

**CITY OF DEARBORN  
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)  
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)  
REGULARLY SCHEDULED JOINT BOARD MEETING  
December 17, 2020  
Virtual Meeting via Zoom**

<https://zoom.us/j/433224302?pwd=bmd2VzZBZ2I2WEY5eDUyVmVCQlQwQT09>

Meeting ID: 433 224 302

Password: 844577

One tap mobile

+13126266799,,433224302# US (Chicago)

+19292056099,,433224302# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US

+1 301 715 8592 US

Meeting ID: 433 224 302

Join by Skype for Business

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

**MINUTES**

**MEMBERS PRESENT**

**EAST DDA** : Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt, Secretary-Treasurer Heidi Merino (left at 9am), Mayor Jack O'Reilly, Director Janice Cislo, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz (joined 8:06am, left at 9:40am), Director Mary O'Bryan, and Director Eric Woody (left at 10am).

**WEST DDA** : Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider (joined 8:06am left at 10am), Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark Guido, Director Jackie Lovejoy (join 8:08am, left at 10am), Director John McWilliams, Director Karen Nigosian and Director Audrey Ralko.

**MEMBERS ABSENT**

EAST DDA : Director Kamal Turfah

WEST DDA : Secretary-Treasurer Jeff Lynch

**NON-MEMBERS PRESENT :**

CITY OF DEARBORN : Hassan Sheikh (ECD), Licia Yangouyan (Legal), Moe Almaliky (Finance), Zeinab Hachem (Council Office), Tim Hawkins (PMADS), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA) Steve Deisler (DDDA), and Janet Bloom (DDDA)

OTHERS : N/A

**I. Call to Order**

Joint DDDA Chairperson Julia Kapilango called the meeting to order at 8:05 am

**II. Roll Call**

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

EDDDA: A quorum was present

WDDDA: A quorum was present

**III. Joint Meeting Chair for December 2020: Chairperson Julia Kapilango**

**IV. Approval of the November 2020 Board Meeting Minutes**

For the EDDDA, the minutes from the November 2020 Board meeting were presented for approval. For EDDDA, motion to approve by Director Janice Cislo, seconded by Vice Chairperson Moe Hider. Roll call vote: Chairperson Julia Kapilango - yes, Chairperson Dan Merritt - yes, Secretary-Treasurer Heidi Merino - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, and Director Eric Woody - yes. Motion passed.

For the WDDDA, the minutes from the November 2020 Board meeting were presented for approval. It was moved by Secretary-Treasurer Heidi Merino and it was seconded by Director John McWilliams. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Moe Hider - 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.

The minutes were recorded and filed.

## **V. Treasurer's Report**

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated November 30, 2020. Revenue to date totaled \$661,225. Total expenditures totaled \$183,769. The current cash position equals \$1,446,903 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$742,811.

WDDDA: Moe Almaliky reviewed the financial statement dated November 30, 2020. Revenue to date totaled \$664,957. Total expenditures totaled \$313,876. The current cash position equals \$1,492,160 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$1,067,659.

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

## **VI. Action Items**

### **A. Regular Action Items**

#### **1. Joint Board Actions**

##### **a) Nominating Committees**

The EDDDA and WDDDA both form a nominating committee for the annual nomination of officers to be elected by the board and serve as the Executive Committee. EDDDA is Matt Dietz, Julia Kapilango, and Eric Woody. For WDDDA, it is Mark Guido, Jackie Lovejoy, and Audrey Ralko.

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

For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Vice Chairperson Moe Hider. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Moe Hider - 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) The Henry Ford Partnership**

The EDDDA and WDDDA do an annual contract with The Henry Ford for cross-promotion. The cost is \$11, 200, split equally. The marketing package includes magazine advertising, pre-show theatre slides, placement and link on website, and social media and opportunities to distribute marketing materials, expending from budget account #296-6100-911-51-00 for East and #297-6100-911-51-00 for West.

Due to Covid-19, it was felt the package needed to be renegotiated and the resolution was asked to be tabled for both East and West.

For EDDDA, motion to table was made by Vice Chairperson Dan Merritt, seconded by Secretary-Treasurer Heidi Merino. Roll call vote: Chairperson Julia Kapilango - yes, Chairperson Dan Merritt - yes, Secretary-Treasurer Heidi Merino - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to table was made by Director Thomas Clark, seconded by Director John McWilliams.

Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Moe Hider - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes, and Director Audrey Ralko - yes. Motion passed.

**c) Dearborn Restaurant Week**

The 2021 Dearborn Restaurant Week is trying a Pick up Pledge program to encourage patrons to carry out or pick up from restaurants and tip big, in an effort to save restaurants from large fees from third party delivery services. It is recommended \$19,599 is reallocated from DRW carry forward to the Pick Up Pledge. The EDDDA has 28 restaurants and WDDDA has 31 restaurants. The list of vendors for WDDDA to support this event is WDIV TV (\$1800), Beshara posters (\$54), Facebook/Instagram (\$6750), Pandora (\$540), Spotify (\$540), and TBD consultant/photographer (\$1619.46). The WDDDA approves expenditures up to \$10,583.46 from account # 296-6110-911-51-00.

For EDDDA, they approve expenditures up to \$9015.54 from account #297-6100-911-51-00. The list of vendors for EDDDA: WDIV TV (\$920), Beshara posters (\$46), Facebook/Instagram (\$5750), Pandora (\$460), Spotify (\$460), and TBD consultant/photographer (\$1379.54).

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

For WDDDA, motion to approve by Vice Chairperson Moe Hider, seconded by Director Mark Guido.

Roll call vote: Chairperson Sam Abbas - yes, Vice Chairperson Moe Hider - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes, and Director Audrey Ralko - yes. Motion passed.

## **2. EDDDA Actions Only**

### **a) Homage to Black Excellence**

The EDDDA is doing a set of events to recognize the cultural, historic, economic and entrepreneurial spirit of Black History Month activities. They are Diversity, Equity, and Excellence Panels, Art of Protest, and Mobility Stroll and Roll.

\$25,000 in unused funds from Jazz on the Ave. and Music in the Park 2020 are available to reallocate. The motion presented was to reallocate \$14,000 for the two events, DE&I and Art of Protest, rename Art of Protest, and revisit Mobility Stroll and Roll at a later date. This will be expending from account #297-6100-911-51-00. It also approves the following vendors: Michigan Chronicle (\$300), Facebook/Instagram (\$750), Pandora (\$1500), Bewick (\$150), Comcast (\$2999), Beshara Printing: posters (\$200), signage (\$1500), event banners (\$500), TBD - acrylastone outdoor information (\$1100), Jean Smith supplies (\$500), Dr. Robbya Green-Weir consultant (\$2000), Rozenia Johnson consultant (\$2000), DeJuan McTaw photography (\$300), Mollywop! Music (\$200). For EDDDA, motion to approve by Director Eric Woody, seconded by Vice Chairperson Dan Merritt. Roll call vote: Chairperson Julia Kapilango - yes, Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - no, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - no, Director Mary O'Bryan -no, and Director Eric Woody - yes. Motion passed.

### **b) Translation Services for City Hall Park Redesign Community Outreach**

The City Hall Park Redesign Committee will be soliciting input from residents, businesses and visitors. To be inclusive, materials will be translated into Arabic and Spanish. For Arabic, Rana Taacoub will

translate Arabic items for \$1000. Multilanguage Services, Inc. will be doing Spanish translation for \$500, both coming from account # 297-6100-911-51-00 and authorized the Manager of the DDDAs to execute contracts on behalf of the EDDDA subject to review and approval by Corporation Counsel.

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

### **c) Holiday Decor - Winter Greens and Trees**

For EDDDA it is recommended to add additional holiday decor and plant materials in the planter beds for Winter 2020. The EDDDA authorizes expending up to \$2999 to WH Canon for additional materials, services for holiday decor and authorized the Manager of the DDDAs to execute contracts on behalf of the EDDDA subject to review and approval by Corporation Counsel.

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

## **3. WDDDA Actions Only**

### **a) Social District Service Providers**

The WDDDA Board authorizes the expenditure of \$1984 for the list of amenities to support the social district program in WDDDA. The vendors are: Beshara (signage) \$700, Beshara (posters) \$100, Malko Media (signage) \$850, and POW!Strategies (patio heaters) \$334, from account #296-6100-911-51-00.

It was moved by Director Jackie Lovejoy and it was seconded by Chairperson Sam Abbas. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Moe Hider - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes, and Director Audrey Ralko - yes. Motion passed.

## **VII. Committee Reports**

Committee minutes are in Supplemental Materials in digital board packet.

### **A. Promotion Committee**



Jean:

Shop Small - survey sent to retailers who participated. Overall, it was a good event. 100% stated lower foot traffic due to restaurants closed. Will have more detail in January. Winterfest - warm but rain. Modern Greek hosted Breakfast with Santa. 6, ½ blocks, 344 people signed up, 70% attended. 20-30 walk ups. Vendors 15 out of 24 participated. Some had cancelled. Intern tracked attendance - 800 people came through, masked and socially distanced and crowd limited in space.

**B. Bike Share/Mobility Committee**

Cristina:

RFP due Dec. 18; plan to meet first week in January for proposal reviews.

**C. Design/EV Committee**

Steve:

Open Door - 13 businesses interested. Received 3 applications in East and 2 in West. \$35K committed (4 in Level 1; 2 in Level 2; 2 in Level 3). Have \$22K remaining in program per district. Working with Al Wissam on drawings. Black Box open for a month, Royal Furniture project is complete.

**D. Steering Committee**

Cristina: Michigan Main Street application - received City Council resolution this month. Need letters of support. Asking board members to send letter by January 10.

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

**A. DDDA Executive Management Team**

**B. ECD Reports**

Hassan Sheikh asked Cristina to share that covid relief funds will be releasing early January. Application process being finalized.

**IX. Call to Board of Directors**

Chairperson Sam Abbas stated to Mark Guido that the West wants to continue to be part of discussion of event space in recently decided court case property between parking decks of W. Village Dr. Julia Kapilango expressed appreciation for support of her and her projects.

**X. Call to Audience**


No comments.

**XI. Adjournment**

Motion to adjourn by Director Mark Guido and Director Dan Merritt. Meeting adjourned at 10:17 am.


Approved by:

Heidi Merino, Secretary-Treasurer, EDDDA

DocuSigned by:  
  
758AC76FD4EC493...

---

Jeff Lynch, Secretary-Treasurer, WDDDA

DocuSigned by:  
  
44DC54368CFB4F6...

---