

CITY OF DEARBORN
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)
REGULARLY SCHEDULED JOINT BOARD MEETING
FEBRUARY 21, 2019
DEARBORN ADMINISTRATIVE CENTER
MINUTES

MEMBERS PRESENT

JOINT EAST & WEST : Mark Guido, Mayor Jack O'Reilly

EAST DDDA : Scott Saionz, Jay Kruz, Judith McNeeley, Kamal Turfah,
Janice Cislo, Mary O'Bryan (left at 10:10am)

WEST DDDA : Sam Abbas, Thomas Clark, John McWilliams,
Jackie Lovejoy (by phone), Karen Nigosian
Doug Van Noord (arrived at 8:20am, left at 9:56am)

MEMBERS ABSENT

EAST DDDA : Joseph Bojovic, Dan Merritt

WEST DDDA : James Jernigan, Audrey Ralko, Mohammed Hider

NON-MEMBERS PRESENT

CITY OF DEARBORN : Licia Yangouyian (Law), Maria Buffone (Finance), Laura
Freeman (Council), Maryann Zelasko (ECD), Cristina
Sheppard-Decius (DDDA), Jean Smith (DDDA), Ellen
Goedert (DDDA), Teresa Duhl (DDDA).

OTHERS : Brian Boyle (Issue Media Group/Metromode)

I. Call to Order

Joint DDDA Chair Sam Abbas called the meeting to order at approximately 8:09am.

II. Roll Call

EDDDA: Secretary-Treasurer Jay Kruz called the roll of Board members. A quorum was Present.

WDDDA: Chair Sam Abbas called the roll of Board members. A quorum was present.

III. Joint Meeting Chair for February 2019: Sam Abbas

IV. Approval of the January 2019 Meeting Minutes

EDDDA: The minutes from the January 17, 2019 Joint Board meeting were presented for approval. Director Mark Guido motioned to approve. Secretary-Treasurer Jay Kruz seconded. Passed by unanimous vote.

WDDDA: The minutes from the January 17, 2019 Joint Board meeting were presented for approval. Director Mark Guido motioned to approve. Director Karen Nigosian seconded. Passed by unanimous vote.

V. Treasurer's Report

A. Receive & File Report

EDDDA: Maria Buffone from Finance reviewed the financial statement dated February 1, 2019. Revenue to date totaled \$783,865. Expenditures to date totaled \$230,879. The current cash position equals \$1,598,615, and it is estimated that the EDDDA's cash position at the end of the fiscal year will be \$550,983. Per Chairperson Scott Saionz, the Treasurer's Report was received and filed.

WDDDA: Maria Buffone from Finance reviewed the financial statement dated February 1, 2019. Revenue to date totaled \$706,641. Expenditures to date totaled \$333,251. The current cash position equals \$1,068,082, and it is estimated that the WDDDA's cash position at the end of the fiscal year will be \$364,278. Per Chairperson Sam Abbas, the Treasurer's Report was received and filed.

VI. Presentation: Dearborn 2018 Impact Report by Metromode

Presented by Brian Boyle of Issue Media Group. Presentation included slides to illustrate the impact, outreach, and viewership of 2018 Metromode articles and media focused on Dearborn. For a full report, see the board packet attachment.

VII. Action Items

A. Joint Action Items

1. Metromode Contract Renewal

EDDDA: The EDDDA Board approved allocating \$12,000 from Community Promotions account 297-6100-911-51-00 for a media contract with Issue Media Group/Metromode for a contract running March 1, 2019 - August 31, 2019, with the option of two three-month renewals at \$6,000 each; and that the EDDDA Executive Director be authorized to execute and sign the contract agreement; subject to review and approval by Corporation Counsel. Director Mary O'Bryan motioned to approve. Director Kamal Turfah seconded. Passed by unanimous vote.

WDDDA: The WDDDA Board approved allocating \$12,000 from Community Promotions account 296-6100-911-51-00 for a media contract with Issue Media Group/Metromode for a contract running March 1, 2019 - August 31, 2019, with the option of two three-month renewals at \$6,000 each; and that the WDDDA Executive Director be authorized to execute and sign the contract agreement; subject to review and approval by Corporation Counsel. Mayor Jack O'Reilly motioned to approve. Director John McWilliams seconded. Passed by unanimous vote.

2. Snow Removal- Additional Funds

EDDDA: The EDDDA Board authorizes an additional \$15,000 to the snow removal services budget 297-6100-911-34-90 for contracted services for the 2018-2019 winter season. Final payment for services will be contingent upon Premium Lawn's (contractor) repair of damaged fencing and public property in the WDDDA district. Director Kamal Turfah motioned to approve. Secretary-Treasurer Jay Kruz seconded. Passed by unanimous vote.

WDDDA: The WDDDA Board authorizes an additional \$15,000 to the snow removal services budget 296-6100-911-34-90 for contracted services for the 2018-2019 winter season. Final payment for services will be contingent upon Premium Lawn's (contractor) repair of damaged fencing and public property in the WDDDA district. Mayor Jack O'Reilly motioned to approve. Secretary-Treasurer Doug Van Noord seconded. Passed by unanimous vote.

3. Amended Dearborn Restaurant Week Resolution

EDDDA: In January, the EDDDA board authorized sharing expenditures equally with the WDDDA related to Dearborn Restaurant Week with the following service providers: Hallarsen Group, iHeart Media, Times Herald, Outfront Billboards, Got Print, Beshara Printing, Malko Media, and Metro Times. The EDDDA now approves changes in line items within the same total budget. Secretary-Treasurer Jay Kruz motioned to approve. Director Jan Cislo seconded. Motion passed by unanimous vote.

WDDDA: In January, the WDDDA board authorized sharing expenditures equally with the EDDDA related to Dearborn Restaurant Week with the following service providers: Hallarsen Group, iHeart Media, Times Herald, Outfront Billboards, Got Print, Beshara Printing, Malko Media, and Metro Times. The WDDDA now approves changes in line items within the same total budget. Director Mark Guido motioned to approve. Director Tom Clark seconded. Motion passed by unanimous vote.

4. Executive Management Contract

EDDDA: The EDDDA Board of Directors authorizes the EDDDA Chairperson to execute a contract with POW! Strategies, Inc. for executive director services extended through December 31, 2019. The contract is subject to the review and approval of Corporation

Counsel. Director Kamal Turfah motioned to approve. Director Judith McNeeley seconded. Motion passed by unanimous vote.

WDDDA: The WDDDA Board of Directors authorizes the WDDDA Chairperson to execute a contract with POW! Strategies, Inc. for executive director services extended through December 31, 2019. The contract is subject to the review and approval of Corporation Counsel. Mayor Jack O'Reilly motioned to approve. Director Tom Clark seconded. Motion passed by unanimous vote.

B. EDDDA Actions Only

1. Artspace Loan Extension

The EDDDA authorizes the EDDDA chairperson to execute a consent document for the Artspace/IFF loan modification agreement, revising the loan maturity date to June 1, 2019, subject to review and approval by the Corporation Counsel. Mayor Jack O'Reilly motioned to approve. Director Kamal Turfah seconded. Motion passed by unanimous vote.

2. Free Comic Book Day Sponsorship

The EDDDA approved an amount not to exceed \$1,000.00 from the Community Promotions budget account, 297-6100-911-51-00 in support of Green Brain Comics' Free Comic Book Day to be held on May 4, 2019. The money provided by the EDDDA will be used to promote the EDDDA and the EDDDA will be listed as a sponsor in all promotional materials. Director Mark Guido motioned to approve. Director Judith McNeeley seconded. Motion passed by unanimous vote.

C. WDDDA Actions Only- None

VIII. Discussion

A. Sponsorship Policy

Teresa Duhl and Cristina Sheppard-Decius presented Sponsorship Policy for Board review. Voting on policy to occur at future board meeting.

B. FYE 2020-22 Budget Draft

Cristina Sheppard-Decius and Maria Buffone presented FYE 2020-22 Budget Draft for Board review. Voting on budget to occur at future board meeting.

IX. Committee Reports

A. Promotions/Organization Updates

Chairperson Sam Abbas elected to postpone committee updates until the March 2019 Board meeting.

B. Design/Economic Vitality

Chairperson Sam Abbas elected to postpone committee updates until the March 2019 Board meeting.

- X. DDDA Executive Management Team Report & ECD Report**
Cristina Sheppard-Decius highlighted changes in reporting under PA 57, the Michigan Downtown Association Conference, and the Business Owners and Property Owners Roundtable. For more details, see information provided in Board Packet.

- XI. Call to Board of Directors**
None.

- XII. Call to Audience**
None.

- XIII. Adjournment**
Motion to adjourn meeting made by Secretary-Treasurer Jay Kruz. Seconded by Director Mark Guido. Motion passed by unanimous vote. Meeting adjourned at 10:43am.

Approved by:

Jay Kruz, Secretary-Treasurer, EDDDA



~~Doug Van Noord~~, Secretary-Treasurer, WDDDA


