

CITY OF DEARBORN
EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES
BOARD OF DIRECTORS MEETING

August 18, 2022

Joint Board Meeting 8:00 AM – 9:30 AM

Dearborn Administrative Center – Council Chambers
16901 Michigan Avenue, Dearborn, MI, 48126

MINUTES

MEMBERS PRESENT

WEST DDA: Vice Chairperson Mohammed Hider (phone, left 9:06am), Secretary-Treasurer Jackie Lovejoy (joined 8:20am), Mayor Abdullah Hammoud, Director Tahrik Alcodray, Director Thomas L. Clark, Director Jeff Lynch (phone, left 9am), Director Devon O'Reilly, and Director Audrey A. Ralko

EAST DDA: Chairperson Eric Woody, Vice Chairperson Matthew Dietz, Mayor Abdullah Hammoud, Director Khalil Dabaja, Director Zo Olabi, and Director Kamal Turfah

MEMBERS ABSENT

WEST DDA: Chairperson Sam Abbas, Director Zaineab A. Hussein, and Director Amanda Bright McClanahan

EAST DDA: Director Zaineab A. Hussein, Director Jay P. Kruz, Director Amanda Bright McClanahan, and Director Hamzah Nasser

NON-MEMBERS PRESENT :

CITY OF DEARBORN: Licia Yangouyian (Legal), Moe Almaliky (Finance), Massara Zwayen (Planning), Hassan Sheikh (ED), Jordan Twardy (ED), Steve Horstman (ED), Cristina Sheppard-Decius (DDDA), Helen Lambrix (DDDA), Janet Bloom (DDDA), Steve Deisler (DDDA),

OTHERS: N/A

I. **Call to Order**

EDDDA Chairperson Eric Woody called the meeting to order at 8:09am

II. **Roll Call**

EDDDA Vice-Chairperson Matthew Dietz called the roll for Board Members for East DDDA. A quorum was present.

WDDDA - Janet Bloom, DDA Operations Manager, called the roll for Board Members for West DDDA. A quorum was present.

III. **Joint Meeting Chair for August 2022: Chairman Eric Woody**

IV. **Approval of Regular Meeting July 2022 Minutes**

A. Approval of Regular Meeting July 2022 Minutes:

EDDDA - A motion to approve the minutes was made by Director Kamal Turfah, seconded by Mayor Abdullah Hammoud. Voice vote passed unanimously. Motion passed. Minutes approved.

WDDDA - A motion to approve the minutes was made by Director Thomas Clark, seconded by Mayor Abdullah Hammoud. Voice vote passed unanimously. Motion passed. Minutes approved.

V. **Treasurer's Report**

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated July 31, 2022. Revenue to date totaled \$3,435. Total expenditures totaled \$70,052. The current cash position equals \$1,001,133 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$774,077.

WDDDA: Moe Almaliky from Finance reviewed the financial statement dated July 31, 2022. Revenue to date totaled \$6,339. Total expenditures totaled \$68,840. The current cash position equals \$1,368,326 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$1,264,346.

VI. **Action Items**

A. **Regular Action Items**

1. **Joint Board Actions**

a) **Comcast-Annual Advertising Contract**

The Promotions Committee has reviewed and recommends to approve an annual Comcast advertising package so the message and brand of Downtown Dearborn runs majority of weeks annually; to engage businesses, residents and visitors alike to the shops and businesses and events of Downtown Dearborn.

The Comcast advertising Premiere package starts Sep 1, 2022 - August 31, 2023, and doubles advertising spots from previous year's plan for a

total of 8500 spots annually.

The EDDDA and WDDDA approves expenditures up to \$25,000 for the Comcast annual advertising package, to be split equally, expending up to \$12,500 from EDDDA Account #297-6100-911-51-00/General Marketing and up to \$12,500 from WDDDA Account #297-6100-911-51-00/General Marketing. Also, the Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA and WDDDA with Comcast, subject to review and approval by Corporation Counsel.

For WDDDA, motion to approve was made by Director Tahrik Alcodray, and seconded by Secretary-Treasurer Jackie Lovejoy. A voice vote passed unanimously. Motion approved.

For EDDDA, Director Kamal Turfah made the motion to approve. Seconded by Mayor Abdullah Hammoud. A voice vote passed unanimously. Motion approved.

b) The Henry Ford - Annual Advertising Contract

The EDDDA and WDDDA Board of Directors work closely with The Henry Ford in cross-promoting Dearborn's destinations, and has annually participated in a marketing program with The Henry Ford in the amount of \$11,200.

The Henry Ford (THF) offers a partnership benefit package from September 1, 2022 - August 31, 2023, that includes listing and link on THF Vacation Packages webpage for 12 months, half-page advertising in two editions of THF Magazine (110,000 digital distribution), pre-show slides on the Giant Screen for 12 months, two digital ads in the THF eNews, six digital ads in the THF retail eNews, four dedicated promotions via social media (over 600,000 followers on Facebook, Twitter, and Instagram) and opportunities to distribute the downtown promotional materials at the THF and additional event tie-ins.

The EDDDA and WDDDA approves \$5600 per district for the 2022 marketing program with The Henry Ford from account #297-6100-911-51-00 for EDDDA and account #296-6100-911-51-00 for WDDDA from FYE2023. The EDDDA and WDDDA Boards also authorize the Manager of the DDDAs to execute the contract, subject to the review and approval of Corporation Counsel.

For WDDDA, motion to approve was made by Mayor Abdullah Hammoud, and seconded by Secretary-Treasurer Jackie Lovejoy. A voice vote passed unanimously. Motion approved.

For EDDDA, Mayor Abdullah Hammoud made the motion to approve. Seconded by Director Kamal Turfah. A voice vote passed

unanimously. Motion approved.

c) Platform/Greenhouse Policy & Process

The WDDDA and EDDDA purchased outdoor platform dining structures and greenhouses for the purpose of additional seating for restaurants and bars in the district.

The EDDDA and WDDDA requested formalizing a policy and process that the City, DDA and applicants can follow to submit and approve applications.

The proposed Outdoor Seating Platform & Greenhouse Structure policy defines the program requirements for types of structures, ownership of structures, structure review, locations, application and fees.

The Outdoor Seating Platform & Greenhouse Structure policy outlines the process for applicants and installation of the structures within the DDA's. The resolutions for both EDDDA and WDDDA were tabled to add a lease to own option in the policy and then have policy reviewed by Legal, Planning and Economic Development Departments.

For WDDDA, motion to table was made by Secretary-Treasurer Jackie Lovejoy, and seconded by Mayor Abdullah Hammoud. A voice vote passed unanimously. Motion tabled.

For EDDDA, Director Kamal Turfah made the motion to table. Seconded by Secretary-Treasurer Matthew Dietz. A voice vote passed unanimously. Motion tabled.

2. EDDDA Actions Only

a) Open Door Dearborn Grant: Bora Bora Juice

Nageeb Ali and Essa Rahimee applicant and owner of Bora Bora Juice (d.b.a Socotra Juice) is leasing the lower retail space at 13252 Michigan Ave., and plans to renovate the facade and interior main floor unit of the two-story building for a new juice bar / restaurant.

The applicant applied to the EDDDA for a Level III grant from the Open Door Dearborn grant program in the amount of \$10,000 for facade Improvements and interior renovation.

For the façade, Mr. Ali and Mr. Rahimee plan to remove paint from the first-floor bricks, clean the limestone, and paint the lower lever brick. His interior renovation includes demolition, new flooring, walls, fixtures, lighting, ceiling tiles and water heater. The stated renovations are anticipated to be completed by the end of fall 2022.

Mr. Ali and Mr. Rahimee anticipate expending approximately \$80,000 for all renovations. Mr. Ali and Mr. Rahimee have submitted the required quotes for improvements.

The Design/EV Committee met on August 9, 2022 and recommended conditional approval of the \$10,000 grant, subject to the following conditions as follows:

1. scrape, clean, and paint the lower brick/stucco under limestone band black
2. paint the east and central front doors black
3. clean the limestone above the main floor brick, center arch and along the entire length of the building
4. Fix and paint the front door business entry panel black
5. Provide the design plan for your new sign including 3 quotes for sign installation.
6. Make sure the sign is located above the windows/door and below the limestone band. You also may consider a projecting blade sign.
7. Provide us a copy of your City of Dearborn conditional building permit
8. Provide a letter from the Building owner approving the plans and improvements you are implementing.
9. Share Dumpster in rear lot with other business

The EDDDA hereby awards a Level III grant up to \$10,000 from the Open-Door Dearborn Business Grant Program to Nageeb Ali and Essa Rahimee, Bora Bora Juice dba Socotra Juice, located at 13252 Michigan Ave., from account #297-6100-911-34-90, contingent upon Bora Bora Juice dba Socotra Juice meeting required conditions imposed by Design/EV Committee; and subject to review and approval of Corporation Counsel.

This award is also conditioned upon the owner of the building at 13252 Michigan Ave. removing the improperly installed stucco/EIFS material on the outside of the building. The building must comply with all Dearborn Code provisions, including issuance of a certificate of occupancy by December 31, 2022, to qualify for reimbursement of costs through the Level III grant from the Open-Door Dearborn Business Grant Program.

Failure to comply with any of the conditions imposed by December 31, 2022, shall cause the grant approval to be revoked and this resolution rescinded.

The EDDDA is under no obligation to reimburse applicant for any renovation costs pursuant to the Open Door Dearborn Business Grant Program unless all conditions stated herein have been satisfied.

For EDDDA, motion to approve was made by Mayor Abdullah Hammoud, and seconded by Director Kamal Turfah. A voice vote passed unanimously. Motion approved.

b) Extension of Temporary Landscape & Maintenance Contract

As the bid is being prepared for the next multi-year contract, Four Seasons is being requested to extend their contract for an additional month, September 1, 2022- September 30, 2022. The indicated scope of work is as the follows:

- Litter Removal (5x a week)
- Remove large debris/graffiti as needed
- Landscape and Maintenance of sidewalks, alleys, parking lots, planters, tree wells, City Hall Park including:
 - Installation of Fall plant materials/decor(1x)
 - Grass Cutting (1x/week)
 - Weeding as needed
 - Watering (2-3x a week)
 - Pruning as needed
 - Fertilize - grass (1x)

The cost for this additional one month service with Four Seasons is \$19,291.15.

A portion of these funds will be expended under the Special Assessing District (SAD) fund which is payable by the Department of Public Works (DPW). The EDDDA authorizes the temporary landscape and maintenance contract with Four Seasons starting September 1, 2022-September 30, 2022, in an amount of \$19,291.15.

The EDDDA Board authorizes the Manager of the DDDA to execute the contract, subject to the review and approval of Corporation Counsel.

For EDDDA, motion to approve was made by Vice Chairperson Matthew Dietz, and seconded by Director Kamal Turfah. A voice vote passed unanimously. Motion approved.

3. WDDDA Actions Only
a) None at this time

VIII. Old Business

A. Platforms/Greenhouses - Cristina - working to get into storage or placed where desired.

B. East Pedestrian Alley - 185 RAP applications received with \$500 million in asks. MEDC is still working through grant applications. They are looking for those with funding committed. AANM is very excited about the project.

C. Bryant Library - Cristina - Smithgroup - will review plans for install - October review, and Spring install.

D. Scooter/Bike Ordinance - Spring 2023 for launch.

E. Grease - Jordan - met with Sanitation and will continue discussions, which also includes the use of cameras. Mayor - do a special assessment - two power washes a month, based on square footage of business, also need to consider food versus retail. Thomas - private dumpsters - asked if any way to monitor. If issues, can alert city.

IX. Committee Reports

Cristina - due to time, please read the committee minutes in your supplemental digital packet to be up to speed.

X. DDDA Executive Management Team

Cristina - As POW! Strategies moves to wind down, recommends utilizing dollars from WDDDA Winterfest and EDDDA Shop Small Kick Off towards more marketing and advertising of holiday season in general and providing opportunities to visit a strolling Santa, reindeer in area, make it so more people go store to store.

XI. ED Report

Jordan Twardy- draft staffing plan was distributed and reviewed. Up to \$63K for positions. If boards are comfortable, they can go above \$328K.

XI. Call to Board of Directors

No comments at this time

XII. Call to Audience

Julia Kapilango - she thanked the EDDDA for their financial support of the community garden and the police support at the Juneteenth event. Julia stepping forward today to ask to have Juneteenth be considered for support again in 2023.

XIII. Adjournment

Meeting adjourned at 10:20 a.m. A motion was made by Mayor Abdullah Hammoud, seconded by Director Tahrik Alcodray.


Approved by:

Jackie Lovejoy, Secretary-Treasurer, WDDDA



9/15/22

Matthew Dietz, Vice-Chairperson/Interim Secretary-Treasurer, EDDDA



9/15/2022