

CITY OF DEARBORN
**EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)
REGULARLY SCHEDULED JOINT BOARD MEETING
February 28, 2020
DEARBORN ADMINISTRATIVE CENTER
MINUTES**

MEMBERS PRESENT

EAST DDA : Secretary-Treasurer Jay P. Kruz (left 9:43am), Mayor Jack O'Reilly, Director Janice B. Cislo (left 10:17 am), Director Mark Guido, and Director Kamal Turfah (call in)

WEST DDA : Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly,

Director Thomas L. Clark, Director Mark Guido, Director Jackie Lovejoy, Director John L. McWilliams and Director Audrey Ralko

MEMBERS ABSENT

EAST DDA : Vice Chairperson Dan Merritt, Director Julia Kapilango, Director Judith A. McNeeley and Director Mary O'Bryan

WEST DDA : Director Karen Nigosian

NON-MEMBERS PRESENT :

CITY OF DEARBORN : Jeff Watson (ECD), Jeremy Romer (Legal), Moe Almaliky (Finance), Laura Freeman(Council), Hassan Sheikh (ECD), Jordan Roberts (Prop. Main.), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA) and Janet Bloom (DDDA)

OTHERS : N/A

I. Call to Order

Joint DDDA Chair Sam Abbas called the meeting to order at 8:10 am.

II. Roll Call

Secretary/Treasurer Jay P. Kruz called the roll of Board Members for East.
Secretary/Treasurer Jeff Lynch called the roll of Board members for West.
EDDDA: A quorum was present.
WDDDA: A quorum was present.

III. Joint Meeting Chair for December 2019: Chairman Sam Abbas

IV. Approval of the December 2019 Meeting Minutes

The minutes from the January 2020 Board meeting were presented for approval. For the WDDDA, it was moved by Vice-Chairperson Mohammed Hider and supported by Director Jackie Lovejoy to approve the minutes as presented. A voice vote passed unanimously. For the EDDDA, it was moved by Director Mark Guido and it was seconded by Jay Kruz. A voice vote passed unanimously. The minutes were recorded and filed.

V. Treasurer's Report

A. Receive & File Report

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated January 31, 2020. Revenue to date totaled \$754,730. Total expenditures totaled \$301,941. The current cash position equals \$1,435,939 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$414,662.

WDDDA: Moe Almaliky reviewed the financial statement dated January 31, 2020. Revenue to date totaled \$653,061. Total expenditures totaled \$379,531. The current cash position equals \$1,302,130 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$856,475.

Accounting provided a break out in the financial reports separating out Brownfield Tax Capture and Property Tax Capture. Director Mark Guido asked for a report with details that tracks contract progression such as with POW! Strategies, Inc. and other larger accounts, such as Community Promotion.

Chairman Sam Abbas asked that the minutes show the Treasurer's Report as received and filed.

VI. Action Items

A. Joint Board Actions

1. Metromode 2020

Issue Media Group/Metromode provides economic development news stories and positive news stories on Downtown Dearborn. The EDDDA/WDDDA previously contracted with Issue Media Group/Metromode for the last three years at \$48,000 per year, equally split between EDDDA and WDDDA. A contract proposal was presented to both EDDDA and WDDDA for March 1, 2020 to February 28, 2021, totaling \$38,000, to

be split equally between EDDDA and WDDDA. Issue Media Group/Metromode will secure \$12,000 in addition to the contracted amount by July 1, 2020. The EDDDA authorizes spending \$19,000 from Community Promotions account #297-6100-911-51-00. The WDDDA authorizes spending \$19,000 from the Community Promotions account # 296-6100-911-51-00. For EDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Kamal Turfah. A voice vote passed unanimously. For WDDDA, motion to approve by Director Jackie Lovejoy; seconded by Director Jeff Lynch. A voice vote passed unanimously.

2. Appointment of PR Firm Selection Committee Representatives

The EDDDA and WDDDA recognizes the need to form a Selection Committee for the review of Requests for Proposals (RFPs) for a Public Relations firm to represent both EDDDA and WDDDA. For the EDDDA, the board authorized POW! Strategies, Inc. to select committee members and report back to the board. For the WDDDA, Director Jackie Lovejoy and Secretary-Treasurer Jeff Lynch were appointed. For EDDDA, motion to approve by Director Kamal Turfah; seconded by Mayor Jack O'Reilly. A voice vote passed unanimously. For WDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Thomas Clark. A voice vote passed unanimously.

3. Social Media Ad Buy Schedule

The EDDDA and WDDDA recognize the importance of promoting district events via social media. The events for 2020 would benefit from paid social media boosts to increase engagement. The EDDDA and WDDDA approve expenditures up to \$7500 for costs related to social media boosting through POW! Strategies, Inc. The EDDDA authorizes \$3350 and the WDDDA authorizes \$4150. Those postings for EDDDA/WDDDA split: DRW (\$1500), Perennial Exchange (\$200), Movie Nights (\$400), Trick or Treat (\$100), Shop Small (\$500), Winterfest (\$200), General Page Boosts (\$500), and Bike Share (\$500). Those for EDDDA only: Jazz on the Ave. (\$600), Pumpkin Carving (\$100), Black History Month (\$100), Music in the Park (\$600). Those for WDDDA only: Ladies Night (\$200), Farmers Market (\$800), Tunes at Noon (\$600), Friday Nites (\$300), and Kids Days (\$300). For EDDDA it will be from account #297-6100-911-51-00. For WDDDA, the account is #296-6100-911-51-00 and for Farmers Market account #296-6110-911-34-90. For EDDDA, motion to approve by Director Mark Guido; seconded by Director Janice Cislo. A voice vote passed unanimously. For WDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Jackie Lovejoy. A voice vote passed unanimously.

4. Branding Launch Print Items

The EDDDA and WDDDA is integrating the brand into marketing and promotional materials for the districts as part of the branding initiative launch. The EDDDA and WDDDA produced flyers and display boards for the branding launch totaling \$243.50 to be split equally. The EDDDA authorizes expenditures of \$121.75 from account #297-6100-911-51-00 and the WDDDA authorizes expenditures of \$121.75 from account #296-6100-911-51-00. For EDDDA, motion to approve by Director Mark Guido;

seconded by Director Janice Cislo. A voice vote passed unanimously. For WDDDA, motion to approve by Mayor Jackie Lovejoy; seconded by Director Mohammed Hider. A voice vote passed unanimously.

5. DRW Amendment

Dearborn Restaurant Week is slated for March 20 to March 29, 2020. The Promotions Committee presented a projected budget of \$34,000 in anticipated income from participation fees and sponsorships and \$34,000 in expenses. The EDDDA and WDDDA agree to split the income and expenditures equally. The EDDDA approved expenditures up to \$16,750 from account #297-6100-911-51-00 and WDDDA approved for \$16,750 from account #296-6100-911-51-00. This amendment added additional service providers, still within budget, of social media ad buys on Facebook via Jeff Watson on Pcard (\$5000), social media ad buyer - Anton Botosan (\$1000), coasters by GotPrint (\$500), newspaper advertising (\$600) and radio advertising with iHeart Media (\$17,000). Purchasing approved radio and social media for "best source" due to demographic demands. For EDDDA, motion to approve by Secretary-Treasurer Jay Kruz; seconded by Director Mark Guido. A voice vote passed unanimously. A voice vote passed unanimously. For WDDDA, motion to approve by Vice-Chairperson Mohammed Hider; seconded by Director Jackie Lovejoy. A voice vote passed unanimously.

B. EDDDA Actions Only

1. Black History Month

The EDDDA promoted four activities in the EDDDA in the month of February 2020 celebrating Black History Month. They included a movie screening, an art and fashion show, an artist pop up event, and panelists speaking on business ownership and finances. The EDDDA produced 50 posters for a cost of \$42.50 to Beshara Printing. The EDDDA authorized the expenditure from account #297-6100-911-51-00. For EDDDA, motion to approve by Secretary-Treasurer Jay Kruz; seconded by Director Janice Cislo. A voice vote passed unanimously.

2. Shop Small Banner Amendment

The EDDDA recognizes using streetlight pole banners as an effective way to market and identify the district. The EDDDA authorized expending up to \$500 for the production of Shop Small banners from Britten Banners Inc. from account #297-6100-911-51-00. The EDDDA is amending this amount to add the final cost of an additional \$82.57 for cover design fees and shipping costs. The EDDDA authorizes to the final cost of the banners to \$582.57. For EDDDA, motion to approve by Director Janice Cislo; seconded by Secretary-Treasurer Jay Kruz. A voice vote passed unanimously.

3. Winterfest Market Equipment Rental Replacement

The Promotions Committee held the 2019 Open House on December 11th at the Artspace. S&R Tent Rental stated 28 chairs were missing after the event. The

replacement cost would be \$597.80. The resolution was tabled and the EDDDA board asked that POW! Strategies, Inc. get further clarification and proof from vendor upon pickup of rental when they left premises of final count of chairs. For EDDDA, motion to approve by Director Mark Guido; seconded by Secretary-Treasurer Jay Kruz. A voice vote passed unanimously.

4. Election of Officers

The officers of the EDDDA shall be elected annually by the Board and shall consist of a Chair, Vice-Chair and Secretary-Treasurer. The 2020 Officer Nominating Committee has

recommended Director Dan Merritt for Chairperson, Secretary-Treasurer Jay Kruz for Vice-Chairperson, and Director Julia Kapilango for Secretary-Treasurer. For EDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Janice Cislo. A voice vote passed unanimously.

C. WDDDA Board Actions

1. Farmers & Artisans Market 2020

The WDDDA recognizes the benefit of marketing and promoting businesses and activities in the district. The WDDDA authorized a budget of \$22,000 in expenditures for the 2020 Farmers & Artisans Market. A listing of selected vendors and expenditures is recommended for the 2020 season, expending from account #296-6110-911-34-90. Taste the Local Difference advertising (\$100), Edible Wow advertising and cooking demos (\$1800), Farmers Market Coalition membership (\$40), Michigan Agritourism advertising (\$150), Times Herald advertising (\$300), Beshara Printing for posters/yard sign patches (\$310) and POP Club brochures (\$400), Entertainment at Market - TBD (\$2500), Jokers4Fun bounce house (\$500), Malko Media market bags (\$1000) and signage and banner coverups (\$1000), Essential IT Jan. 2020-Dec. 2020 web hosting, maintenance and technical support (\$720), MIFMA membership (\$200) and Jean Smith for POP Club and cooking demo supplies (\$500). For WDDDA, motion to approve by Director Jackie Lovejoy; seconded by Vice-Chairperson Mohammed Hider. A voice vote passed unanimously.

2. Ladies Night 2020

The WDDDA is planning the Ladies Night Event for May 6, 2020. The WDDDA anticipates \$4500 in expenditures and \$750 in income from participating businesses and \$3500 from sponsorships. The WDDDA will be expending from account #296-6100-911-51-00. The Executive Director is authorizes to execute contracts on behalf of the WDDDA with the list of service providers, subject to review and approval by Corporation Counsel. Current expenditures are Beshara Printing for posters (\$91.50), Rocket Printing for 5K postcards (\$200), Malko Media for banners (\$150), TBD for photographer (\$500), Misc. supplies of badges, buttons, and decor (\$275), and Mama Mia direct mail (\$2999). For WDDDA, motion to approve by Director Jackie Lovejoy; seconded by Director Audrey Ralko . A voice vote passed unanimously.

VII. Discussion: Consent Agenda

Cristina Sheppard-Decius spoke to how a consent agenda would speed review of agenda items at board meetings and benefit both EDDDA and WDDDA. It still allows board members to make a motion to allow an item to be taken from consent agenda status and added back to the agenda for further discussion. Using a consent agenda allows a motion to be made to approve all items on the consent agenda in one vote. A resolution will be presented next month to begin the process.

VIII. Committee Reports

Chairperson Sam Abbas stated that for Promotions Committee we had covered Dearborn Restaurant Week and Ladies Night Out during the resolution reviews. Director Mark Guido stated Design Committee is working on tightening Open Door grant application. Committee minutes are in Supplemental Materials in digital board packet.

IX. DDDA Executive Management Team & ECD Reports

Hassan Sheikh asked departments and boards to help promote Census 2020. Cristina Sheppard-Decius requested elements to be able to add to website and post on social media. Hassan stated he would have Steve Horstman email. There is also a Census event on March 22 at FPAC with free family activities but you must fill out census for entry. Jeff Watson mentioned Opportunity Zones are available. Chairperson Sam Abbas stated he doesn't hear about property bids and can information be dispersed in more areas. Cristina Sheppard-Decius stated that on March 11-12 is the Michigan Downtown Association event which includes an advocacy say with legislatures and a workshop day.

X. Call to Board of Directors

Director Jackie Lovejoy shared upcoming Chamber events for the boards to participate in. Chairperson Sam Abbas stated that ACE Diamond needs to be spoken to about banners on building that have been up for a long time. The city has a limitation of timing of banners. He requested they be asked to remove banners and put up permanent signs. It was stated there are 200 locations with ordinance violations of lights. The city has been sending out cohorts of letters in groupings of 25-50 reminding businesses of ordinances. 75% have complied after receiving the letter.

XI. Call to Audience

No comments.

XII. Adjournment

Secretary-Treasurer Jeff Lynch motioned to adjourn. Seconded by Vice-Chairperson Mohammed Hider.

Meeting adjourned at 10:30 am

Approved by:

Jay P. Kruz, Secretary-Treasurer, EDDDA

Jay Kruz

Jeff Lynch, Secretary-Treasurer, WDDDA

Jeffrey Lynch
