

CITY OF DEARBORN  
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)  
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)  
REGULARLY SCHEDULED JOINT BOARD MEETING  
JANUARY 17, 2019  
DEARBORN ADMINISTRATIVE CENTER  
MINUTES

**MEMBERS PRESENT**

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

EAST DDDA : Judith McNeeley, Jay Kruz, Dan Merritt, Mary O'Bryan,  
Scott Saionz, Kamal Turfah

WEST DDDA : Sam Abbas, Thomas Clark, Mohammed Hider, James  
Jernigan, Jackie Lovejoy, John McWilliams, Karen  
Nigosian, Audrey Ralko, Doug Van Noord

**MEMBERS ABSENT**

EAST DDDA : Joseph Bojovic, Janice Cislo

WEST DDDA : None.

**NON-MEMBERS PRESENT**

CITY OF DEARBORN : Licia Yangouyan (Law), Maria Buffone (Finance), Laura  
Freeman (Council), Steve Horstman (ECD), Cristina  
Sheppard-Decius (DDDA), Jean Smith (DDDA), Andrew  
Daulton (DDDA), Teresa Duhl (DDDA).

OTHERS : Don Tanner (Tanner Friedman), Kim Eberhardt (Tanner  
Friedman)

**I. Call to Order**

Joint DDDA Chair Dan Merritt called the meeting to order at approximately 8:15am.

**II. Roll Call**

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

WDDDA: Secretary-Treasurer James Jernigan called the roll of Board members. A quorum was present.

**III. Election of Executive Committee Officers**

EDDDA: The 2019 Officer Nominating Committee has recommended Scott J. Saionz for Chairperson, Dan Merritt for Vice-Chairperson, and Jay Kruz for Secretary-Treasurer. Chairperson Dan Merritt motioned to approve the slate. Mayor O'Reilly seconded. Passed by unanimous vote.

WDDDA: The 2019 Officer Nominating Committee has recommended Sam Abbas for Chairperson, James Jernigan for Vice-Chairperson, and Doug Van Noord for Secretary-Treasurer. Director Jackie Lovejoy motioned to approve the slate. Director Mohammed Hider seconded. Passed by unanimous vote.

**IV. Join Meeting Chair for January: Scott Saionz**

**V. Approval of Minutes**

EDDDA: The minutes from the November 15, 2018 Joint Board meeting were presented for approval. Director Dan Merritt motioned to approve. Secretary-Treasurer Jay Kruz seconded. Passed by unanimous vote.

WDDDA: The minutes from the November 15, 2018 Joint Board meeting were presented for approval. Director Mark Guido motioned to approve. Director Karen Nigosian seconded. Passed by unanimous vote.

**VI. Treasurer's Report**

**A. Receive & File Report**

EDDDA: Maria Buffone from Finance reviewed the financial statement dated December 28, 2018. Revenue to date totaled \$695,429. Expenditures to date totaled \$188,498. The current cash position equals \$1,571,861, 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 December 28, 2018. Revenue to date totaled \$561,510. Expenditures to date totaled \$302,121. The current cash position equals \$946,646, 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.

**VII. Presentation: Downtown Dearborn 2018 Year in Review by Tanner Friedman**

Presented by Don Tanner and Kim Eberhardt of Tanner Friedman. Presentation included

slides to illustrate the 2018 goals and accomplishments, covering the branding campaign, social media work, media relations, e-communications, and advertising. For a full report, see the board packet attachment.

## **VIII. Action Items**

### **A. Joint Action Items**

#### **1. Tanner Friedman Contract Renewal**

EDDDA: The EDDDA Board approved the option to renew the second of two one-year renewals of the contract with Tanner Friedman for strategic communications from February 20, 2019, through February 19, 2020, in an amount not to exceed \$80,000, split equally between the EDDDA & WDDDA. Director Dan Merritt motioned to approve. Mayor O'Reilly seconded. Passed by unanimous vote.

WDDDA: The WDDDA Board approved the option to renew the second of two one-year renewals of the contract with Tanner Friedman for strategic communications from February 20, 2019, through February 19, 2020, in an amount not to exceed \$80,000, split equally between the EDDDA & WDDDA. Director Jackie Lovejoy motioned to approve. Vice Chairperson James Jernigan seconded. Passed by unanimous vote.

#### **2. CTM Brochure Distribution**

EDDDA: The EDDDA approved entering into a one-year contract with CTM for FYE2019 in an amount not to exceed \$7000 shared equally with the WDDDA, and brochure printing production with Foster Printing not to exceed \$1500 shared equally with the WDDDA for 40,000 rack cards from the CTM Brochure Line Item #297-6100-911-51-00 FYE2018. Mayor O'Reilly motioned to approve. Secretary-Treasurer Jay Kruz seconded. Passed by unanimous vote.

WDDDA: The WDDDA approved entering into a one-year contract with CTM for FYE2019 in an amount not to exceed \$7000 shared equally with the EDDDA, and brochure printing production with Foster Printing not to exceed \$1500 shared equally with the EDDDA for 40,000 rack cards from the CTM Brochure Line Item #296-6100-911-51-00 FYE2018. Director Jackie Lovejoy motioned to approve. Seconded by Director Mohammed Hider. Passed by unanimous vote.

#### **3. Chamber Directory**

EDDDA: The EDDDA approved an expenditure not to exceed \$1237.50 from General Marketing Fund 297-6100-911-51-00, payable to Harbor House Publishers for a full-page advertisement in partnership with the EDDDA in the 2019 Dearborn Area Chamber of Commerce Membership Directory. Further, the EDDDA approved an expenditure not to exceed \$250 from Interim Graphic Design Fund 297-6100-911-51-00 payable to Bright Sky Creative for the creation of the full-page advertisement in partnership with the EDDDA in the 2019 Dearborn Area Chamber of Commerce Membership Directory. Director Dan Merritt motioned to approve. Seconded by Director Mark Guido. Passed by unanimous vote.

WDDDA: The WDDDA approved an expenditure not to exceed \$1237.50 from General Marketing Fund 296-6100-911-510-00, payable to Harbor House Publishers for a full-

page advertisement in partnership with the EDDDA in the 2019 Dearborn Area Chamber of Commerce Membership Directory. Further, the WDDDA approved an expenditure not to exceed \$250 from Interim Graphic Design Fund 296-6100-911-51-00 payable to Bright Sky Creative for the creation of the full-page advertisement in partnership with the EDDDA in the 2019 Dearborn Area Chamber of Commerce Membership Directory. Secretary-Treasurer Doug Van Noord motioned to approve. Director Mohammed Hider seconded. One no vote. One abstention. Motion passed.

#### **4. Henry Ford Marketing Package**

EDDDA: The EDDDA approved \$5600 for the 2019 marketing program with The Henry Ford and expensed to account #297-6100-911-51-00 from FYE2019. Mayor O'Reilly motioned to approve. Director Judith McNeeley seconded. Passed by unanimous vote.

WDDDA: The WDDDA approves \$5600 for the 2019 marketing program with The Henry Ford and expensed to account #296-6100-911-51-00 from FYE2019. Vice Chairperson James Jernigan motioned to approve. Seconded by Director Thomas Clark. Passed by unanimous vote.

#### **5. Main Street Conference 2019**

EDDDA: The EDDDA approved allocating \$2000 for one EDDDA board member's travel, lodging and registration costs associated with the Main Street NOW Conference 2019 and expense to Account #297-6100-911-58-10; and that all other out-of-pocket costs are the responsibility of the Board member or volunteer. Director Dan Merritt motioned to approve. Mayor O'Reilly seconded. Passed by unanimous vote.

WDDDA: The WDDDA approves allocating \$2000 for one WDDDA board member's travel, lodging and registration costs associated with the Main Street NOW Conference 2019 and expense to Account #296-6100-911-58-10; and that all other out-of-pocket costs are the responsibility of the Board member or volunteer. Director Thomas Clark motioned to approve. Seconded by Director Karen Nigosian. One no vote. Motion passed.

#### **6. Main Street & MDA Memberships**

EDDDA: The EDDDA approved an amount not to exceed \$462.50 for its joint membership portion with the WDDDA in the National Main Street Center (Main Street America) and the Michigan Downtown Association, and expensed to Account # 297-6100-911-65-00. Director Dan Merritt motioned to approve. Seconded by Director Judith McNeeley. Passed by unanimous vote.

WDDDA: The WDDDA approved an amount not to exceed \$462.50 for its joint membership portion with the EDDDA in the National Main Street Center (Main Street America) and the Michigan Downtown Association, and expensed to Account # 296-6100-911-65-00. Director Karen Nigosian motioned to approve. Director John McWilliams seconded. Passed by unanimous vote.

## **7. Events**

### **7a. Dearborn Restaurant Week**

EDDDA: The EDDDA authorizes 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. Director Dan Merritt motioned to approve. Director Mark Guido seconded. Motion passed by unanimous vote.

WDDDA: The WDDDA authorizes 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. Vice Chairperson James Jernigan motioned to approve. Secretary-Treasurer Doug Van Noord seconded. Motion passed by unanimous vote.

### **7b. Ladies Night**

EDDDA: The EDDDA obligated \$927.50 in expenditures for the Ladies Night event from the Community Promotions Budget # 297-6100-911-51-00 for FYE2019. Further, the EDDDA will acknowledge receipt of funds for the Ladies Night event up to \$1000 in FYE2019. The EDDDA director is authorized to execute contracts on behalf of the EDDDA with Beshara Printing, Malko Media, Oriental Trading, Facebook via POW! Strategies, and Sarieni Photography for Ladies Night, subject to review and approval by Corporation Counsel. Director Dan Merritt motioned to approve. Seconded by Director Kamal Turfah. Motion passed by unanimous vote.

WDDDA: The WDDDA obligated \$927.50 in expenditures for the Ladies Night event from the Community Promotions Budget # 296-6100-911-51-00 for FYE2019. Further, the WDDDA will acknowledge receipt of funds for the Ladies Night event up to \$1,000 in FYE2019. The WDDDA director is authorized to execute contracts on behalf of the WDDDA with Beshara Printing, Malko Media, Oriental Trading, Facebook via POW! Strategies for Ladies Night, subject to review and approval by Corporation Counsel. Vice Chairperson James Jernigan motioned to approve. Seconded by Director Mohammed Hider. Motion passed by unanimous vote.

### **7c. Spring/Fall Perennial Exchange**

EDDDA: The EDDDA obligated \$1030 in expenditures for the Perennial Exchange events from the Community Promotions Budget # 297-6100-911-51-00 for 2019; and the EDDDA will acknowledge receipt of funds for the Perennial Exchange event up to \$450 for 2019. The EDDDA director is authorized to execute contracts on behalf of the EDDDA with Visual Ronin, Beshara Printing, Malko Media, Bewick Publications, and Facebook via POW! Strategies for the Spring Perennial Exchange, subject to review and approval by Corporatin Counsel. Director Dan Merritt motioned to approve. Director Judith McNeeley seconded. Motion passed by unanimous vote.

WDDDA: The WDDDA obligated \$1030 in expenditures for the Perennial Exchange events from the Community Promotions Budget # 296-6100-911-51-00 for 2019; and the WDDDA will acknowledge receipt of funds for the Perennial Exchange event up to \$450 for 2019. The WDDDA director is authorized to execute contracts on behalf of the WDDDA with Visual Ronin, Beshara Printing, Malko Media, Bewick Publications, and Facebook via POW! Strategies for the Spring Perennial Exchange, subject to review and approval by Corporation Counsel. Vice Chairperson James Jernigan motioned to approved. Director Jackie Lovejoy seconded. Motion passed by unanimous vote.

**7d. Movies in the Parks**

EDDDA: The EDDDA obligated \$2350 in expenditures for the Movies in the Park event for 2019 event season (\$1450 in FYE2019 and \$900 in FYE2020) from the Community Promotions Budget # 297-6100-911-51-00; and the EDDDA director is authorized to execute contracts on behalf of the EDDDA with Stardust Theaters, Swank, and Beshara Printing for Movies in the Park, subject to review and approval by Corporation Counsel. Director Dan Merritt motioned to approve. Mayor O'Reilly seconded. Motion passed by unanimous vote.

WDDDA: The WDDDA obligated \$2350 in expenditures for the Movies in the Park event for 2019 event season (\$1450 in FYE2019 and \$900 in FYE2020) from the Community Promotions Budget # 296-6100-911-51-00; and the WDDDA director is authorized to execute contracts on behalf of the WDDDA with Stardust Theaters, Swank, and Beshara Printing for Movies in the Park, subject to review and approval by Corporation Counsel. Director Jackie Lovejoy motioned to approve. Director Mohammed Hider seconded. Motion passed by unanimous vote.

**B. EDDDA Actions Only**

**1. Jazz on the Ave**

The EDDDA obligated \$54,690 from the Community Promotions Budget # 297-6100-911-51-00 to fund the event costs for the 2019 Jazz on the Ave events; and the EDDDA director is authorized to execute contracts on behalf of the EDDDA with Hi Falutin Music!, Jokers Entertainment, Brendals, KLA Laboratories Inc., Bewick Publications/Press & Guide, Recreation, Beshara, Facebook via POW! Strategies, and Nickel & Saph for Jazz on the Ave, subject to review and approval by Corporation Counsel. Director Dan Merritt motioned to approve. Director Kamal Turfah seconded. Motion passed by unanimous vote.

**2. Music in the Park**

The EDDDA obligated \$6,620 from the Community Promotions Budget #297-6100-911-51-00 to fund the event costs for the 2019 Music in the Park events; and the EDDDA director is authorized to execute contracts on behalf of the EDDDA with Windy Weber, Malko Media, KLA Laboratories Inc., Beshara, and Facebook via POW! Strategies for

Music in the Park, subject to review and approval by Corporation Counsel. Director Dan Merrit motioned to approve. Mayor O'Reilly seconded. Motion passed by unanimous vote.

### **C. WDDDA Actions Only**

#### **1. Farmers & Artisans Market**

That the WDDDA obligated \$25,540 from the Community Promotions Budget # 296-6100-911-51-00 (\$18,378 FYE2019 and \$7,162 FYE2020) to fund the event costs for the 2019 Dearborn Farmers & Artisans Market; and the WDDDA will acknowledge receipt of funds for the Farmers & Artisans market up to \$23,500; and the WDDDA director is authorized to execute contracts on behalf of the WDDDA with Taste the Local Difference, Edible WOW LLC, Michigan Agritourism Association, Bewick Publications, Beshara Printing, Ann Arbor Symphony Orchestra, The Henry Ford College, Amy Loskowski, Michael Kuntz Lawrence Arbour, Jimmy's Party Rentals, PostNet, Essential IT, LLC, Malko Media, Michigan Farmers Market Assoc. (MIFMA), Nickel & Saph, Facebook via POW! Strategies, and Brendels Septic for Dearborn Farmers & Artisans Market, subject to review and approval by Corporation Counsel. Director Mark Guido motioned to approve. Director Jackie Lovejoy seconded. Motion passed by unanimous vote.

#### **2. Friday Nites**

The WDDDA obligated \$42,520 from the Community Promotions Budget # 296-6100-911-51-00 to fund the event costs for the 2019 Friday Nites events; and the WDDDA director is authorized to execute contracts on behalf of the WDDDA with Michigan Generator, Jimmy's Party Rental, S&R Rentals, KLA Laboratories Inc., Gail & Rice, the City of Dearborn Recreation Department, Beshara, Brendel's Septic, Facebook via POW! Strategies, Bewick Publications/Press & Guide/MetroTimes, iHeart, and Nickel & Saph for Friday Nites, subject to review and approval by Corporation Counsel. Mayor O'Reilly motioned to approve. Director Mohammed Hider seconded. Motion passed by unanimous vote.

#### **3. Kids' Days**

The WDDDA obligated \$16,035 in expenditures for the Kids Days on the Commons events for 2019 event season from the Community Promotions Budget # 296-6100-911-51-00; and the WDDDA director is authorized to execute contracts on behalf of the WDDDA with the City of Dearborn Recreation Department, Gail & Rice, Inflatable Play Space, Pebbles the Clown, Jimmy's Party Rentals, Ann Arbor Symphony, Howdy Doodles, Eugene Clark, Beshara Printing, Nickel & Saph, and Facebook via POW! Strategies for Kids Day, subject to review and approval by Corporation Counsel. Director Jackie Lovejoy motioned to approve. Director Mohammed Hider seconded. Passed by unanimous vote.

#### **4. Tunes at Noon**

The WDDDA obligated \$6,620 from the Community Promotions Budget # 296-6100-911-51-00 to fund the event costs for the 2019 Tunes at Noon at Wagner Place events; and the WDDDA director is authorized to execute contracts on behalf of the WDDDA with Windy Weber, KLA Laboratories Inc., Malko Media, Beshara, Facebook via POW! Strategies for Tunes at Noon, subject to review and approval by Corporation Counsel. Director Thomas Clark motioned to approve. Director Jackie Lovejoy seconded. Motion passed by unanimous vote.

#### **5. Martian Marathon**

The WDDDA approved the expenditure of \$375 for flyer printing by Beshara Printing and RF Events for blow up martian inflatables for Martian Marathon business specials promotion from Community Promotions Fund; and the WDDDA director is authorized to execute contracts on behalf of the WDDDA with the Beshara Printing and RF Events for the Martian Marathon, subject to review and approval by Corporation Counsel. Director Thomas Clark motioned to approve. Director Mohammed Hider seconded. Passed by unanimous vote.

#### **6. Farm to Table Amendment**

The WDDDA Board authorized the expenditure of an amount not to exceed \$12,000 in expenditures from the Community Promotions/W. Village Commons Events budget #296-6100-911-51-00 for the production and promotion of the 2019 Farm to Table event with the service providers listed below, and the WDDDA director is authorized to execute contracts on behalf of the WDDDA with Henry Ford College, S&R Tent Rental, Mama Mia Marketing, Malko Media, Beshara Printing, Whole Hearted Decor, Beshara Printing, M Cantina, Merchant of Vino, Westborn Market, Henry Ford College for Farm to Table, subject to review and approval by Corporation Counsel. Director Jackie Lovejoy motioned to approve. Director Mohammed Hider seconded. Passed by unanimous vote.

### **IX. Committee Reports**

#### **A. Promotions/Organization Update**

Upcoming Events: Dearborn Restaurant Week: February 11 - 17; DRW Kick off event : January 30th; Ladies Night: May 1; Free Comic Book Day: May 4; Mutt Strut: May 11. See meeting minutes for more information on these and other promotions events and issues.

#### **B. Design/Economic Vitality**

Ideas discussed at last meeting include Launch Lab for business development and training; property owners roundtable; rebid of intercept survey; window display project; POP Design project; entrepreneur roundtable, commercial kitchen space. Art Month is coming in April. See meeting minutes for more information and details.

### **X. DDDA Executive Management Team Report & ECD Report**

Branding Dearborn Visioning Session happening on February 1 at the Ford Community and Performing Arts Center.



**XI. Call to Board of Directors**

None.

**XI. Call to Audience**

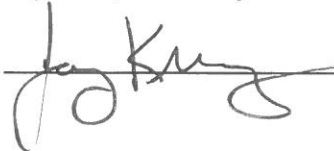
None.

**XII. Adjournment**

Meeting adjourned at 10:22am.

Approved by:

Jay Kruz, Secretary-Treasurer, EDDDA

 2/21/19

Doug Van Noord, Secretary-Treasurer, WDDDA

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