

CITY OF DEARBORN
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)
REGULARLY SCHEDULED JOINT BOARD MEETING

February 18, 2021
Virtual Meeting via Zoom

Topic: Joint DDDA Board Meeting
Time: February 18, 2021 08:00 AM Eastern Time (US and Canada)

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MINUTES

MEMBERS PRESENT

EAST DDA : Chairperson Julia Kapilango (joined 9:45am),
Vice-Chairperson Eric Woody, Secretary-Treasurer
Matthew Dietz, Mayor Jack O'Reilly, Director Janice Cislo,
Director Mark Guido, and Director Kamal Turfah.

WEST DDA : Chairperson Sam Abbas, Vice-Chairperson Mohammed
Hider, Secretary-Treasurer Jeff Lynch (joined 8:17 am),
Mayor Jack O'Reilly, Director Thomas Clark, Director Mark
Guido, Director Jackie Lovejoy, Director John McWilliams,

and Director Audrey Ralko.

MEMBERS ABSENT

EAST DDA : Director Jay Kruz, Director Heidi Merino and Director Mary O'Bryan

WEST DDA : Director Karen Nigosian

NON-MEMBERS PRESENT :

CITY OF DEARBORN : Jeff Watson (ECD), Hassan Sheikh (ECD), Licia Yangouyan (Legal), Moe Almaliky (Finance), Zeinab Hachem (Council Office), Leslie Herrick (Council), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA), Steve Deisler (DDDA), Helen Lambrix (DDDA), and Janet Bloom (DDDA).

OTHERS : Mike Kirk (Neumann Smith)

I. Call to Order

EDDDA Vice Chairperson Eric Woody 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 February 2021: Chairwoman Kapilango

Vice-Chairperson Eric Woody assumed the role

IV. Approval of the January 2021 Joint Board Meeting & January EDDDA Special Meeting

For the EDDDA, the minutes from the January 2021 Board meeting were presented for approval. For EDDDA, motion to approve by Secretary-Treasurer Matthew Dietz, seconded by Director Kamal Turfah. Roll call vote: Vice-Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion passed.

For the WDDDA, the minutes from the January 2021 Board meeting were presented for approval. It was moved by Chairperson Sam Abbas and it was seconded by Vice Chairperson Mohammed Hider. Roll call vote: Chairperson Sam Abbas - yes, Vice Chairperson Mohammed 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.

The minutes were recorded and filed.

January EDDDA Special Meeting

For the EDDDA, the minutes from the January Special Meeting were presented for approval. For EDDDA, motion to approve by Director Mark Guido, seconded by Director Kamal Turfah. Roll call vote: Vice-Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Ciso - abstain, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion passed.

V. Treasurer's Report

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated January 31, 2021. Revenue to date totaled \$669,301. Total expenditures totaled \$269,781. The current cash position equals \$1,381,997 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$750,416.

WDDDA: Moe Almaliky reviewed the financial statement dated January 31, 2021. Revenue to date totaled \$676,052. Total expenditures totaled \$432,565. The current cash position equals \$1,355,244 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$1,047,018.

Vice-Chairperson Eric Woody 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) Metromode

Issue Media Group/Metromode provides economic development news stories and entrepreneur engagement discussions through its MetroMode and SecondWave media platforms. The EDDDA and WDDDA contracted with Issue Media Group/Metromode from March 1, 2020 - February 28, 2021, totaling \$38,000 to be split equally between the EDDDA and WDDDA; and for the 2021/2022 contract with Issue Media Group/Metromode, the cost is \$18,000 from March 1, 2021 - February 28, 2022, to be split equally with EDDDA and WDDDA and will consist of one feature story per month and six Q&A's throughout the year. The EDDDA authorizes expending \$9,000 from Community Promotions account

#297-6100-911-51-00 with Issue Media Group/Metromode. The WDDDA authorizes expending \$9,000 from Community Promotions account #296-6100-911-51-00 with Issue Media Group/Metromode.

For EDDDA, motion to approve was made by Director Janice Cislo, seconded by Director Kamal Turfah. Roll call vote: Vice-Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion passed.

For WDDDA, motion to approve was made by Director Jackie Loveday, seconded by Secretary-Treasurer Jeff Lynch. Roll call vote: Chairperson Sam Abbas - yes, Vice Chairperson Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - 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.

b) Perennial Exchange

The EDDDA and WDDDA will each host a perennial exchange to increase engagement in open spaces in Downtown Dearborn while adhering to COVID-19 protocols. The EDDDA anticipates expenditures of \$1030 for the Spring Perennial Exchange and WDDDA anticipates expenditures of \$1030 for the Fall Perennial Exchange for posters from Beshara and newspaper ads from Bewick Publications, Michigan Gardener, Arab American News, and Yemeni News. The EDDDA obligates \$1030 in expenditures and the WDDDA obligates \$1030 in expenditures from the Community Promotions Budget # 297-6100-911-51-00 and # 296-6100-911-51-00 for 2021.

The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA and WDDDA with the companies listed below for the Spring and Fall Perennial Exchange, subject to review and approval by Corporation Counsel.

Beshara Printing (Posters, qty. 100 @ \$100), Bewick Publications (Newspaper Advertisement @ \$150), Michigan Gardener (Advertisement-Business card ad-one month @ \$475), Arab American News (Advertisement @ \$TBD), and Yemeni News (Advertisement @ \$TBD).

For EDDDA, motion to approve by Director Kamal Turfah, seconded by Director Janice Cislo. Roll call vote: Vice-Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal

Turfah - yes. Motion passed.

For WDDDA, motion to approve by Chairperson Sam Abbas, seconded by Director Jackie Lovejoy.

Roll call vote: Chairperson Sam Abbas - yes, Vice Chairperson Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - 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) Social Media Ad Schedule

The EDDDA and WDDDA has a slate of 2021 events that would benefit from paid social media boosts to engage businesses, residents and visitors alike. The EDDDA and WDDDA approved expenditures up to \$7,500 for costs related to social media boosts through POW! Strategies, Inc. contract. The EDDDA and WDDDA authorizes \$3750 each for the following revised social media ad buy schedule for 2021, expending for EDDDA #296-6110-911-51-00 and WDDDA #297-6110-911-51-00:

EVENT/PROMOTION	TOTAL AMT	EDDDA	WDDDA	DISTRICT SPLITS
Ladies Night Out	\$ 250.00	0	\$ 250.00	WDDDA
Perennial Exchange	\$200.00	\$ 100.00	\$ 100.00	WDDDA
Farmers Market	\$ 800.00	\$ -	\$ 800.00	WDDDA
Movie Nights	\$400.00	\$ 200.00	\$ 200.00	EDDDA/WDDDA SPLIT
Social District	\$ 1,000.00	0	\$ 700.00	EDDDA/WDDDA SPLIT
Trick or Treat	\$200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Pumpkin Carving	\$ 100.00	\$ 50.00	\$ 50.00	EDDDA

Shop Small	\$ 1,000.00	\$500.00	\$ 500.00	EDDDA/WDDDA SPLIT
Winterfest	\$ 400.00	0	\$ 400.00	EDDDA/WDDDA

				SPLIT
Winter Breeze	\$200.00	\$ 200.00	0	EDDDA
General Page Boosts	\$200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
bike share	\$200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
H2BE	\$ 1,000.00	\$ 1,000.00	0	EDDDA
Friday Nights	\$ -	0	0	WDDDA
Jazz on the Ave	\$500.00	\$ 450.00	0	EDDDA
Music in the Park	\$500.00	\$ 500.00	0	EDDDA
Kids Days	\$ -	0	0	WDDDA
Economic Survey	\$ 50.00	\$ 25.00	\$ 25.00	EDDDA/WDDDA SPLIT
Outdoor Dining	\$200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Preservation Month	\$ 50.00	\$ 25.00	\$ 25.00	EDDDA/WDDDA SPLIT
Sidewalk Sale	\$100.00	\$ 100.00		EDDDA
Tunes at Noon	\$ 300.00		\$ 300.00	WDDDA
CHP	\$200.00	\$ 200.00	0	EDDDA
TOTAL		\$ 3,750.00	\$ 3,750.00	

For EDDDA, motion to approve by Mayor Jack O'Reilly, seconded by Director Kamal Turfah. Roll call vote: Vice Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion passed.

For WDDDA, motion to approve by Secretary-Treasurer Jeff Lynch, seconded by Director John McWilliams.

Roll call vote: Chairperson Sam Abbas - yes, Vice Chairperson Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - 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 A. Ralko - yes. Motion passed.

d) Platform Dining

The EDDDA and WDDDA wishes to establish outdoor platform dining structures for the purpose of additional seating for restaurants and bars in the district. It is estimated that the cost per 8'x40' platform dining set up is \$15,000 for platform, planter and containment amenities. The EDDDA Board authorizes a purchase from Unilock of up to \$7600 for one platform dining location, and seasonal installation and removal of up to \$2,000, and purchase of planters of up to \$5400 from account # 297-6100-911-34-90. The WDDDA Board authorizes a purchase from Unilock of up to \$15,200 for two platform dining locations, and the purchase of planters of up to \$10,800, and seasonal installation and removal of up to \$4,000 from account # 296-6100-911-34-90. The EDDDA and WDDDA Boards authorizes the Manager of the DDDAs to execute necessary contracts, contingent upon City Council approval, subject to the review and approval of Corporation Counsel.

For EDDDA, motion to approve by Director Kamal Turfah, seconded by Mayor Jack O'Reilly. Roll call vote: Vice Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion passed.

For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Secretary-Treasurer Jeff Lynch.

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

e) Exec. Committee Action: Outdoor Dining Amenities

On January 28, EDDDA and WDDDA Executive Committee held a special meeting to approve Outdoor Dining Amenities - Amendment I. Cost of igloos is \$1475 and greenhouses are \$1149 plus \$1100 for

delivery and installation. The EDDDA resolved to defer to business for selection of igloos or greenhouse, based on their needs, and then authorize the Manager of the DDDAs to purchase thereafter. If businesses don't respond with choice, the Manager of the DDDAs is authorized to make a recommendation and move forward with purchase coming from the EDDDA account #297-6100-911-51-00.

For WDDDA, the Executive Committee authorizes to begin purchases of igloos based upon the results of a complete site survey from WDDDA account #296-6100-911-51-00.

It is resolved that these purchases for both EDDDA and WDDDA are considered an exigency purchase that follows the purchasing ordinance for emergency purchases.

For EDDDA, motion to approve Executive Board action was moved by Secretary-Treasurer Matthew Deitz, seconded by Director Janice Cislo. Roll call vote: Vice Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark G. Guido - yes, and Director Kamal Turfah - yes. Motion passed.

For WDDDA, motion to approve Executive Board action was moved by Director Jackie Lovejoy, seconded by Chairperson Sam Abbas. Roll call vote: Chairperson Sam Abbas - yes, Vice Chairperson Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - abstain, and Director Audrey A. Ralko - yes. Motion Passed.

2. EDDDA Actions Only

a) Open Door Dearborn - Modern Hijabi

The EDDDA and WDDDA established the Open Door Dearborn grant to recruit businesses to Downtown Dearborn and improve the appearance of the districts through storefront and business rehabilitation and expansions. Modern Hijabi is an incoming retail clothing store and proposes to complete the project in March 2021 and is located at 13750 Michigan Ave. Modern Hijabi has applied for Levels I, II and III for a total of \$10,000. Modern Hijabi received City Building permit approval for their original plan. The EDDDA awards a Level I grant for \$2,500, a Level II grant for \$2,500 and Level III grant up to \$5,000 from the Open Door Dearborn grant program from account #297-6100-911-34-90, contingent on meeting requested conditions by Design/EV Committee; and subject to

review and approval of Corporation Counsel.

For EDDDA, motion to approve by Director Janice Cislo, seconded by Director Kamal Turfah. Roll call vote: Vice Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion passed.

3. WDDDA Actions Only

a) Doggie Stations

The WDDDA wishes to purchase and install 20 dog waste stations along Michigan Avenue and Garrison St. and by Wagner Place area. After competitively reviewing dog station providers, dogwastedepot.com was selected as the lowest price provider with free shipping. The WDDDA authorizes the purchase of 20 dog waste stations for \$2500, expending from account #296-6100-911-34-90.

For WDDDA, motion to approve by Director John L. McWilliams, seconded by Director Jackie Lovejoy. Roll call vote: Chairperson Sam Abbas - yes, Vice Chairperson Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, and Director Audrey A. Ralko - yes. Motion passed.

b) Farmers Market Website Hosting & Maintenance

Essential IT provides Dearborn Farmers Market website hosting, maintenance, and updates for the Farmers & Artisans Market website for an annual contract cost of \$720, with a contract date of January 1, 2021 to December 31, 2021. The WDDDA obligates \$720 from the Community Promotions Budget # 296-6100-911-51-00 for Essential IT for the 2021 Dearborn Farmers & Artisans Market website services; and the WDDDA Board authorizes the Manager of the DDDAs to execute the contract, subject to the review and approval of Corporation Counsel.

For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Director Mark Guido. Roll call vote: Chairperson Sam Abbas - yes, Vice Chairperson Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, and Director Audrey A. Ralko - yes. Motion passed.

c) Social District Amendment

The West Dearborn Downtown Development Authority (WDDDA) wishes

to establish a Social District as presented, following the guidelines provided by the State of Michigan. The WDDDA Board authorized the Social District Plan and the designation of the Social District(s) be presented to the City of Dearborn City Council for approval at the August 20, 2020 Joint DDDAs Board meeting. The WDDDA Board approved on November 19, 2020, to authorize the Executive Committee to expend up to \$25,000 to obtain the structures, heat, electrical and furnishings, contingent that it is considered an exigency purchase that follows the purchasing ordinance for emergency purchases for the Social District, coming from account # 296-6100-911-51-00. The City of Dearborn City Council approved the Social District pilot project through September 30, 2021, at its February 9, 2021, meeting. Additional amenities and services will need to be acquired to maintain the Social District pilot project. The WDDDA Board authorizes the expenditure of an additional \$65,000 for the amenities and services listed below from accounts # 296-6100-911-51-00 and #296-6100-911-34-90.

Service Provider	Item	WDDDA Cost	Account
Beshara	Signage: 92 - 12 x 18 pole signs at \$7/ea. (directional/rules & code of conduct/enter/exit)	Approved \$700; Add an additional \$1150	51-00
TBD	Entertainment (14 weeks)	\$14,000	51-00
Fairlane Grounds	Twice Daily Additional Litter Service (April - September)	\$30,000	34-90
TBD	Security (4-weeks)	\$5000	51-00

TBD	Decor	\$10,000	51-00
TBD	Marketing/Advertising/Design	\$10,000	51-00

Home Depot/Omnia Partners	Adirondack Chairs (80) (est. \$160.10 per chair) \$12,808 Previously Approved \$2466 through Welcome Back Campaign (equals 15 chairs)	Additional \$10,342 \$2466 Previously Approved	51-00
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The WDDDA Board authorizes the Manager of the DDDAs to execute necessary contracts in conjunction with the Social District program, subject to the review and approval of Corporation Counsel.

For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Chairperson Sam Abbas. Roll call vote: Chairperson Sam Abbas - yes, Vice Chairperson Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, and Director Audrey A. Ralko - yes. Motion passed.

VII. Committee Reports

Committee minutes are in Supplemental Materials in the digital board packet.

A. Promotion Committee

Jean Smith: Jazz on Ave. - Alexander Zonjic attending Promotion Committee meeting next week to discuss whether JOA should be recorded or live. Maybe 3 concerts. Spring Perennial - getting materials together for event. Sidewalk Sale - need to see participation of businesses in East. 360 Virtual Tour is up for Art of Courage. AANM - not doing event live in Summer, they will stream event. Preservation Month - on DDDA website/socials - do walking/biking/driving tour. Canceling Friday Nites and Kids Days. Continuing with Movies in the Park, Music in the Park, and Tunes at Noon. Pick up Pledge had 700 impressions, 300 new followers.

B. Bike Share/Mobility Committee

No updates at this time.

C. Design/EV Committee

No updates at this time.

D. Steering Committee

No updates at this time.

VIII. DDDA Executive Management Team & ECD Reports

A. DDDA Executive Management Team

Cristina Sheppard-Decius:

RFP went out for Bike Share vendor. Currently working on budgets. Economic Survey - will send out link again to board. Please forward on to contacts. Apply for Small Business Grant through City of Dearborn. First come - First serve.

B. ECD Reports

Jeff Watson:

HUD Federal funds are being used for Small Business Grant. Opened last Wednesday and surprised by how low turnout is so far. Only 30 applications received so far.

IX. Call to Board of Directors

Director Jackie Lovejoy:

Work is happening daily on the Better Health construction.

Chamber/ServPro with Zaman International in Inkster is currently going on. ServPro will sanitize coats prior to drop off.

Director Tom Clark:

OSP at Muirhead Building - any updates. Response was none at this time.

Chairperson Julia Kapilango:

Like and share the Homage to Black Excellence events on social media.

Vice-Chairperson Eric Woody:

Requested H2BE items are sent to both boards to review and participate.

X. Call to Audience

Councilwoman Leslie Herrick:

Thanked the boards and staff for all their efforts.

XI. Adjournment

Motion to adjourn for EDDDA: moved by Chairperson Julia Kapilango and seconded by Secretary -Treasurer Matthew Dietz. Motion to adjourn for WDDDA: moved by Director Jackie Lovejoy and seconded by Director Mark Guido. Meeting adjourned at 9:50 am.

Approved by:

Matthew Dietz, Secretary-Treasurer, EDDDA



Jeff Lynch, Secretary-Treasurer, WDDDA


