

CITY OF DEARBORN  
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)  
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)  
REGULARLY SCHEDULED JOINT BOARD MEETING  
August 15, 2019  
DEARBORN ADMINISTRATIVE CENTER  
MINUTES

**MEMBERS PRESENT**

EAST DDA : Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Secretary-Treasurer Jay P. Kruz (left 9:05am), Director Janice B. Cislo, Director Mark Guido, Director Julia Kapilango (8:10) Director Judith A. McNeeley, Director Mary O'Bryan, Mayor Jack O'Reilly

WEST DDA : Chairperson Sam Abbas (phone in), Vice Chairperson James M. Jernigan, Director Thomas L. Clark, Director Mark Guido, Director Jeff Lynch, Director John L. McWilliams (left 9:00am), Mayor Jack O'Reilly, Director Audrey Ralko

**MEMBERS ABSENT**

EAST DDA : Director Kamal Turfah

WEST DDA : Director Mohammed Hider, Director Jackie Lovejoy, Director Karen Nigosian

**NON-MEMBERS PRESENT :**

CITY OF DEARBORN : Licia Yangouyian (Legal), Jenn Ryan (Finance), Moe Almaliky (Finance), Hassan Sheikh (ECD), Cristina Sheppard-Decius (DDDA), Janet Bloom (DDDA), Jean Smith (DDDA)

OTHERS : Brian Boyle (Issue Media)-stepped out during Metromode vote

**I. Call to Order**

Joint DDDA Chair Scott Saionz called the meeting to order at 8:02 am.

**II. Roll Call**

Vice Chairperson James M. Jernigan 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 August 2019: Chairman Scott Saionz**

**IV. WDDDA Secretary/Treasurer Appointment & Nominations**

The WDDDA Board has a vacancy on the Executive Committee. The position of Secretary/Treasurer is currently open. In the interim, motion was made by Director James Jernigan to appoint Director Tom Clark to the position of Acting Secretary/Treasurer for the August 2019 Board Meeting. Motion was seconded by Mayor Jack O'Reilly. Approved by all. No dissenting votes.

**V. Approval of the July 2019 Meeting Minutes**

Mayor Jack O'Reilly noted to modify minutes to add himself and Director Mark Guido to both East and West attending members list, rather than have them both listed under "Joint East & West" to avoid confusion.

EDDDA: The minutes from the July 2019 Board meeting were presented for approval. It was moved by Vice-Chairperson Mark Guido and supported by Director Jan Cislo to approve the minutes as presented. Minutes will be modified to incorporate requested change. A voice vote unanimously approved.

WDDDA: The minutes from the July 2019 Board meeting were presented for approval. It was moved by Director Tom Clark and supported by Director John McWilliams to approve the minutes as presented. Minutes will be modified to incorporate requested change. A voice vote unanimously approved.

**VI. Treasurer's Report**

**A. Receive & File Report**

Cristina Sheppard-Decius introduced a new Finance contact, Jenn Ryan, who created this month's financial reports for the DDDA's. Jenn then introduced Moe Almaliky, who will be taking Maria Buffone's role and will be the primary contact for the DDDA's moving forward.

EDDDA: Jenn Ryan from Finance reviewed the financial statement dated June 30, 2019. Revenue to date totaled \$823,417. Total expenditures totaled \$926,821. The current cash position equals \$1,099,982 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$578,027.

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

WDDDA: Jenn Ryan from Finance reviewed the financial statement dated June 30, 2019. Revenue to date totaled \$982,915. Total expenditures totaled \$786,147. The

current cash position equals \$917,897 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$535,799.

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

## **VII. Action Items**

### **A. Joint Board Actions**

#### **1. Metromode**

Resolution introduced to exercise one of the two 3-month options for renewal at the end of the contract, expiring August 31, 2019. The cost is \$12,000 per renewal, split equally between East and West DDDAs. Metromode has been an important part of telling Dearborn's stories. Both boards had budgeted accordingly to continue supporting this program through FYE2020. For WDDDA, Director John McWilliams motioned to approve; seconded by Director Sam Abbas. A voice vote passed unanimously. For EDDDA, Director Dan Merritt motioned to approve; seconded by Director Jan Cislo.

#### **2. Artspace Lease**

Resolution introduced to clarify dates and concurrent fiscal years until the end of the lease term since previous resolutions were not definitive to that information. Lease term at Artspace Connector expires December 31, 2021 at a rate of \$1805 per month. EDDDA originated lease agreement, with WDDDA beginning to share cost of space June of 2018. For WDDDA, Director Tom Clark motioned to approve; seconded by Director Audrey Ralko. A voice vote passed unanimously. For EDDDA, Director Mark Guido motioned to approve; seconded by Director Jay Kruz. A voice vote passed unanimously.

#### **3. Office Cleaning**

Resolution introduced to continue cleaning contract through FYE 2020 with current provider, Campbell's Cleaning Company. Cleanings are twice a month, for \$150. For WDDDA, Director Audrey Ralko motioned to approve; seconded by Mayor Jack O'Reilly. A voice vote passed unanimously. For EDDDA, motion to approve by Director Mark Guido; seconded by Director Jan Cislo. A voice vote passed unanimously.

#### **4. MOU**

Resolution introduced to craft a Memorandum of Understanding between EDDDA and WDDDA as they continue to work together using the five key transformational strategies for Downtown Dearborn. This is also a stepping stone to a future collective action. It is also noted that this MOU complies with PA57. For WDDDA, Director Mark Guido motioned to approve; seconded by Director Tom Clark. A voice vote passed unanimously. For EDDDA, motion to approve by Director Mark Guido; seconded by Director Jan Cislo. A voice vote passed unanimously.

## **5. Temporary Parking Signs**

Resolution introduced for 6 sandwich boards with 2 hour parking during Homecoming. Additional temporary parking signs to direct consumers to free parking to be installed prior to branded parking signage. WDDDA sign inserts - \$200; a frame signs - \$1000. EDDDA sign inserts - \$200; a fram signs -\$1000. For WDDDA, Director Tom Clark motioned to approve; seconded by Director Audrey Ralko. A voice vote passed unanimously. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Julia Kapilango. A voice vote passed unanimously.

## **6. Fall Promotions**

Adopt-a-Tree-Well is Month of October, Pumpkin Carving is October 19, and Trick or Treet is October 26. For these events a fall promotions poster and social media campaigns are created to advertise the events and also funding for pumpkin carving supplies are requested. Trick or Treat Facebook ads - \$100 (EDDDA and WDDDA); Pumpkin Carving Facebook ad - \$100 (EDDDA only); donuts/cider/supplies for Pumpkin Carving - \$100 (East only); Pumpkins - planned for donation; Beshara for fall posters and brochures- \$1200 (East and West DDAs). For WDDDA, Director Jim Jernigan motioned to approve; seconded by Director Sam Abbas . A voice vote passed unanimously. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Judith McNeeley. A voice vote passed unanimously.

## **7. 2020 Board Calendar**

Resolution introduced to approve the joint board meeting dates for 2020. Two dates were selected to meet the PA 57 requirement for two meetings a year: July and October 2020 board meeting dates. For WDDDA, Director Tom Clark motioned to approve; seconded by Director Mayor Jack O'Reilly A voice vote passed unanimously. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Judith McNeeley. A voice vote passed unanimously.

## **8. MDA Fall Conference**

Michigan Downtown Association holds a two day conference providing education and networking opportunities for attendees. Dates are November 7-8, 2019 in Holland, MI. Cost is estimated at \$500 per person with both boards usually sending a representative. For WDDDA, Director Sam Abbas motioned to approve; seconded by Mayor Jack O'Reilly . A voice vote passed unanimously. For EDDDA, motion to approve by Director Mark Guido; seconded by Director Dan Merritt. A voice vote passed unanimously.

## **9. AANM Gala**

East and West DDA's support the Arab American National Museum Gala by purchasing a full page program ad which includes four tickets to the event. The shared cost is

\$1500 (\$750 each) plus minimal cost of updating graphic work. Event date is November 16 at MGM Grand Detroit. The board was asked to submit requests for tickets to attend. For WDDDA, Director Jeff Lynch motioned to approve; seconded by Mayor Jack O'Reilly. A voice vote passed unanimously. For EDDDA, motion to approve by Director Jan Cislo; seconded by Director Judith McNeeley. A voice vote passed unanimously.

## **10. Shop Small**

In it's fifth year, East and West DDDAs will market collaboratively to showcase retailers and restaurants for the national Shop Small campaign by offering great deals and give customers an opportunity to win prizes. Approved iHeart Media radio ads for \$7500, Facebook ads of \$500, WDIV "Live in the D" program for \$2500 and Beshara for Passport printing of \$1300. For WDDDA, Mayor Jack O'Reilly motioned to approve; seconded by Director Tom Clark. A voice vote passed unanimously. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Mary O'Bryan. A voice vote passed unanimously.

### **A. WDDDA Actions Only**

#### **1. Secretary/Treasurer Position**

Resolution introduced to select Jeff Lynch for Secretary/Treasurer for remainder of 2019 to fill vacated seat on West DDDA Board. For WDDDA, Mayor Jack O'Reilly motioned to approve; seconded by Director Tom Clark. A voice vote passed unanimously.

#### **2. Bistro Tables**

Resolution to purchase Bistro Tables and Chairs from Furniture Designhouse for Wagner Park for a cost of \$6505.43. Twelve tables and 36 chairs - black metal frames with wood slat chairs. For WDDDA, Director Mark Guido motioned to approve; seconded by Director Tom Clark. A voice vote passed unanimously.

### **C. EDDDA Actions Only**

#### **1. Trash receptacles**

Resolution to purchase trash receptacles from Global Supply, gray with colorful tops, for \$7700.28. Four colors selected. Inserts will be vinyl wrapped for additional pop of color. Britten will create vinyl wrap for \$720 and Malko Media with apply wrap to inserts for \$960. For EDDDA, Director Judith McNeeley motioned to approve; seconded by Director Jan Cislo. A voice vote passed unanimously.

## **VIII. Committee Reports**

No discussion.

## **IV. DDDA Executive Management Team & ECD Reports**

Hassan Sheikh introduced himself to group. No current updates to share.

**X. Call to Board of Directors**

1. Linked In - Director Dan Merritt suggested the DDDAs start to use the LinkedIn platform as a tool for business engagement, recruitment, and also event postings. It could also tie in local businesses together via this tool.
2. WDDDA - it was mentioned to look at replacing plants in bump-outs that might be damaged by salt spray. Need to get salt tolerant plants.
3. Facebook - Director Dan Merritt stated that mentions for fall and winter events need to be staggered so they don't hit all at once.
4. Director Scott Saionz mentioned the Redico parking deck on Schaeffer was locked and unable to be accessed over the weekend.
5. Director Scott Saionz mentioned for Director Mary O'Bryan and Janet Bloom discuss getting a TV in DDDA office conference room for presentation purposes.

**XI. Call to Audience**


No discussion

**XII. Adjournment**

Meeting adjourned at 9:48am

Approved by:

Jay Kruz, Secretary-Treasurer, EDDDA



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Tom Clark, Acting Secretary-Treasurer for August 2019 meeting, WDDDA



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