

CITY OF DEARBORN  
**WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)**  
**REGULARLY SCHEDULED BOARD MEETING**

**May 21, 2020**

Virtual Meeting via Zoom

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

Meeting ID: 433 224 302

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Join by Skype for Business

<https://zoom.us/skype/433224302>

In Process

MINUTES

**MEMBERS PRESENT**

EAST DDA : Chairperson Dan Merritt, Secretary-Treasurer Julia Kapilango, Director Mark Guido, Mayor Jack O'Reilly, and Director Kamal Turfah

WEST DDA : Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider (joined 8:23 am), Secretary-Treasurer Jeff Lynch, Director Thomas Clark, Director Mark Guido, Director Jackie Lovejoy, Director John McWilliams, Director Karen Nigosian, Mayor Jack O'Reilly, and Director Audrey Ralko

**MEMBERS ABSENT**

EAST DDA : Vice-Chairperson Jay P. Kruz, Director Jan Cislo, and Director Mary O'Bryan

WEST DDA : N/A

**NON-MEMBERS PRESENT :**

CITY OF DEARBORN : Jeff Watson (ECD), Licia Yangouyan (Legal), Moe Almaliky (Finance), Hassan Sheikh (ECD) (joined 8:36 am), Leslie Herrick (City Council), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA), Steve Deisler (DDDA), and Janet Bloom (DDDA)

OTHERS : N/A

**In Process**

**I. Call to Order**

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

**II. Roll Call**

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

EDDDA: A quorum was not present. Due to being one board member short from a recent resignation, only West DDDA is able to take action today.

WDDDA: A quorum was present.

**III. Approval of the April 2020 Board Meeting Minutes**

The minutes from the April 16, 2020 Board meeting were presented for approval. Director Guido asked for the minutes to be corrected since Mayor O'Reilly was listed as absent but then recorded for a vote for draft budget item for both East and West. For the WDDDA, it was moved by Director Mark Guido and it was seconded by Director Jackie Lovejoy to approve minutes with stated correction. Roll call vote: Chairperson Sam Abbas - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes, Director Karen Nigosian - yes, and Director Audrey Ralko - yes. Motion passed.

For the West DDDA, the minutes will be noted to be corrected, recorded and filed.

**IV. Treasurer's Report**

**A. Receive & File Report**

WDDDA: Moe Almaliky reviewed the financial statement dated April 30, 2020. Revenue to date totaled \$1,087,663. Total expenditures totaled \$932,462. The

current cash position equals \$959,081 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$774,559.

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

**V. Action Items**

**A. Consent Agenda**

**1. WDDDA**

- a) Hanging Baskets
- b) Movies in the Park Service Provider Amendment
- c) Event Insurance
- d) Planter Rail Repair

For hanging baskets, it was recommended that the districts move to a self-watering version to reduce the number of times per week maintenance crews need to water hanging baskets. A competitive bid was solicited to provide a 22" diameter self-watering hanging basket. Sybertech Waste was the lowest bidder of four at \$131.50 each. The cost for WDDDA is \$3156 for 24 hanging baskets. The baskets will be maintained by the landscape and maintenance company Fairlane Grounds for West DDDA. The West DDDA awards the lowest bidder Sybertech Waste for 24 self-watering hanging baskets at \$131.50 each, for a total of \$3156, to be expended from account #296-6100-911-34-90. The WDDDA Executive Director was also authorized to execute a contract with the listed service provider on behalf of the WDDDA, subject to review and approval by Corporation Counsel.

For Movies in the Park Service Provider Amendment, West DDDA approved a budget of \$2350 to host two movies in their district for summer of 2020 at the April 2020 board meeting. Cost covers screen operations, licensed movies and marketing materials. Additional providers added for May are Swank Productions for licensing at \$945 for WDDDA and Beshara Printing for posters at \$50 for WDDDA. The funds are to be expended from account #296-6100-911-51-00. It is noted that all movies will be held on Fridays in August, instead of June through August due to COVID-19. The event location will have appropriate signage for social distancing and safety measures. The WDDDA Executive Director was also authorized to execute contracts with the listed service providers on behalf of the WDDDA, subject to review and approval by Corporation Counsel.

For event insurance, the DDDAs utilize the City of Dearborn's insurance company, Nickel & Saph. Nickel & Saph quoted \$1290 to cover Dearborn Farmers Market and Movies in the Park, equalling \$80.265 per event day. For West DDDA, having 12 Farmer Market dates and two Movies in the Park dates, the total is \$1128.75. The WDDDA authorizes \$161.25 from #296-6100-911-51-00 for Movies in the Park and

\$967.50 from #296-6110-911-34-90 for the Dearborn Farmers Market with insurer Nickel and Saph to cover the WDDDA portion of the event insurance premium. The WDDDA Executive Director was also authorized to execute a contract with the listed service provider on behalf of the WDDDA, subject to review and approval by Corporation Counsel.

For Planter Rail repair, due to damage from a vehicle, which the driver is unknown, a planter rail along W. Village Drive, by Wagner Park, needs to be fixed. Future Fabricators, who was determined to be the Sole Source provider is awarded the contract for the repair, expending funds from #296-6100-911-61-90, at a cost not to exceed \$4426. The WDDDA Executive Director was also authorized to execute a contract with the listed service provider on behalf of the WDDDA, subject to review and approval by Corporation Counsel.

For WDDDA, motion to approve the Consent Agenda was made by Director Jackie Lovejoy; seconded by Director John McWilliams. Roll call vote: Chairperson Sam Abbas - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly-yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes, Director Karen Nigosian - yes, and Director Audrey Ralko - yes. Motion passed.

## **B. Regular Action Items**

- 1. Joint Board Actions (West only)**
  - a) COVID-19 Office Supplies
  - b) Welcome Back Campaign
  - c) Tanner Friedman

For COVID-19 office supplies, as the DDDAs office prepares for return to work in the office, in the field and at events, additional supplies are needed to maintain a safe work environment. The supplies to be ordered will be split equally between EDDDA and WDDDA. Supplies to be ordered are from City of Dearborn for two contactless thermometer (\$96) and 12, one gallon 70% hand sanitizer gels and pump (\$38 each, \$456 total), Visibles for medical grade masks (qty. 500, \$450) and non-latex gloves (qty. 5000, \$650), Dearborn Chamber of Commerce for 10, half-gallon disinfectant spray (\$195), DPW for sneeze guard at office desk (\$300), Janet Bloom to purchase check in table for office at Wal-Mart (\$150), Campbell's Cleaning to increase from 2x monthly cleaning to a weekly cleaning schedule and use a Bioshield type product (\$200), and Sanistand hand sanitizer stands (1 in office and 4 for events) \$1620), and Janet Bloom to purchase spray bottles (qty. 4,\$12). The total cost of these supplies is \$4129. The WDDDA obligates to pay 50% of the cost of \$4129 for the purchase of supplies for the office and event use, expending \$2064.50 for WDDDA from account #296-6100-911-51-00 and further resolves the WDDDA Executive Director is authorized to execute the contract with listed service providers on behalf of the WDDDA, subject to review and approval by Corporation Counsel.

For WDDDA, motion was made by Mayor Jack O'Reilly; seconded by Director Jeff Lynch. 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 - abstain, Director John McWilliams - yes, Director Karen Nigosian - yes, and Director Audrey Ralko - yes. Motion passed.

For the Welcome Back Campaign, a reopening strategy has been developed, consisting of both physical improvements and marketing, with costs to be split equally with EDDDA. To note, the WDDDA board asked to have direct mail pieces from Mama Mia's (\$2999.99) and brochures from Beshara (\$1700) removed stating additional expenditures for these items are not needed at this time. The items to be ordered are from Malko Media or covid-19 safety yardsigns (qty. 50, \$475), posters (3 sets - \$300), and branded outdoor ground stickers (qty. 50, \$43 ea. for \$2150); Press and Guide newspaper ads (\$600), Times Herald newspaper ads (\$600), Epiccrowdcontrol.com (10 sets, \$170); and Beshara \$300 for flyer.

The WDDDA obligates to pay 50% of the cost of \$4595 for the purchase of supplies for the Welcome Back campaign, expending \$2297.50 for WDDDA from account #296-6100-911-51-00 and further resolves the WDDDA Executive Director is authorized to execute the contract with listed service providers on behalf of the WDDDA, subject to review and approval by Corporation Counsel.

For WDDDA, motion was made by Director Jackie Lovejoy; seconded by Director 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, Director John McWilliams - yes, Director Karen Nigosian - yes, and Director Audrey Ralko - yes. Motion passed.

For Tanner Friedman COVID-19 response additional hours, Tanner Friedman has been engaged to develop content for graphics, communications, media relations, website, Constant Contact, signage, and social media for Downtown Dearborn. An additional 30 hours of work up to \$4500 was authorized by EDDDA and WDDDA to split equally to add to contract ending June 30, 2020. An additional 24 hours of work up to \$3600, split equally between EDDDA and WDDDA, is recommended to be added to Tanner Friedman contract through June 30, 2020, which is for additional communications specific to crafting content and managing media relations for the reopening of the business districts and summer event schedule.

The WDDDA obligates to pay 50% of the cost of \$3600 for the additional 24 hours of work with Tanner Friedman, expending \$1800.00 for WDDDA from account #296-6100-911-34-90 and further resolves the WDDDA Executive Director is authorized to execute the contract with the listed service provider on behalf of the WDDDA, subject to review and approval by Corporation Counsel.

For WDDDA, motion was made by Director Jackie Lovejoy; seconded by Director 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, Director John McWilliams - yes, Director Karen Nigosian - yes, and Director Audrey Ralko - yes. Motion passed.

**2. WDDDA Actions Only**

none

**VII. Committee Reports**

Committee minutes are in Supplemental Materials in digital board packet.

Bike Share Committee- Zagster is not open at this time. There is no news on come back yet.

Executive Board Committee - DDDAs office lease expires 2021. Artspace reached out to Cristina to ask intent on staying in space. They have a new tenant moving in that is interested in occupying the entire space. Cristina Sheppard-Decius to send current lease to Jeff Lynch for review. Current rates are higher than what is being offered to newer tenants. DDDAs office lease rate includes the cost of office buildout repayment.

Design Committee - Current Open Dearborn grant applicants are Haraz Coffee and Black Box. Steve Deisler working with them to further grant applications. BAT resource team starting to get traction. Meeting will be set to those on list to gauge interest. Cristina Sheppard-Desius checking with Wayne County to see what web trainings they are providing so DDDAs can tap into those rather than duplicate efforts.

Promotions Committee - Jean Smith stated current rules dictate no non-essential items at Dearborn Farmers Market at this time. Currently not allowed: music, sampling, seating, no onsite consumption. Music is currently booked but will cancel as time approaches since rules may relax. Market will have one entrance and one exit and an Information Booth with masks, disinfectant, gloves, and hand sanitizer. Customers can't be forced to wear mask but staff and volunteers will be required to. Market will have social distancing signage and crowd control items. Beaumont is still supporting and doing POP Club tent but will not offer samples and tokens will be pre-packaged. Jean stated Movies in the Park dates are in August (each Friday) and set up will include social distancing and appropriate safety signage. Councilwoman Leslie Herrick stated stickers with something clever such as, "I am wearing a mask. How about you?" might be good to include. Jean will research.

Cristina Sheppard-Decius shared Ladies Night Out became Ladies Night In, a virtual Zoom and Facebook shopping and demo event. It was a two hour event and the majority who started with the event stayed until the end. Dan Merritt stated in chat that he agreed it was a good event and customers and businesses appreciated the event.

**VIII. DDDA Executive Management Team & ECD Reports**

Karen Nigosian stated the DTE lines are buried on W. Village Dr. Jeff Watson stated the line burying is complete and they are near completion on taking out poles. Jeff stated the cables with AT&T and Comcast were tangled. Steve Horstman reviewing. Sam Abbas stated at the back of Brome, DTE had installed a new pole but didn't take old pole out. He is still waiting on resolution.

Jeff Watson shared that a focus group was held with Dearborn restaurants, which garnered good questions and an exchange of good information. More focus groups will be held with different sectors.

Jeff continued by stating the city is getting \$1.2 million in additional CDBG funds. Applications will be ready mid to late June.

The NEI (New Economy Initiative) grant was a great partnership and over 600 applications were received with 60 receiving funding. \$150,000 was distributed. Director Lovejoy said some are confusing this program with Wayne County grant program which had \$5 million to distribute, not \$150,000.

**IX. Call to Board of Directors**

Director Jackie Lovejoy stated the Dearborn Chamber of Commerce is working on a new gift card program, "Gifting Dearborn". It is open to all members and non-members. Key to program is that funds are deposited immediately to business at purchase of gift card. More details will be forthcoming including via a CDTV video.

Director Julia Kapilango stated Alcamo's is opening shop on Friday so post on Dearborn:Open for Business page.

Director Kapilango asked if a final tally of businesses has been determined yet. Cristina stated there are approximately 700 properties and some are condo units. Cristina estimates there are 350 businesses but will work with team to provide final numbers of businesses in the EDDDA.

**X. Call to Audience**

City Councilwoman Leslie Herrick stated that it has been a great and informative meeting.

**XI. Adjournment**

Motion to adjourn moved by WDDDA's Vice-Chairperson Mohammed Hider and

seconded by WDDDA's Director Jackie Lovejoy.

Meeting adjourned at 10:13 am.

Approved by:

~~Julia Kapilango, Secretary-Treasurer, EDDDA~~

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Jeff Lynch, Secretary-Treasurer, WDDDA

*Jeffrey Lynch*

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In Process