

CITY OF DEARBORN
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)
REGULARLY SCHEDULED JOINT BOARD MEETING

October 15, 2020

Virtual Meeting via Zoom

<https://zoom.us/j/433224302?pwd=bmd2VzZBZ2l2WEY5eDUyVmVCQlQwQT09>

Meeting ID: 433 224 302

Password: 844577

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Meeting ID: 433 224 302

Join by Skype for Business

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MINUTES

MEMBERS PRESENT

EAST DDA : Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt, Mayor Jack O'Reilly (joined 8:10 am), Director Janice Cislo (joined 8:10 am), Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Kamal Turfah, and Director Eric Woody.

WEST DDA : Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch (joined 9:05 am), Director Thomas L. Clark, Mayor Jack O'Reilly (joined

8:10am), Director

Mark Guido, Director Jackie Lovejoy, and Director John McWilliams.

MEMBERS ABSENT

- EAST DDA : Secretary-Treasurer Heidi Merino and Director Mary O'Bryan
- WEST DDA : Director Audrey Ralko and Director Karen Nigosian

NON-MEMBERS PRESENT :

- CITY OF DEARBORN : Jeff Watson (ECD), Licia Yangouyan (Legal), Moe Almaliky (Finance), Nicole Golich (PMADS), Zeinab Hachem (Council Office), Tim Hawkins (PMADS), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA) Steve Deisler (DDDA), and Janet Bloom (DDDA)
- OTHERS : Leah Ellen Higgins (U of M student)

I. Call to Order

Joint DDDA Chairperson Julia Kapilango called the meeting to order at 8:06 am.

II. Roll Call

Janet Bloom, Operations Manager for DDDAs, called the roll of Board Members for East and West.

EDDDA: A quorum was present.

WDDDA: A quorum was present.

III. Joint Meeting Chair for October 2020: Chairperson Julia Kapilango

IV. Approval of the September 2020 Board Meeting Minutes

For EDDDA, the minutes from the September 2020 Board meeting were presented for approval. It was moved by Vice Chairperson Dan Merritt and it was seconded by Director Matthew Dietz. Roll call vote: Chairperson Julia Kapilango - yes, Vice Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed and minutes were recorded and filed.

For the WDDDA, the minutes from the September 2020 Board meeting were presented for approval. It was moved by Director Mark Guido and it was seconded by Director Jackie Lovejoy. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson

Mohammed Hider - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes. Motion passed. The minutes were recorded and filed.

V. Treasurer's Report

A. Receive & File Report

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated September 30, 2020. Revenue to date totaled \$5,655. Total expenditures totaled \$51,754. The current cash position equals \$994,168 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$558,504.

WDDDA: Moe Almaliky reviewed the financial statement dated September 30, 2020. Revenue to date totaled \$11,735. Total expenditures totaled \$69,543. The current cash position equals \$1,083,008 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$1,101,442.

Chairperson Julia Kapilango asked that the minutes show the Treasurer's Report as received and filed for both EDDDA and WDDDA.

VI. P.A. 57 Info Session #2

Public comment: Sam Ellehaf - owner of Royal Furniture - look for ways to do facade improvements and encourage that with all businesses in East and West. Public Information meeting ended at 8:31am.

VII. Discussion Items

A. Purchasing Policy Update/Goal Survey

DDDA's office has met with Travis in purchasing regarding purchasing policy for DDDAs. Three major areas of improvement - looking to make procedures more efficient, make it more local friendly to participate and also review a minority policy. Licia asked to be part of meetings and Julia asked that Executive Mgt. be kept informed on progress.

B. Temporary Signage/Enforcement

DDDA's working with PMADS and shared concerns of those brought to DDDAs to keep a level playing field. Tim Hawkins - 5 days after an event - do a sale, get a temporary sign, after the event, the sign must come down. For sale or lease is an issue and they are monitored. Two commercial inspectors to keep an eye on them. Sam - concerned that rule can be abused and wishes to have ordinance reviewed to prevent such abuses. Tim will review the ordinance to see how to tighten policy. Sam - if no permits for signage, then must be penalized. Tim and Sam to connect after meeting to address businesses where signage is an issue.

VII. Action Items

A. Regular Action Items

1. Joint Board Actions

a) Shop Small/Holiday Advertising

The EDDDA and WDDDA will present Shop Small again to support downtown businesses and encourage patrons to shop local. The event runs Nov. 28 - Dec. 6. This is amendment I, to add additional items to the event: Beshara for postcards (Total cost is \$290; \$96.67 to Winterfest/\$96.67 to Shop Small East/\$96.67 to Shop Small West), Bewick Publications for two news paper ads (\$150 - to be split equally; \$75 East and \$75 West), Pandora streaming ads for \$1485 split equally (\$742.50 for East/\$742.50 for West), Comcast Cable ads for \$2999, split equally (\$1499.50 East and \$1499.50 for West) and WDIV TV ads for \$7000, split equally (\$3500 for East and \$3500 for West). Costs will be expended from East account #297-6100-911-51-00 and from West account #296-6100-911-51-00 in the Community Promotions/Shop Small budget line item.

For the EDDDA, motion to approve by Vice Chairperson Dan Merritt and seconded by Director Jay Kruz. Roll call vote: Chairperson Julia Kapilango - yes, Vice Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Kal Turfah - yes. Motion passed.

For the WDDDA, motion to approve by Director John McWilliams and seconded Chairperson Sam Abbas. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Mohammed Hider - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes. Motion passed.

b) Holiday Decor

The EDDDA and WDDDA each authorized a budget of \$10,000 for the purchase of holiday decorations in FYE 2021. A competitive bid for the lowest bidder is in process. The EDDDA authorizes up to \$10,000 in expenditures for holiday decor, plus shipping and handling, from the Contract Services budget using East account #297-6100-911-34-90 and West account #296-6100-911-34-90. The Manager of the DDDAs is authorized to award to the lowest bidder and to administer, sign contracts and expend funds for the holiday decor as authorized.

For EDDDA, motion to approve by Director Jan Cislo, seconded by Director Eric Woody. Roll call vote: Chairperson Julia Kapilango - yes, Vice Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director

Mark Guido - yes, Director Jay Kruz - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to approve by Director Thomas Clark, seconded by Mayor Jack O'Reilly. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Mohammed Hider - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes. Motion passed.

c) Banners

The EDDDA and WDDDA strives for festive displays throughout the downtown districts and utilizing the new branding to create banners to be used in the downtown districts will add to the look and feel of Dearborn and further identify the districts.

The EDDDA carried forward \$1500 and the WDDDA carried forward \$4250 for the design, production and shipping of branded banners. The purchasing dept. is conducting a competitive bid for the lowest bidder. The EDDDA and WDDDA authorizes the Manager of the DDDAs to award the contract to the lowest bidder, expending up to \$1750 for East using account #297-6100-911-51-00 and expending up to \$4250 for West, using account #296-6100-911-51-00.

For EDDDA, motion to approve by Director Eric Woody, and seconded by Director Matthew Dietz. Roll call vote: Chairperson Julia Kapilango - yes, Vice Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to approve by Mayor Jack O'Reilly, seconded by Director Jackie Lovejoy. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Mohammed Hider - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, and Director John McWilliams - yes. Motion passed.

d) Welcome Back Campaign Amendment

For both EDDDA and WDDDA it has been important to put signage and amenities in place to welcome shoppers and visitors to downtown. The amendment for the Welcome Back Campaign, obligates \$405 to Beshara for more EDDDA banners and to move funds from unpurchase items (either deemed not necessary such as the tent or out of stock like the picnic tables) to obligating those fund to sturdier adirondack chairs for a cost of \$5263 for East and \$2466 for West. The East account # 297-6100-911-51-00 and West account #296-6100-911-51-00.

For EDDDA, motion to approve by Director Jay Kruz, seconded by Director Janice Cislo. Roll call vote: Chairperson Julia Kapilango - yes, Vice Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Vice Chairperson Mohammed Hider. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Mohammed Hider - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, and Director John McWilliams - yes. Motion passed.

e) Pumpkin Carving Event

The EDDDA and a newly added WDDDA will be doing a Pumpkin Carving event Oct. 17, 2020. The Dearborn Fresh Market provided pumpkins at cost or donated. The EDDDA received 50 large pumpkins donated and 100 pie pumpkins for \$90. The WDDDA received 50 large pumpkins for \$145 and 100 pie pumpkins for \$90 for a total of \$235. The EDDDA account #297-6100-911-51-00 and WDDDA account #296-6100-911-51-00.

For EDDDA, motion to approve by Director Mark Guido, seconded by Director Matthew Dietz. Roll call vote: Chairperson Julia Kapilango - yes, Vice Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to approve by Director John McWilliams, seconded by Chairperson Sam Abbas. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Mohammed Hider - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, and Director John McWilliams - yes. Motion passed.

2. WDDDA Actions Only

a) Farmers & Artisans Market Partnership with Eastern Market

The WDDDA is extending the Dearborn Farmers Market through October 30, 2020, calling it Fall Harvest Market. Due to farmers being already booked at other markets or unwilling to participate due to COVID, the WDDDA secured Eastern Market as the only fruit and vegetable booth at the market for four weeks of the October market at a cost of \$400 per market or \$1600 total. The WDDDA authorizes the expenditure of \$1600 for the Eastern Market Corporation using account #296-6110-911-34-90. For WDDDA, motion to approve by Mayor Jack O'Reilly, seconded by Director Jackie Lovejoy. Roll call vote: Chairperson Sam Abbas - yes,

Vice-Chairperson Mohammed Hider - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, and Director John McWilliams - yes. Motion passed.

b) Winterfest Market

The WDDDA will be hosting Winterfest on December 12, 2020. The WDDDA authorized the expenditure of up to \$15,000 for the event from the Community Promotions/Holiday Promotions budget account #296-6100-911-51-00. The expense to be authorized was the lowest bidder on the tent, which was S & R Tent Rental for \$12,685. Due to concerns of shared performance issues, the resolution was tabled until further discussions could happen with purchasing and the vendor. No action taken.

c) Additional Trash Receptacle Service

A draft resolution was presented to the WDDDA stating 15 trash receptacles have been added to the Connector Streetscape Project and five more have been added along W. Village Dr. The WDDDA will need to cover the cost of collection due to a cap on the current city sanitation contract at a cost of \$30 per trash receptacle per month, for a monthly total of \$600. The WDDDA authorizes an expenditure of up to \$600 per month for sanitation service for FYE2021 for the additional trash receptacles adding in this year.

For WDDDA, motion to approve by Director Thomas Clark, seconded by Vice Chairperson Mohammed Hider. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, and Director John McWilliams - yes. Motion passed.

d) Shrub Replacements

The WDDDA authorized the removal and replacement of shrubs and evergreens at the West Downtown Pocket Park and between the East Parking Deck and West Village Condos for a total of \$4515 by Fairlane Grounds, the WDDDA landscape and maintenance contractor.

For WDDDA, motion to approve by Vice Chairperson Mohammed Hider, seconded by Director John McWilliams. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, and Director John McWilliams - yes. Motion passed.

3. EDDDA Board Actions

a) Landscape & Maintenance Contract Amendment - No Action

b) Grant Award

The EDDDA awards Sam Ellehaf of Royal Furniture, a Level 1 (\$5000 facade grant) and Level III (\$2500 sign grant) up to \$7500 from the Open Door Dearborn grant program from account #297-6100-911-34-90, contingent on meeting requested conditions by Design/EV Committee. It was noted that this is a special exemption due to issues of obtaining enough quotes due to lack of response for contractors due to Covid and that he was also halfway through the project and the quality of work is very good and reliable.

For EDDDA, motion to approve by Director Matthew Dietz, seconded by Director Jan Cislo. Roll call vote: Chairperson Julia Kapilango - yes, Vice Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

VII. Committee Reports

Committee minutes are in Supplemental Materials in digital board packet.

A. Promotion Committee - Jean Smith

16 businesses in spooky windows for the first year event. Shop Small business participation from 23 in 2019, up to 32 currently, with a goal of 40. Sponsorship dollars of \$7500 for Shop Small and Winterfest. Sponsor can take advantage of streaming/TV advertising. Winterfest - currently have 18 lined up and working to recruit up to 30. Plans underway for 2021.

B. Bike Share/Mobility Committe - Cristina Sheppard-Decius

RFP is being vetted by the City. It will begin in Spring 2021 with a new provider. Zagster went under this year.

C. Design/EV Committee - Cristina Sheppard-Decius

Platform dining in Spring. BAT - webinar coming up on Oct. 27. Tacking long standing vacancies - creating a vacancy report to have as a regular report and put tactics in place to address.

D. Steering Commitee - Cristina Sheppard-Decius

Started on Michigan Main Street Application and asked for letters of support which are due in February but would like all them in by November. Example letter will be sent out to boards and committees.

VIII. DDDA Executive Management Team & ECD Reports

A. DDDA Executive Management Team - Cristina Sheppard-Decius

Update report on POW! Contract and deliverables provided in packet. October 21st, EDDDA Board Retreat so please RSVP.

B. ECD Reports

Hassan Sheikh and Jeff Watson are no longer in the meeting.

IX. Call to Board of Directors

Director Thomas Clark asked if old benches will be moved since new benches brought in, which Cristina stated she will review, but yes, benches will be moved.

Director Jay Kruz - between Middlesex and Schlaff - the decor thinned out as they moved further from Michigan and Schaeffer. Need to address with the contractor.

Director Jeff Lynch - wanted to be sure Fairlane Grounds items of cleaning up in certain areas was addressed. Cristina stated that clarification of private/public areas with business owners and Fairlane Grounds so all were informed of responsibilities and problem areas.

X. Call to Audience

No comments.

XI. Adjournment

Motion to adjourn by Director Jay Kruz and seconded by Director Dan Merritt. Meeting adjourned at 9:41 am.

Approved by:

Heidi Merino, Secretary-Treasurer, EDDDA



Jeff Lynch, Secretary-Treasurer, WDDDA

