

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

**January 21, 2021**

Virtual Meeting via Zoom

Topic: Joint DDDA Board Meeting

Time: Jan 21, 2021 08:00 AM Eastern Time (US and Canada)

Join Zoom Meeting

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## MINUTES

### MEMBERS PRESENT

EAST DDA : Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt (joined 8:06am), Mayor Jack O'Reilly, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Mary O'Bryan, Director Kamal Turfah, Director Eric Woody.

WEST DDA : Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider (joined 8:10am), Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark Guido, Director Jackie Lovejoy (join 8:10am), Director John

McWilliams, Director Karen Nigosian and Director Audrey Ralko (joined 8:15am).

**MEMBERS ABSENT**

EAST DDA : Secretary-Treasurer Heidi Merino and Director Janice Cislo

WEST DDA : Secretary-Treasurer Jeff Lynch

**NON-MEMBERS PRESENT :**

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

OTHERS : Frank Woods (Juneteenth Committee), Rozenia Johnson (Homage to Black Excellence Committees)

**I. Call to Order**

Joint DDDA Chairperson Sam Abbas 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 January 2021: Chairperson Sam Abbas**

**IV. Approval of the December 2020 Board Meeting Minutes**

For the EDDDA, the minutes from the December 2020 Board meeting were presented for approval. For EDDDA, motion to approve by Director Matthew Dietz, seconded by Director Eric Woody. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson DAn Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, Director Kamal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For the WDDDA, the minutes from the December 2020 Board meeting were presented for approval. It was moved by Director Karen Nigosian and it was seconded by Director Jackie Lovejoy. Roll call vote: Chairperson Sam Abbas - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes, Director Karen Nigosian - yes. Motion passed.

The minutes were recorded and filed.

**V. Treasurer's Report**

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated December 31, 2020. Revenue to date totaled \$667,110. Total expenditures totaled \$250,562. 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 \$742,813.

WDDDA: Moe Almaliky reviewed the financial statement dated December 31, 2020. Revenue to date totaled \$672,827. Total expenditures totaled \$374,982. 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 \$992,660.

Chairperson Sam Abbas 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) The Henry Ford Partnership**

The EDDDA and WDDDA do an annual marketing contract with The Henry Ford (THF) for cross-promotion. The cost is \$11,200, split equally. The marketing package runs January 1, 2021 to December 31, 2021. It includes listing and link on the THF Vacation Packages webpage for 12 months, half-page advertising in two editions of the THF magazine (110,000 digital distribution), pre-show slides on the Giant Screen for 12 months, two digital ads in the THF eNews, six digital ads in the THF retails eNews, two dedicated promotions via social media (over 600,000 followers on Facebook, Twitter, and Instagram) and opportunities to distribute downtown promotional materials at the THF and additional event tie-ins. The cost for EDDDA is \$5600, expending from account

#297-6100-911-51-00. The cost for WDDDA is \$5600, expending from account ##296-6100-911-51-00.

For WDDDA, motion to approve was motioned by Mayor Jack O'Reilly, seconded by Director Jackie Lovejoy.

Roll call vote: Chairperson Sam Abbas - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes, Director Karen Nigosian - yes, and Director Audrey Ralko - yes. Motion passed.

For EDDDA, motion to approve was made by Director Matthew Dietz, seconded by Director Kamal Turfah. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, Director Kamal Turfah - yes, and Director Eric Woody - yes. Motion passed.

#### **b) Social Media Management**

The EDDDA and WDDDA value and wish to increase communications, public relations, marketing and media exposure for Downtown Dearborn. The EDDDA and WDDDA wish to execute the option to add Social Media Management to the POW! Strategies, Inc. contract in the amount of \$35,400 annually with a flat fee of \$2,950 monthly, running from January 1, 2021 to December 31, 2021. The WDDDA and EDDDA agrees to a fee of \$35,400, to be split equally. The cost to WDDDA is \$17,700 expending from account #296-6100-911-34-90 for Social Media Management. The cost to EDDDA is \$17,700 expending from account #297-6100-911-34-90 for Social Media Management.

For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Director Mark Guido.

Roll call vote: Chairperson Sam Abbas - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director Karen Nigosian - yes and Director Audrey Ralko - yes. Motion passed.

For EDDDA, motion to approve by Director Matthew Dietz, seconded by Director Kamal Turfah. Roll call vote: Chairperson Julia Kapilango - abstain, Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, Director Kamal Turfah - yes, and Director Eric Woody - yes. Motion passed.

**c) Zoom Webinar**

The EDDDA and WDDDA have pivoted to the use of Zoom for virtual meetings due to COVID-19. It is recommended that the DDDAs add the webinar feature to the DDDAs current Zoom account for ease of additional meeting use. The cost to add the webinar feature is \$400, to be split equally between EDDDA and WDDDA.

The WDDDA authorizes the expenditure of \$200 from account #296-6100-911-58-10 and the EDDDA authorizes the expenditure of \$200 from account #297-6100-911-58-10.

For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Director Karen Nigosian.

Roll call vote: Chairperson Sam Abbas - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes, Director Karen Nigosian, and Director Audrey Ralko - yes. Motion passed.

For EDDDA, motion to approve by Director Jay Kruz, seconded by Vice-Chairperson Dan Merritt. Roll call vote: Chairperson Julia Kapilango - yes, Vice - Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, Director Kamal Turfah - yes, and Director Eric Woody - yes. Motion passed.

**d) Outdoor Dining Amenities**

The EDDDA and WDDDA wants to provide additional outdoor dining amenities that are in addition to the tents currently approved in the districts. These additional items are igloos and greenhouses. Estimating 3 structures per business and having eight businesses in East and seven businesses in the West as potential candidates with an estimated cost of \$1600 per structure, the EDDDA and WDDDA boards authorize an exigent purchase of up to \$33,600 for EDDDA from EDDDA account #297-6100-911-51-00 and \$38,400 for WDDDA from account #296-6100-911-51-00. The EDDDA and WDDDA boards authorize the respective Executive Committees to make the final decisions for the participating businesses, number of igloo/greenhouse structures and service provider contingent that it is considered an exigency purchase that follows the purchasing ordinance for emergency purchases.

For WDDDA, motion to approve by Director Thomas Clark, seconded by Director Jackie Lovejoy.

Roll call vote: Chairperson Sam Abbas - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie

Lovejoy - yes, Director John McWilliams - yes, Director Karen Nigosian, and Director Audrey Ralko - yes. Motion passed.

For EDDDA, motion to approve by Director Eric Woody, seconded by Chairperson Julia Kapilango. Roll call vote: Chairperson Julia Kapilango - yes, Vice - Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, Director Kamal Turfah - yes, and Director Eric Woody - yes. Motion passed.

**e) 2021 Election of Officers**

The EDDDA and WDDDA shall be under the supervision and control of a board consisting of the Mayor and members appointed by the Mayor subject to approval by the city council. The officers shall be elected annually by the Boards and shall consist of a Chair, Vice-Chair and Secretary-Treasurer.

The 2021 Officer Nominating Committee for WDDDA has recommended Sam Abbas for Chairperson, Mohammed Hider for Vice-Chairperson and Jeff Lynch for Secretary-Treasurer. The floor was opened for other nominations. No additional nominations were presented so nominations were closed and a unanimous ballot was cast and elected for the officers named above for the year 2021.

The 2021 Officer Nominating Committee for EDDDA has recommended Julia Kapilango for Chairperson, Eric Woody for Vice-Chairperson and Matthew Dietz for Secretary-Treasurer. The floor was opened for other nominations. No additional nominations were presented so nominations were closed and a unanimous ballot was cast and elected for the officers named above for the year 2021.

For WDDDA, Mayor Jack O'Reilly brings nominations to floor. No other nominations presented. A motion to approve slate as presented by Director Jackie Lovejoy, seconded by Mayor Jack O'Reilly.

Roll call vote: Chairperson Sam Abbas - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes, Director Karen Nigosian - yes, and Director Audrey Ralko - yes. Motion passed.

For EDDDA, Director Mary O'Bryan brings nominations to floor. No other nominations presented. A motion to approve slate as presented by Mayor Jack O'Reilly, seconded by Vice-Chairperson Dan Merritt. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, Director Kamal Turfah, and Director Eric Woody - yes. Motion passed.



## **2. WDDDA Actions Only**

There are no WDDDA actions at this time.

## **3. EDDDA Actions Only**

### **a) Homage to Black Excellence**

The EDDDA is planning the Homage to Black Excellence which is comprised of three events: Art of Courage, Diversity, Equity & Inclusion panel discussions, and Juneteenth Mobility Stroll and Roll.

The Homage to Black Excellence Budget Reallocation 2020 Amendment I authorizes Facebook/Instagram for \$500, Bewick Publications for \$300, \$200 for Educational Artist Talk during Virtual event (vendor TBD), Exhibit preparation - hang artwork for \$200 (Bernie Wilson, Jr.), \$1000 for conservator - clean and maintain artwork (vendor TBD), Jean Smith for Art of Courage Misc. supplies for \$100, and Octane Design for \$7864 for Graphic/Visual Services- Virtual Tour Art of Courage, all expending from account # 297-6100-911-51-00.

It was moved by Director Jay Kruz and it was seconded by Chairperson Julia Kapilango. Roll call vote: Chairperson Julia Kapilango - yes, Vice - Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, Director Kamal Turfah - yes, and Director Eric Woody - yes. Motion passed.

### **b) Doggie Stations**

The EDDDA wishes to advocate and promote a clean, safe and attractive downtown district by purchasing and installing 14 dog waste dispenser stands with bags. They will be placed along Michigan Avenue, Schaefer Road and on the grounds at City Hall Park area. After competitively reviewing dog station providers, dogwastedepot.com was selected as the lowest price provider with free shipping. The EDDDA authorizes \$1800, expending from account #297-6100-911-34-90 to purchase the dog waste stations.

For EDDDA, motion to approve by Chairperson Julia Kapilango, seconded by Director Mary O'Bryan. Roll call vote: Chairperson Julia Kapilango - yes, Vice - Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, and Director Eric Woody - yes. Motion passed.

### **c) Additional Branding Ground Decals**

The EDDDA is requesting 20 more 24" branded outdoor stickers from Rocket to encourage social distancing equalling \$1000 to be expended from account #297-6100-911-51-00.

For EDDDA, motion to approve by Director Mary O'Bryan, seconded by Vice-Chairperson Dan Merritt. Roll call vote: Chairperson Julia Kapilango - yes, Vice - Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - no, Director Mary O'Bryan -yes, Director Kamal Turfah - yes, and Director Eric Woody - yes. Motion passed.

## **VII. Committee Reports**

Committee minutes are in Supplemental Materials in digital board packet.

### **A. Promotion Committee**

Jean Smith:

Pick Up Pledge event is January 22-31, 2021. Delivery costs are high for businesses so customers are being asked to do pickup/carry out of their orders and bypass third party delivery services.

Art of Courage art submissions are due January 27, 2021.

Cristina Sheppard-Decius:

City Hall Park Redesign - On January 27, 2021, there will be two sessions for community input. 6:30pm-7:30 pm for English and 7:30 pm-9pm for Arabic.

### **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:

Michigan Downtown Association Spring Workshop is March 26. Let us know if the boards want to attend so a resolution can be prepared. The cost is \$250 for three attendees plus promotional recognition.

### **B. ECD Reports**

Hassan Sheikh:

Grant to release soon from city. Other grants from various organizations and the state are out there so reach out to our team for more information. They are shared on website.

Cristina Sheppard-Decius:

There was an eblast that went out this past weekend listing available grants.



PPP has been reopened so be sure to reach out to your bank.

**IX. Call to Board of Directors**

Director Jackie Lovejoy:

February 2 - Sheryl Connelly, Corporate Futurist from Ford, will talk about the forecast for our region, 9am via Zoom. Mayors will also be in attendance to answer any Questions.

Director Dan Merritt:

After about 12 years on the board, he has turned in his resignation from the EDDDA board due to other obligations. He thanked both boards and stated he will stay engaged. He is confident in the current slate of officers.

**X. Call to Audience**

Councilwoman Leslie Herrick:

She thanked Dan Merritt for his years of service and dedication and credits him for her involvement.

**XI. Adjournment**


Motion to adjourn by Director Jackie Lovejoy and Chairperson Julia Kapilango. Meeting adjourned at 10:14 am.

Approved by:

Heidi Merino, Secretary-Treasurer, EDDDA

DocuSigned by:  
  
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Jeff Lynch, Secretary-Treasurer, WDDDA

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