

CITY OF DEARBORN
WEST DOWNTOWN DEVELOPMENT AUTHORITY
REGULARLY SCHEDULED MEETING
AUGUST 16, 2018
DEARBORN ADMINISTRATIVE CENTER
MINUTES

- MEMBERS PRESENT : Mark Guido, Mayor John B. O'Reilly Jr.
Karen Nigosian, Thomas L. Clark, James M. Jernigan,
Sam Abbas, Jackie Lovejoy, John McWilliams, Audrey A.
Ralko, Doug Van Noord
- MEMBERS ABSENT : Mohammed Hider
- CITY OF DEARBORN : Barry Murray (ECD), Maria Buffone (Finance), Jordan
Roberts (PMDS), Laura Freeman (City Council), Licia
Yangouyian (Legal), Jean Smith (DDDA), Cristina
Sheppard-Decius (DDDA), Andrew Daulton (DDDA)
- OTHERS : Lisbet Acosta (intern)

I. Call to Order

Joint DDDA Chairman Dan Merritt called the meeting to order at 8:08 a.m.

II. Roll Call

Secretary/Treasurer Jim Jernigan called the roll of Board members. A quorum was present.

III. Approval of Minutes

The minutes from the June 21, 2018, Board meeting were presented for approval. It was moved by Director Tom Clark and supported by Director Jim Jernigan to approve the minutes as presented. A voice vote unanimously approved.

IV. Treasurer's Report

Maria Buffone from Finance reviewed the FYE18 financial statement dated August 1, 2018. Revenues totaled \$796,526. Total expenditures totaled \$708,334. The current cash position equaled \$800,767. The estimated WDDDA ending cash position as of June 30, 2018 is \$538,663.

Maria Buffone also reviewed the FYE19 financial statement prepared as of August 1, 2018. Total revenues equaled \$5,425. Total expenditures totaled \$18,252. The current cash position equaled \$705,252. The estimated WDDDA ending cash position as of June 30, 2018 is \$492,298.

Chairwoman Nigosian asked that the minutes show the Treasurer's Report as received and filed.

V. Joint Action Items

A. Downtown Dearborn Presentation –

Director Jackie Lovejoy presented the goal of the East and West DDDAs applying for the Select Michigan Main Street Level as one Downtown. The Michigan Economic Development Corporation's deadline for each Boards' letter of intent is September 7, 2018, if they are planning to apply this calendar year. This presentation included a discussion on Downtown Dearborn, Inc., a proposed umbrella organization meant to promote collaboration between each DDDA. The conversation was postponed until further information is available confirming the organizational structure will not affect or impact TIF funding, as well re-evaluating Board composition of the DDI, review of a service agreement, and additional information on the benefit of the DDI structure.

B. Red October Run –

The EDDDA and WDDDA intend to partner jointly in sponsoring the Red October Run for the October 7, 2018 event at the \$1,000 partner level, with the WDDDA contributing \$500.00 and the EDDDA contributing a matching amount. Director John McWilliams moved to approve the sponsorship, seconded by Director Jim Jernigan. A voice vote was unanimously passed.

C. 2019 Calendar of DDDA Joint Board Meetings –

The proposed 2019 Calendar of DDDA Joint Board Meetings was presented to each DDDA Board. Director Jackie Lovejoy moved to approve the 2019 meeting schedule, seconded by Director Tom Clark. A voice vote was unanimously passed.

D. 2018 Arab American National Museum Grand Gala –

The EDDDA and WDDDA intend to partner jointly in sponsoring the 2018 AANM Grand Gala for the October 6, 2018 event at the \$1,500 sponsorship level, with the WDDDA contributing \$750.00 and the EDDDA contributing a matching amount of \$750.00. An additional \$150.00 from the WDDDA is intended for the Graphic Design of a full-page ad creation, with the EDDDA contributing a matching amount \$150.00. Director Sam Abbas moved to approve the sponsorship and graphic design expenditure, seconded by Director Jackie Lovejoy. A voice vote was passed.

E. Michigan Downtown Association –

A proposal was introduced for the WDDDA to authorize up to \$500.00 for the registration, lodging, and travel expenses of the annual MDA conference on October 11-12, 2018 for one Board Member. Mayor O'Reilly moved to approve the \$500.00 expenditure, seconded by Director Jackie Lovejoy. A voice vote passed unanimously.

F. Fall Promotions Budget –

A proposal was introduced for the WDDDA to authorize expenditure of an amount not to exceed \$500.00 from the Community Promotions / Fall Promotions Budget towards the Marking and Promotion of Fall Activities in 2018. Approval of the expenditure is motioned by Director Tom Clark, seconded by Director Jackie Lovejoy. A voice vote passed unanimously.

G. Shop Small –

A proposal was introduced for the WDDDA to authorize expenditure of an amount not to exceed \$6500.00 from the Community Promotions / Shop Small Budget towards the Marking and Promotion of Shop Small in 2018. Approval of the expenditure is motioned by Director Tom Clark, seconded by Director Sam Abbas. A voice vote passed unanimously.

H. Winterfest –

A proposal was introduced for the WDDDA to authorize expenditure of an amount not to exceed \$15,000.00 from the Community Promotions / Holiday Market Budget towards the Production and Promotion of Winterfest in 2018. Discussion on the collaboration of the EDDDA and WDDDA for the 2018 Winterfest took place and the conversation was tabled. No vote took place. Revised detailed budget to be presented at the September meeting.

VI. West Action Items

A. Executive Board Action: Mural for Pocket Park –

The WDDDA Executive Committee approved an amount not to exceed \$4500 (\$3500 from the Art Spark account line item and \$1000 from the On-Street Bike Racks account line item to Fresh Air Creatives, LLC, toward the wall preparation, labor, materials, and installation of a mural on the west wall of the Kabuki Japanese Restaurant located at 22048 Michigan Avenue, Dearborn, MI 48124, contingent on approval from the property owner. A proposal was introduced for the WDDDA Board to support the Executive Committee's action by approving the \$4500 expenditure. Approval of the expenditure was motioned by Director Jackie Lovejoy, seconded by Director Tom Clark. A voice vote passed unanimously.

B. Farm to Table Event –

A proposal was introduced for the WDDDA Board to authorize the expenditure of an amount not to exceed \$12,000 in expenditures from the Community Promotions/W. Village Commons Events budget for the production and promotion of the September 22, 2018, Farm to Table event. Approval of this expenditure was motioned by Director Jackie Lovejoy, seconded by Director Jim Jernigan. A voice vote passed unanimously.

C. Doggone Dearborn –

A proposal was introduced for the WDDDA Board to authorize the expenditure of an amount not to exceed \$1000 for the production and promotion of the 2018 Doggone Dearborn event from the Community Promotions / W. Village Commons Events budget. Approval of this expenditure is motioned by Director Jackie Lovejoy, seconded by Director Tom Clark. A voice vote passed unanimously.

VII. Committee Reports

A. Branding Update –

The joint branding effort between Applied Storytelling and Octane Design is underway. On August 23-24, 2018, both companies are sending their representatives to branding meetings hosted at the Dearborn Area Chamber of Commerce and the Downtown Development Authority offices in Artspace. They will also be meeting with prominent stakeholders and other representatives of the community.

B. Downtown Dearborn Steering Committee –

Michigan Main Street has agreed to allow the DDDAs to apply as one Downtown Dearborn as noted in the Board agenda item. A letter of intent is needed from the DDDAs to apply to the Select Level. A site visit is being discussed with MEDC and Michigan Main Street Center. The Committee has finalized the Downtown Dearborn presentation for individual, group and corporate presentations. Presentation of details provided to Michigan Main Street Center were provided at the Board meeting in August.

C. Promotions / Organization Committee –

Committee is working on fall and holiday event planning. The committee has assembled over 30 businesses to participate in a 10% discount (or other) for the Wagner Place Welcome Packet. This will be finalized this week for distribution. Employees will start coming in 100 per day starting next week. Jazz on the Avenue, Tunes at Noon, Kids Day on the Commons, Movies on the Commons, and Friday Nites are concluding for the season. The Farmers Market is continuing until the end of September. Each event is growing in attendance. The next Metromode panel discussion is set for August 22, 2018 at Artspace. Promotions Committee Chairperson Sam Abbas mentioned that a long-term radio and TV promotion strategy will be something the committee will review.

D. Design / Economic Vitality Committee –

Artspace Connector Open House held this past month and was very successful. Contact the DDDA office for further details on availability.

New banners for summer installed.

The executive team met with UofM Dearborn, ACCESS, the City and business entrepreneurs to begin the development of an entrepreneur ecosystem plan including creating a one-stop-shop for Dearborn entrepreneur resources and co-working/start-up space.

Updating the façade improvement program documents to include design criteria in preparation of an early fall adoption by the Boards. Second mural in EDDDA has been installed and POP Team Mural Dedication is Aug. 15.

Only one quote for the consumer intercept survey came back, therefore are reassessing how to move forward.

Snow removal and holiday décor bids are being developed.

Landscaping and maintenance in the WDDDA through Fairlane Grounds is humming along nicely and looks great. Executive Team is assessing any future needs this fall. As for the EDDDA, Executive Team is closely monitoring WH Canon's services for continued performance issues.

The Executive Committee is evaluating how best to proceed. Executive Team met with DTE regarding lighting in the EDDDA, and they have submitted a proposal that is currently under review. Streetpoles along Michigan Avenue are being primed and repainted.

Michigan Avenue and Wagner Place streetscapes are still underway. City did not receive TAP funding the rest of Michigan Avenue yet, but are working on a potential revised application submittal or a modified plan to move forward.

An update on the Form-based Code was requested for the next Board meeting.

VIII. Staff & Community Reports

- A.** Executive Director (Cristina Sheppard-Decius) reported that the branding site visits are scheduled to take place next week. This is the start of the branding campaign. Their goal is to determine the assets of the region, the story of the city, and important issues to the residents of Dearborn.

Additionally, Kate Sample and Mike Bewick are no longer serving with the EDDDA.

Andrew Daulton is taking over as the new Operations Manager and will be handing many of the office operations for the DDDAs. Jean Smith will be serving as the DDDAs event manager. A new contractor will be onboarding in September. A design / planning contractor is being sought after in the future.

Cristina is in the process of conducting background checks for POW! Strategies Inc.'s contractors.

- B.** ECD (Barry Murray) Barry reported that the Wagner Place project is complete, and 650 Ford employees are scheduled to move in starting Tuesday, August 21st, 2018. The process of moving in employees should be complete by Labor Day.

IX. Call To Board of Directors

- A.** Chamber of Commerce (Jackie Lovejoy) reported on events the Dearborn Area Chamber of Commerce is hosting soon. This includes a Fall Fundraiser with a VIP Greeting Party for Sculpture Fest on Friday, October 12, 2018, and a Live Auction on Saturday, October 15, 2018.

- B.** EDDDA Board (Dan Merritt) Dan discussed the 2018 ComiqueCon event. All Board Members are welcome to attend the event and there will be a pre-party event at Green Brain Comics in which all Board Members are also welcome to attend.

- C.** WDDDA Board Chairwoman (Karen Nigosian) asked for a written policy for non-profit donations and the criteria be adopted by the Boards.

X. Adjournment

There being no further business to come before the board, the meeting was adjourned at 10:45 a.m. The next board meeting is scheduled for Thursday, September 20, 2018, at 8:00 a.m.

CITY OF DEARBORN
EAST DOWNTOWN DEVELOPMENT AUTHORITY
REGULARLY SCHEDULED MEETING
AUGUST 16, 2018
DEARBORN ADMINISTRATIVE CENTER
MINUTES

- MEMBERS PRESENT : Mark Guido, Mayor John B. O'Reilly Jr. Janice Cislo, Jay Kruz, Judith McNeeley, Dan Merritt, Scott Saionz, Kamal Turfah
- MEMBERS ABSENT : Joseph Bojovic, Mary O'Bryan
- CITY OF DEARBORN : Barry Murray (ECD), Maria Buffone (Finance), Jordan Roberts (PMDS), Laura Freeman (City Council), Licia Yangouyan (Legal), Jean Smith (DDDA), Cristina Sheppard-Decius (DDDA), Andrew Daulton (DDDA)
- OTHERS : Lisbet Acosta (intern)

I. Call to Order

Joint DDDA Chairman Dan Merritt called the meeting to order at 8:08 a.m.

II. Roll Call

Secretary/Treasurer Jay Cruz called the roll of Board members. A quorum was present.

III. Approval of Minutes

The minutes from the June 21, 2018, and June 27, 2018, Board meetings were presented for approval. It was moved by Director Scott Saionz and supported by Director Mark Guido to approve the minutes as presented. A voice vote unanimously approved.

IV. Treasurer's Report

Maria Buffone from Finance reviewed the FYE18 financial statement prepared as of August 1, 2018. Revenues totaled \$903,567. Total expenditures totaled \$1,451,457. The current cash position equaled \$1,109,104. The estimated EDDDA ending cash position as of June 30, 2018 is \$835,753.

Maria Buffone also reviewed the FYE19 financial statement prepared as of August 1, 2018. Revenues contributed from the General Fund equaled \$6,070. Total expenditures totaled \$39,290. The current cash position equaled \$1,069,124. The estimated EDDDA ending cash position as of June 30, 2018 is \$918,034.

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

V. Joint Action Items

A. Downtown Dearborn Presentation –

Director Jackie Lovejoy presented the goal of the East and West DDDAs applying for the Select Michigan Main Street Level as one Downtown. The Michigan Economic Development Corporation's deadline for each Boards' letter of intent is September 7, 2018, if they are planning to apply this calendar year. This presentation included a discussion on Downtown Dearborn, Inc., a proposed umbrella organization meant to promote collaboration between each DDDA. The conversation was postponed until further information is available confirming the organizational structure will not affect or impact TIF funding, as well re-evaluating Board composition of the DDI, review of a service agreement, and additional information on the benefit of the DDI structure.

B. Red October Run –

The EDDDA and WDDDA intend to partner jointly in sponsoring the Red October Run for the October 7, 2018, event at the \$1,000 partner level, with the EDDDA contributing \$500.00 and the WDDDA contributing a matching amount. Director Scott Saionz moved to approve the sponsorship, seconded by Director Jay Kruz. A voice vote was unanimously passed.

C. 2019 Calendar of DDDA Joint Board Meetings –

The proposed 2019 Calendar of DDDA Joint Board Meetings was presented to each DDDA Board. Director Scott Saionz moved to approve the 2019 meeting schedule, seconded by Director Judith McNeeley. A voice vote was unanimously passed.

D. 2018 Arab American National Museum Grand Gala –

The EDDDA and WDDDA intend to partner jointly in sponsoring the 2018 AANM Grand Gala for the October 6, 2018, event at the \$1,500 sponsorship level, with the EDDDA contributing \$750.00 and the WDDDA contributing a matching amount of \$750.00. An additional \$150.00 from the EDDDA is intended for the Graphic Design of a full-page ad creation, with the WDDDA contributing a matching amount of \$150.00. Director Scott Saionz moved to approve the sponsorship and graphic design expenditure, seconded by Director Kamal Turfah. A voice vote was unanimously passed.

E. Michigan Downtown Association –

A proposal was introduced for the EDDDA to authorize up to \$500.00 for the registration, lodging, and travel expenses of the annual MDA conference on October 11-12, 2018 for Board Member Scott Saionz. Director Jay Kruz moved to approve the \$500.00 expenditure, seconded by Director Judith McNeeley. Director Scott Saionz abstained from voting. All others voice voted and passed unanimously.

F. Fall Promotions Budget –

A proposal was introduced for the EDDDA to authorize expenditure of an amount not to exceed \$500.00 from the Community Promotions / Fall Promotions Budget towards the Marking and Promotion of Fall Activities in 2018. Approval of the expenditure was motioned by Director Scott Saionz, seconded by Director Mark Guido. A voice vote passed unanimously.

G. Shop Small –

A proposal was introduced for the EDDDA to authorize expenditure of an amount not to exceed \$6500.00 from the Community Promotions / Shop Small Budget towards the Marking and Promotion of Shop Small in 2018. Approval of the expenditure is motioned by Director Scott Saionz, seconded by Mayor O'Reilly. A voice vote passed unanimously.

H. Winterfest –

A proposal is introduced for the EDDDA to authorize expenditure of an amount not to exceed \$3000.00 from the Community Promotions / Holiday Market towards the Production and Promotion of Winterfest in 2018. Approval of the expenditure was motioned by Director Scott Saionz, seconded by Director Jay Kruz. A voice vote passed unanimously. Later, discussion on the collaboration of the EDDDA and WDDDA for the 2018 Winterfest took place and the conversation was tabled.

VI. East Action Items

A. Executive Board Action: 2nd Mural –

The EDDDA Executive Committee approved the final artwork design presented by mural artist Brian Lacey for the second mural in the EDDDA at 14245 Michigan Avenue at its July 11, 2018, meeting. A proposal was introduced for the EDDDA Board to support and accept the EDDDA Executive Committee resolution for approving the design of the second mural in the EDDDA at 14245 Michigan Avenue. The proposal was motioned by Director Scott Saionz, seconded by Mayor O'Reilly. A voice vote passed unanimously.

B. ComiqueCon –

A proposal was introduced for the EDDDA to approve an amount not to exceed \$1,000 from the Community Promotions/General Marketing budget in support of ComiqueCon held October 13, 2018 at the Arab American National Museum. Approval of the expenditure was motioned by Scott Saionz, seconded by Mayor O'Reilly. Dan Merritt abstained from voting. A voice vote passed unanimously.

C. Adopt a Tree Well Décor Sponsorship –

A proposal was introduced for the EDDDA to approve an expenditure not to exceed \$500.00 from the Plant Materials budget towards fall décor for the Adopt-a-Tree Well program. Approval of the expenditure was motioned by Mayor O'Reilly, seconded by Director Scott Saionz. A voice vote passed unanimously.

D. Unemployment Costs –

A budget amendment was motioned by Mayor O'Reilly, seconded by Director Scott Saionz, for the EDDDA to cover Mike Bewick's unemployment costs for 20 weeks at \$362 per week, for a total of \$7240. A voice vote passed unanimously. An amendment was motioned by Mayor O'Reilly, seconded by Scott Saionz to authorize the executive committee to make a recommendation as to where the funds should come from. A voice vote passed unanimously.

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