

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

December 16, 2021

8:00 – 9:30 AM

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

MINUTES

MEMBERS PRESENT

WEST DDA: Chairperson Sam Abbas (via Zoom), Vice Chairperson Mohammed Hider (via Zoom), Secretary-Treasurer Jeff Lynch (via Zoom), Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark G. Guido, Director Jackie Lovejoy (joined 8:15 a.m.), Director John L. McWilliams, and Director Karen Nigosian, Director Audrey A. Ralko

EAST DDA: Vice-Chairperson Eric Woody (via Zoom), Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark G. Guido, Director Jay P. Kruz, Director Hamzah Nasser, Director Kamal Turfah (via Zoom)

MEMBERS ABSENT

WEST DDA: N/A

EAST DDA: N/A

NON-MEMBERS PRESENT :

CITY OF DEARBORN: Hassan Sheikh (ECD), Licia Yangouyan (Legal), Moe Almaliky (Finance), Zeinab Hachem (Council Office), Cristina Sheppard-Decius (DDDA), Janet Bloom (DDDA), Helen Lambrix (DDDA), Cathleen Francois (DDDA), Steve Deisler (DDDA)

OTHERS: Bill Bowen (Octane), Kathleen Duffy (Smith Group), Kelly Burke (Smith Group)

I. **Call to Order**

Chairman Sam Abbas called the meeting to order at 8:10 am

II. **Roll Call**

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

WDDDA Secretary-Treasurer Jeff Lynch called the roll for Board Members for West DDDA. A quorum was present.

III. **Joint Meeting Chair for December 2021: Chairman Sam Abbas.**

It was motioned to turn proceedings over to Secretary-Treasurer Matthew Dietz due to Chairman Sam Abbas, Chairman Eric Woody, Vice Chairman Mohammed Hider, and Secretary-Treasurer Jeff Lynch having to call in for meeting.

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

For WDDDA, motion to approve was made by Secretary-Treasurer Mohammed Hider, and was seconded by Director John McWilliams. A voice vote passed unanimously. Motion approved.

Joint Meeting Chair for December 2021 proceeded with Secretary-Treasurer Matthew Dietz

IV. **Approval of Minutes**

Joint Meeting - November 2021

- A. EDDDA - A motion to approve the minutes was made by Director Jay Kruz, seconded by Director Janice Cislo. Voice vote passed unanimously. Motion passed. Minutes approved.
- B. WDDDA - A motion to approve the minutes was made by Director Thomas Clark, seconded by Director Mark Guido. Voice vote passed unanimously. Motion passed. Minutes approved.

V. **Treasurer's Report**

WDDDA: Moe Almaliky from Finance reviewed the financial statement dated November 30, 2021. Revenue to date totaled \$703,519. Total expenditures totaled \$124,906. The current cash position equals \$1,368,326 and it is estimated the WDDDA's cash position at the end of the fiscal year would be \$649,133.

EDDDA: Moe Almaliky reviewed the financial statement dated November 30, 2021. Revenue to date totaled \$724,857. Total expenditures totaled \$183,138. The current cash position equals \$1,001,133 and it is estimated the EDDDA's cash position at the end of the fiscal year will be \$231,270.

The Treasurer's Report was received and filed for both WDDDA and EDDDA.

VI. Action Items

A. Regular Action Items

1. **Joint Board Actions**

a) Social Media Management Contract 2022

The EDDDA and WDDDA value and desire to increase communications, public relations, marketing and media exposure for Downtown Dearborn, so agree to execute the option to continue Social Media Management to the POW! Strategies, Inc. contract in the amount of \$40,050 annually with a flat fee of \$3337.50 monthly from January 1, 2022 to December 31, 2022 to be split equally between EDDDA and WDDDA.

The EDDDA will pay \$20,025 annually, or \$1,668.75 monthly, from account #297-6100-911-34-90.

The WDDDA will pay \$20,025, or \$1,668.75 monthly from account #296-6100-911-34-90.

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

For WDDDA, motion to approve was made by Director Jackie Lovejoy, and seconded by Director Thomas Clark. A voice vote passed unanimously. Motion approved.

b) Line Item Reappropriation - Branding

The EDDDA and WDDDA contracted with Octane Design for branding redevelopment services in April 2018 in the amount of \$480,000. Each fiscal year a portion of the contract was added to the purchase order and the budget as needed. In FYE 2021, the remainder of the contract was inadvertently not entered into the purchase order prior to the fiscal year end in order for it to be carried forward as budgeted. The Executive Committee recommends a line-item reappropriation for branding to complete the contract and the additional services already approved, and those recommended for year two graphic services.

The EDDDA approves a line-item reappropriation of \$10,000 from H2BE and \$5,000 from SEO/SEM from FYE 2022 to the branding line item, totalling \$15,948.

The WDDDA approves a line-item reappropriation of \$40,000 from Social District and \$10,000 from SEO/SEM from FYE2022 to the branding line item, totalling \$57,211.

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

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

c) Graphic Design Services January - June 2022

EDDDA and WDDDA have a need for continued graphic design services for January through July for Spring and Summer 2022 projects. The EDDDA and WDDDA expend Tax Increment Financing (TIF) pursuant to

the EDDDA and WDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of the Arts and Cultural Programs for programs that sustain and increase business activity with the districts. On an annual basis, \$75,000 for graphic design services is estimated to support all the annual programming and projects of the DDDAs. The DDDAs budgeted \$60,000 for annual graphic design services anticipated for brand graphics for FYE 2022, and \$25,000 for graphic design services for the Fall/Winter 2021 promotions with Octane Design, split equally by the DDDAs. \$35,000 is needed to provide graphic design services from January - July 2022 for annual programming and projects, to be split equally between the DDDAs.

The EDDDA agrees to approve up to \$17,500 for additional graphic design of marketing and promotional materials for Spring and Summer 2022 programming with Octane Design, expending from account #297-6100-911-51-00.

The WDDDA agrees to approve up to \$17,500 for additional graphic design of marketing promotional materials for Spring and Summer 2022 programming with Octane Design, expending from account #296-6100-911-51-00.

For EDDDA, motion to approve was made by Mayor Jack O'Reilly, and was seconded by Director Kamal Turfah. A voice vote passed unanimously. Motion approved.

For WDDDA, motion to approve was made by Director Jackie Lovejoy, and was seconded by Director John McWilliams. A voice vote passed unanimously. Motion approved.

d) 2020 Social Media Ad/Office Expense Reimbursement - Missed Payments

The EDDDA and WDDDA utilize POW! Strategies, Inc. to purchase social media ad buys and board meeting supplies through a contracted service agreement. Invoice #158 from POW! Strategies, Inc. was issued in May 2020 for \$379.32 for a Social Media ad buys, coffee and donuts for the last joint board meeting before COVID shut down. The bill did not complete processing and due to it being out of the current budget year, the funds are still due and approval is being requested for the DDDA boards for reimbursement to POW! Strategies, Inc.

The EDDDA will pay \$5.00 for Tim Horton's donuts from account #297-6100-911-60-10 and Facebook charges of \$184.66 from account #297-6100-911-51-00.

The WDDDA will pay \$4.99 for Tim Horton's donuts from account #296-6100-911-60-10 and Facebook charges of \$184.67 from account #296-6100-911-51-00.

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

For WDDDA, motion to approve was made by Director Mark Guido, and was seconded by Director Jackie Lovejoy. A voice vote passed unanimously. Motion approved.

e) Snow Removal Services

The EDDDA and WDDDA have a need to maintain a safe and accessible downtown area with consistent snow removal services for the sidewalks and public pedestrian areas throughout the district. The City of Dearborn Parking Fund and Department of Public Works annually cover the costs for parking lots/decks, and the sidewalk perimeters around parking lots/decks. The DDDAs, through City of Dearborn procurement processes, awarded the bid for snow removal services to Premium Lawn for a term of one season starting November 1 2019 - March 31, 2020, with up to three, one-year renewal options. The EDDDA authorized a budget of \$25,000, and the WDDDA authorized a budget of \$36,500, for snow removal services for FYE2021. The DDDAs contested fees charged in early 2021 for snow removal, however, upon Legal and Purchasing review, the fees will stand as is. For EDDDA, Premium will absorb the contested January amount of \$2,475, and the EDDDA will pay \$8,000 to finalize the FYE 21 balance. For WDDDA, Premium will absorb the contested January amount of \$1,140, and the WDDDA will pay \$6,045 to finalize the FYE 21 balance, with Legal requesting an addendum with clarified terms, which both DDDAs and Premium would need to agree to. The EDDDA will pay \$8,000 to Premium Lawn for snow removal services for the 2020/2021 snow season, from the snow removal budget line account #297-6100-911-34-90, subject to the review and approval of Corporation Counsel.

The WDDDA will pay \$6,045 to Premium Lawn for snow removal services for the 2020/2021 snow season, from the snow removal budget line account #296-6100-911-34-90, subject to the review and approval of Corporation Counsel.

For EDDDA, motion to approve was made by Mayor Jack O'Reilly, and seconded by Director Kamal Turfah. A voice vote passed unanimously. Motion approved.

For WDDDA, motion to approve was made by Director Thomas Clark, and seconded by Director Jackie Lovejoy. A voice vote passed unanimously. Motion approved.

VII. Presentation: Vision Plan Draft & Timeline

Cristina presented the latest Vision Plan PPT. It covered the vision of Dearborn in 2040. The presentation noted key downtown anchors, assets and connectivity, and how US-12 (Michigan Ave.) would have a road diet, iconic wayfinding art, lighting and signage. Dearborn was defined as diverse, innovative, and connected. Goals and objectives drawn from existing plans and further input include a built environment that celebrates the well-maintained historic buildings and new buildings that complement the vibe. A bridge to unite the two downtowns - addressing physical, social and psychological barriers. Other categories were mobility, living, workforce, culture, open space and SMART (sustainability and resiliency). Cristina displayed examples of these practices in motion now and shared successes in both East and West districts. Next was an implementation roadmap which included engagement of current committees and an Advisory Committee. Priorities were listed in each district to match the Vision Plan.

VIII. Recognition of Outgoing Board Members/Introduction of New Board Member

The boards recognized Mayor Jack O'Reilly for his 30 years of service, 15 as Mayor. Chief of Staff and DDDA Director Mark Guido was also recognized for his years of service. Exiting WDDDA Director John McWilliams was thanked for his 12 years of service on the WDDDA board.

Introduced newest board member for East, Hamzah Nasser of Haraz Coffee.

IX. Old Business

- A. Office Lease - waiting on final for review. Current changes are that office cleaning, utilities and electrical are all included in current lease agreement.
- B. Board Vacancies - Both boards will have the new Mayor and a designated city administrator on the boards to replace Mayor Jack O'Reilly and Director Mark Guido. There are three open board positions for EDDDA and two open board positions for WDDDA.
- C. Snow Removal Contract - see Joint Board Action Items for Snow Removal.
- D. Landscape & Maintenance Contract - EDDDA - DDDA office has talked to Purchasing and Accounting and current COVID situation puts us in a situation where bids will be much higher for services. It was determined that we currently manage contracts as is and look to do bid in early Fall.

X. Committee Reports

Promotions Committee:

Cathleen Francois, Events Mgr. - Shop Small press release generated a TV interview that included an EDDDA business, Retro Image Antiques. Winterfest was doing great until the wind forced an evacuation of the tent at 11:30am. Surveys and more feedback from vendors and businesses being collected.

Design/Economic Vitality Committee:

Steve Deisler, Project Mgr. - Seeing a lot of demand for the Open Door Dearborn Grant Program. We are low on funds for rest of budget year. More businesses have expressed interest in applying. Working on creating a "What is a DDDA?" style flyer that included resources from the Business Assistance team and their free services.

Steering Committee:

No updates.

Bike Share Committee:

Steve Deisler, Project Mgr. - committee is looking to complete memo to City Council for scooter ordinance early 2022.

XI. DDDA Executive Management Team

None at this time.

XII. ECD Report

None at this time.

XIII. Call to Board of Directors

None at this time.

XIV. Call to Audience

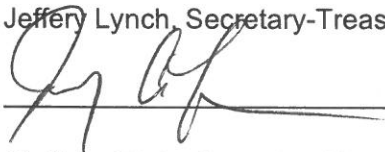
None at this time.

XV. Adjournment

Meeting adjourned at 10:30 a.m. A motion was made by Director Mark Guido, seconded by Vice Chairman Mohammed Hider.

Approved by:

Jeffery Lynch, Secretary-Treasurer, WDDDA



Matthew Dietz, Secretary-Treasurer, EDDDA

