, Director Julia Kapilango, Director Judith A. McNeeley, and Director Kamal Turfah

WEST DDA : Chairperson Sam Abbas, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark Guido, Director Jackie Lovejoy (8:12 a.m.), Director John L. McWilliams, Director Karen Nigosian, and Director Audrey Ralko

MEMBERS ABSENT

EAST DDA : Director Mary O'Bryan

WEST DDA : Director Mohammed Hider and Director Jeff Lynch

NON-MEMBERS PRESENT :

CITY OF DEARBORN : Licia Yangouyian (Legal), Moe Almaliky (Finance), Jeff Watson (ECD), Mary Laundroche (DPI), Laura Freeman (Council), Travis Grubb (Purchasing), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA), Janet Bloom (DDDA)

OTHERS : Applied Storytelling, Eric La Brecque; Octane Design, Bill Bowen

PA 57 Portion: : Alan Osborne (The Henry)

I. Call to Order

Joint DDDA Chair Sam Abbas called the meeting to order at 8:05 am.

II. Roll Call

Secretary/Treasurer Jay P. Kruz called the roll of Board members for West.
Secretary/Treasurer Jay P. Kruz called the roll of Board Members for East.
WDDDA: A quorum was present.
EDDDA: A quorum was present.

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

IV. Approval of the September 2019 Meeting Minutes

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

WDDDA: The minutes from the September 2019 Board meeting were presented for approval. It was moved by Mayor John O'Reilly and supported by Director Thomas Clark 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 September 30, 2019. Revenue to date totaled \$3002. Total expenditures totaled \$115,364. The current cash position equals \$882,673 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$356,663.

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

WDDDA: Moe Almaliky reviewed the financial statement dated September 30, 2019. Revenue to date totaled \$9114. Total expenditures totaled \$75,520. The current cash position equals \$743,883 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$368,564.

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

Mark Guido asked what the "Other Operating Expenses" line items covers for both EDDDA and WDDDA. Cristina Sheppard-Decius believed it was for the Artspace loan payment. Moe Almaliky was to research and provide details to DDDAs staff to be sent to both boards after meeting.

VI. Public Act 57 Info Session #2 of 2 for 2019

A. Branding Presentation

Representatives from Applied Storytelling and Octane Design cover the final designs that will be part of the branding roll out starting November 2019.

Chairperson Scott Saionz asked for survey demographics to be provided. Chairperson

Judith McNeely stated that the final designs need to be brought up to higher levels within city and other organizations to be sure looks and use are consistent.

VII. Action Items

A. Joint Board Actions

1. Snow Removal

Resolution to award 2019/2020 snow removal contract to lowest bidder, Premium Lawn, the company used for the last two years. Premium Lawn was the lowest bidder and had addressed issues from last season by adjusting invoices so the vendor is deemed to have worked in good faith and still eligible for bid selection. EDDDA and WDDDA authorized a budget not to exceed \$45,000 per district. The bid was for a term of one season, starting November 1, 2019 to March 31, 2020, with up to three, one-year renewal options through the City of Dearborn procurement process. It was requested to send bid specifications to the boards. For WDDDA, Mayor Jack O'Reilly motioned to approve; seconded by Director Jackie Lovejoy. A voice vote passed unanimously. For EDDDA, motion to approve by Director Dan Merritt, seconded by Director Kal Turfah. A voice vote passed unanimously.

2. Holiday Decor

Resolution introduced to replace or add to holiday decor for both East and West DDDAs. This was required to go to bid via city of Dearborn purchasing policy due to overall cost of items moving it above the \$3000 threshold. For East, Northern Lights Display for 16 - 24" bows (\$800), 8- 15' branch garland (\$1120), 20 - 4' wreaths (\$5700), 264-warm white mini lights (100 per strand) (\$3960) for a total of \$11,580; Holiday Lights Display for 4 cases warm white light spheres (24) (\$216.96), 2 cases red light spheres (12) (\$108.48) and 2 cases green light spheres (12) (\$108.48) for a total of \$433.92. The total EDDDA is authorizing is \$12,013.92 from the contract services budget of #297-6100-911-34-90. For West, Northern Lights Display for 60-24" red bows (\$3000), 30 - 15' brand garland (\$4200), 6 - 25' branch garland (\$1362), 6 - 25' red garland (\$228), and 130 warm white mini lights (100 lights/strand) (\$1950) for a total of \$10,740. Bronner's: 6 pole mount displays (\$8130). Final total for WDDDA is \$18,870 from acct # 296-6100-911-34-90. For WDDDA, Director Thomas Clark motioned to approve; seconded by Director Jackie Lovejoy. A voice vote passed unanimously. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Jan Cislo. A voice vote passed unanimously.

3. Winterfest Market

Winterfest Market occurs in EDDDA and WDDDA on December 14, 2019 from 10 am - 4 pm. For the East, \$15,000 has been budgeted from the Community Promotions fund/Holiday Promotions line item in account #297-6100-911-51-00 for activities and performances on that day. For the East: Reindeer Ranch for reindeer onsite (\$3000), Santa and Mrs. Claus (\$550), and Facebook advertising for \$100 were approved in September. Additional vendors for October approval are: Gia Warner musician (\$500),

Jokers4Fun bouncehouse (\$240), Pebbles the Clown facepainting (\$575), Visual Ronin photography (\$450), Henry Ford College ice sculptures (\$500), Jean Smith for lawn decor items (\$500), S& R Tent Rental (\$300). For the West: \$14,665 have been budgeted for that day from account # 296-6100-911-51-00 from Community Promotions Fund/Holiday Promotions line item. For the West: Reindeer Ranch - Santa with Reindeer and bench (\$3200), Pebbles the Clown (facepainting 5 hours - \$575), AJ Lynn (musician, 6 hours - \$500), Facebook advertising for \$100 were approved in September 2019. Additional vendors for October approval are: S&R Tent Rental (\$8525), Jokers4Fun bouncehouse (\$240), Photographer (TBD - \$450), and Henry Ford College ice sculptures (\$500). It was noted to add hand sanitizer stands for these events. For WDDDA, Mayor Jack O'Reilly motioned to approve; seconded by Director Karen Nigosian. A voice vote passed unanimously. For EDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Jay Kruz. A voice vote passed unanimously.

4. CTM Brochure Distribution

Resolution introduced to continue the DDDAs annual distribution of 30,000 rack cards throughout the Metro Detroit area in hotels, convention and visitors centers through CTM Brochure Distribution. The rack cards provide event and general information on Downtown Dearborn throughout the year. Partners in the program to offset costs are a sponsor which is anticipated to continue, and the City of Dearborn and Dearborn Area Chamber of Commerce. The overall cost for print production and distribution is \$8710 which has been budgeted annually and split equally between EDDDA and WDDDA. For WDDDA, motioned by Director Jackie Lovejoy and seconded by Director Audrey Ralko. A voice vote passed unanimously. For EDDDA, motioned by Director Dan Merritt and seconded by Director Jay Kruz. A voice vote passed unanimously.

5. Lifestyle Photography Amendment

Resolution introduced to cover the additional cost of the Lifestyle photography shoot going over by an hour. The additional cost is \$125 to be split equally between EDDDA and WDDDA. For WDDDA, it is authorized from the photography budget #296-6100-911-51-00. For EDDDA, it is authorized from the photography budget #297-6100-911-51-00. For WDDDA, motioned to approve by Director Jackie Lovejoy; seconded by Director Thomas Clark. A voice vote passed unanimously. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Kal Turfah. A voice vote passed unanimously.

VIII. PMADS Report

Nick Sirokey provided an update. The goal is to get businesses to comply to city ordinances. He passed out a draft brochure of information for businesses regarding ordinances. Those in violation to be sent ordinance and DDDAs grant information to help get them to compliance.

IV. Committee Reports

Promotions Committee, Design Committee, Executive Committee and Bike Share minutes are in Supplemental Materials in digital board packet.

X. DDDA Executive Management Team & ECD Reports

No discussion.

XI. Call to Board of Directors

1. Provide both boards a list of Shop Small participants broken out by district and tally participants for each district.
2. Look into general "welcome" banners for events (self-standing)
3. Karen Nigosian pointed out decals at Wagner Place deck may pose reduced visibility on first level of deck and expressed safety concerns. It was noted that they are created to allow a person to see through.

XI. Call to Audience

No discussion

XII. Adjournment

Meeting adjourned at 10:15 am

Approved by:

Jay Kruz, Secretary-Treasurer, EDDDA

Jay Kruz

Jeff Lynch, Secretary-Treasurer, WDDDA

Jeffrey Lynch
