

**CITY OF DEARBORN
EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES
BOARD OF DIRECTORS MEETING**

January 20, 2022

8:00 – 9:30 AM

Dearborn Administrative Center – Council Chambers
16901 Michigan Avenue, Dearborn, MI, 48126

MINUTES

MEMBERS PRESENT

WEST DDA: Vice Chairperson Mohammed Hider (via Zoom 8:00am - 8:22am, in person 8:23am), Secretary-Treasurer Jeff Lynch, Mayor Abdullah Hammoud, Director Thomas L. Clark, Director Jackie Lovejoy, Director Karen Nigosian (call in), Director Audrey A. Ralko.

EAST DDA: Vice-Chairperson Eric Woody (via Zoom), Secretary-Treasurer Matthew Dietz, Mayor Abdullah Hammoud, Director Janice B. Cislo, Director Jay P. Kruz, Director Hamzah Nasser.

MEMBERS ABSENT

WEST DDA: Chairperson Sam Abbas

EAST DDA: Director Kamal Turfah

NON-MEMBERS PRESENT :

CITY OF DEARBORN: Chief of Staff Zaineب Hussein, COO Amanda Bright McClanahan, Licia Yangouyian (Legal), Moe Almaliky (Finance), Zeinab Hachem (Council Office), Cristina Sheppard-Decius (DDDA), Janet Bloom (DDDA), Helen Lambrix (DDDA), Cathleen Francois (DDDA), Steve Deisler (DDDA), Walaa Abusaleh (DDDA intern), Kaileigh Bianchini (Planning)

OTHERS: N/A

I. Call to Order

Secretary Treasurer Jeff Lynch called the meeting to order at 8:10am

II. Roll Call

EDDDA Secretary-Treasurer Matthew Dietz called the roll for Board Members for East DDDA. A quorum was present.

WDDDA Secretary-Treasurer Jeff Lynch called the roll for Board Members for West DDDA. A quorum was present.

III. Joint Meeting Chair for January 2022: Chairman Sam Abbas.

Secretary Treasurer Jeff Lynch motioned to turn proceedings over to Secretary-Treasurer Matthew Dietz due to Chairman Sam Abbas being absent, Chairman Eric Woody on Zoom, and Vice Chairman Mohammed Hider on Zoom. Motion to approve was made by Secretary-Treasurer Jeff Lynch, and was seconded by Director Jackie Lovejoy. A voice vote passed unanimously. Motion approved.

Joint Meeting Chair for January 2021 proceeded with Secretary-Treasurer Matthew Dietz

IV. Welcome to Mayor Abdullah H. Hammoud

V. Approval of Regular Meeting December 2021 Minutes

Joint Meeting - December 2021

A. EDDDA - A motion to approve the minutes was made by Director Jay Kruz, seconded by Director Janice Cislo. Voice vote passed unanimously. Motion passed. Minutes approved.

B. WDDDA - A motion to approve the minutes was made by Director Thomas Clark, seconded by Director Mohammed Hider. Voice vote passed unanimously. Motion passed. Minutes approved.

VI. Treasurer's Report

WDDDA: Moe Almaliky from Finance reviewed the financial statement dated December 31, 2021. Revenue to date totaled \$706,685. Total expenditures totaled \$150,081. The current cash position equals \$1,368,326 and it is estimated the WDDDA's cash position at the end of the fiscal year would be \$671,122.

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated December 31, 2021. Revenue to date totaled \$727,992. Total expenditures totaled \$236,746. The current cash position equals \$1,001,133 and it is estimated the EDDDA's cash position at the end of the fiscal year will be \$230,918.

The Treasurer's Report was received and filed for both WDDDA and EDDDA.

VII. Action Items

A. Regular Action Items

1. Joint Board Actions

a) Cobalt Community Market Data

The EDDDA and WDDDA utilize current data and trends to help implement the future Vision Plan and strategies. Cobalt has provided the East and West DDDA with a proposal based on data collection and comparative analysis in two reports (Fall 2021 and Spring 2022) for each district. The DEV Committee has reviewed the proposal, supports the program and recommends entering into a contract with Cobalt for the data research. The total cost of the proposals is \$2,700, split equally between the East and West DDDAs, for EDDDA to pull from account #297-6100-911-51-00 and WDDDA to pull from account #296-6100-911-51-00 from the line item Community Promotions/General Marketing. It was resolved that the EDDDA and WDDDA will table this resolution to allow time to review other groups who provide this type of information, including local and state government resources and then determine how to utilize the information once reports are received.

For EDDDA, motion to table was made by Director Jay Kruz and was seconded by Director Janice Cislo. A voice vote passed unanimously. Motion approved.

For WDDDA, motion to approve was made by Director Karen Nigosian, and seconded by Vice Chairman Mohammed Hider. A voice vote passed unanimously. Motion approved.

b) DRW Radio Advertising Plan

The EDDDA and WDDDA are planning to promote the Dearborn Restaurant Week (DRW) 2022 event that would benefit from advertising to engage the greater Metro Detroit community. The EDDDA and WDDDA agree to approve up to \$21,500 on an advertising campaign utilizing radio, digital and print, to be split 60% for WDDDA and 40% for EDDDA, based on a proportionate amount of restaurant involvement. The EDDDA authorizes the expenditure of up to \$9,143 from account #297-6100-911-51-00 Community Promotions/Dearborn Restaurant Week and the WDDDA authorizes the expenditure of up to \$12,357 from account #296-6100-911-51-00 Community Promotions/Dearborn Restaurant Week for the following advertising items, with suggestion to review media publication selection. It was also resolved that the Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA, subject to review and approval by Corporation Counsel.

	Total	EDDDA	WDDDA
RADIO			
iHeartRadio	\$4,020.00	\$1,528.00	\$2,492.00
Audacy	\$4,000.00	\$1,520.00	\$2,480.00
WDET	\$1,480.00	\$563.00	\$917.00
Digital			
Click On Detroit	\$3,500.00	\$1,330.00	\$2,170.00
Print			
Times Herald	\$300.00	\$186.00	\$114.00
Metro Times	\$700.00	\$266.00	\$434.00
Social Media	\$7,500.00	\$3,750.00	\$3,750.00
Totals	\$21,500.00	\$9,143.00	\$12,357.00

For EDDDA, motion to approve was made by Director Jay Kruz, and was seconded by Director Janice Cislo. A voice vote passed unanimously. Motion approved.

For WDDDA, motion to approve was made by Vice Chairman Mohammed Hider, and was seconded by Director Jackie Lovejoy. A voice vote passed unanimously. Motion approved.

c) Executive Committee Nominations & Election of Officers

The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Downtown Development Authority (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 of the EDDDA and WDDDA shall be elected annually by the Board and shall consist of a Chair, Vice-Chair and Secretary-Treasurer.

The 2022 Officer Nominating Committee has recommended for the East: Eric Woody for Chairperson, Matthew Dietz for Vice-Chairperson, and Matthew Dietz for interim Secretary-Treasurer. No additional nominations

were made and a motion to close the slate for EDDDA was made by Director Hamzah Nasser and seconded by Director Janice Cislo.

The 2022 Officer Nominating Committee has recommended for the West: Sam Abbas for Chairperson, Mohammed Hider for Vice-Chairperson, and Jackie Lovejoy for Secretary-Treasurer. No additional nominations were made and a motion to close the slate for WDDDA was made by Director Jackie Lovejoy and seconded by Secretary Treasurer Jeff Lynch. Nominations closed and a unanimous ballot is cast and elected for the officers as named above for the year 2022.

For EDDDA, motion to approve was made by Director Janice Cislo, and was seconded by Director Jay Kruz. A voice vote passed unanimously. Motion approved.

For WDDDA, motion to approve was made by Director Jackie Lovejoy, and was seconded by Secretary Treasurer Jeff Lynch. A voice vote passed unanimously. Motion approved.

d) MDA Spring Workshop/Advocacy Day

The EDDDA and WDDDA have the opportunity to attend the 2022 Michigan Downtown Association Spring Lansing Day and Workshop being held in-person or virtual, same pricing for both, on March 2-3, 2022, in Lansing and Grand Ledge, MI in the amount of \$170 per person. For EDDDA, Eric Woody, Hamzah Nasser and Amanda Bright McClanahan will attend and for the WDDDA, Jackie Lovejoy and Zaineb Hussein will attend. The EDDDA and WDDDA authorizes the expenditure up to \$170 per board member to participate at the 2022 MDA Spring Lansing Day and Workshop from the Training/Transportation budget line item account # 297-6100-911-58-10 for EDDDA and account #296-6100-911-58-10 for WDDDA, agreeing to split the costs equally between EDDDA and WDDDA. It was also resolved that the Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA and WDDDA for the MDA Spring Lansing Day and Workshop, subject to review and approval by Corporation Counsel.

For EDDDA, motion to approve was made by Vice Chairman Eric Woody, and was seconded by Mayor Abdullah Hammoud. A voice vote passed unanimously. Motion approved.

For WDDDA, motion to approve was made by Director Jackie Lovejoy, and was seconded by Secretary-Treasurer Jeff Lynch. A voice vote passed unanimously. Motion approved.

e) Social Media Advertising Plan 2022

The EDDDA and WDDDA has a slate of 2022 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, split equally between account #296-6110-911-51-00 for WDDDA and account # 297-6100-911-51-00 for EDDDA, for costs related to social media boosts through POW! Strategies, Inc. contract. A total social media advertising plan of \$15,000 is recommended for 2022, with \$7,500 from the POW! Strategies, Inc. contract and fund line item, and another \$7,500 to be added to the POW! Strategies, Inc. contract from the Dearborn Restaurant Week fund line. It was resolved that the EDDDA authorizes an expenditure up to \$3750 for the following revised social media ad buy schedule for 2022 from account #297-6100-911-51-00 Community Promotions/General Marketing and that the WDDDA authorizes an expenditure up to \$3750 for the following revised social media ad buy schedule for 2022 from account #296-6100-911-51-00 Community Promotions/General Marketing :

EVENT/PROMOTION	TOTAL AMOUNT	EDDDA	WDDDA	DISTRICT
Earth Day	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Ramadan Pop Up	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Ladies Night Out	\$ 150.00		\$ 150.00	WDDDA
East Sidewalk Sale	\$ 150.00	\$ 150.00		EDDDA
Spring Perennial Exchange	\$ 100.00	\$ 100.00		EDDDA
West Farmers Market	\$ 800.00	\$ -	\$ 800.00	WDDDA
East Farmers Market	\$ 800.00	\$ 800.00		EDDDA
Movie Nights	\$ 400.00	\$ 200.00	\$ 200.00	EDDDA/WDDDA SPLIT
Social District	\$ 100.00		\$ 100.00	WDDDA
Friday Nights	\$ 400.00		\$ 400.00	WDDDA
Jazz on the Ave	\$ 450.00	\$ 450.00		EDDDA
Mosaic/Harmonize Dearborn	\$ 400.00	\$ 400.00		EDDDA
Christmas in July	\$ 100.00	\$ 50.00	\$ 50.00	EDDDA/WDDDA SPLIT
Tunes at Noon	\$ 300.00		\$ 300.00	WDDDA
Kids Day	\$ 150.00	\$ -	\$ 150.00	WDDDA
Fall Perennial Exchange	\$ 100.00		\$ 100.00	WDDDA

Trick or Treat	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Pumpkin Carving	\$ 100.00	\$ 50.00	\$ 50.00	EDDDA/WDDDA SPLIT
Shop Small	\$ 1,000.00	\$ 500.00	\$ 500.00	EDDDA/WDDDA SPLIT
Winterfest	\$ 400.00		\$ 400.00	WDDDA
Shop Small Kick Off	\$ 400.00	\$ 400.00		EDDDA
General Page Boosts	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Bike share/scooter share	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Preservation Month	\$ 100.00	\$ 50.00	\$ 50.00	EDDDA/WDDDA SPLIT
CHP Redesign	\$ 100.00	\$ 100.00		EDDDA
TOTAL	\$ 7,500.00	\$ 3,750.00	\$ 3,750.00	
PLUS DRW	\$7,500.00	\$3,750.00	\$3,750.00	EDDDA/WDDDA SPLIT
GRAND TOTAL	\$ 15,000.00	\$ 7,500.00	\$ 7,500.00	

In addition, the EDDDA authorizes an additional \$3750 for Dearborn Restaurant Week social media ad buys through POW! Strategies, Inc. contract for 2022 from account #297-6100-911-51-00 Community Promotion/Dearborn Restaurant Week. The WDDDA also authorizes an additional \$3750 for Dearborn Restaurant Week social media ad buys through POW! Strategies, Inc. contract for 2022 from account #296-6100-911-51-00 Community Promotion/Dearborn Restaurant Week. It was also resolved that the Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA for the listed social media boosts, subject to review and approval by Corporation Counsel.

For EDDDA, motion to approve was made by Vice Chairman Eric Woody, and seconded by Director Jay Kruz. A voice vote passed unanimously. Motion approved.

For WDDDA, motion to approve was made by Director Jackie Lovejoy, and seconded by Secretary Treasurer Jeff Lynch. A voice vote passed unanimously. Motion approved.

2. EDDDA Actions Only

a) Open Door Dearborn Fund Reallocation

The EDDDA provides the Open Door Dearborn Grant Program to offer funds to businesses for building improvements and business start-up. The program has been very successful in 2020 and 2021 with a total of 8

projects and \$75,000 in grants awarded.

Six months remain in FYE2022 and only \$5,000 is left available in the EDDDA Open Door Grant Program fund line item.

The Design/Economic Vitality (DEV) Committee has discussed the success of the overall program and issue of funding running short of the demand, especially in the EDDDA. To date, there are seven property owners/business that have shown an interest in applying for a grant in the EDDDA.

At least two businesses will submit applications for Open Door Grants in the first quarter of 2022.

The DEV Committee met on December 8, 2021, and recommends to the EDDDA Board reallocating \$20,000 to the EDDDA Open Door Grant Program to be able to support additional projects in the EDDDA.

It was resolved that the EDDDA Board authorizes reallocating \$20,000 from line item # 297-6100-911-51-00 Community Promotions/H2BE to be transferred into the EDDDA Open Door Grant Program budget line item #297-6100-911-34-90 Contractual Services/Business Incentives to support at least two additional grants in FYE2022.

For EDDDA, motion to approve was made by Director Janice Cislo, and seconded by Director Hamzah Nasser. A voice vote passed unanimously. Motion approved.

b) Jazz on the Ave 2022 - Zonjic Contract

The East Dearborn Downtown Development Authority (EDDDA) recognizes the benefit of Marketing and Promoting businesses and activities in the District.

The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs for programs that sustain and increase business activity within the district.

The Jazz on the Ave events provided by the EDDDA has been successful in bringing visitors to the District and growing in numbers each year; and this year's approved calendar includes a six week run of the event on Wednesday evenings from June 1, 2022 through July 6, 2022. The EDDDA authorized a budget of \$57,250 in expenditures for the 2022 Jazz on the Ave events.

The Hi-Falutin' Music contract includes the following provisions:

Marketing to consist of major local radio, press releases to all local print, radio and T.V. media. Attempts will be made to place artists and PR on local media shows (Fox 2 TV Morning Show/WJR Mitch Albom etc.). Weekly radio scheduled on WWJ Radio. Also, radio spots to run Sunday's on 910 AM Superstation Doing the D Show starting April 17 and ending July 3. Weekly television spots to air on WADL on the Alexander Zonjic From A to Z Show on Sunday's starting April 17 and ending July 3. Hi-Falutin' Music will produce a :30 sec TV spot and a :30 sec radio spot to be used in all TV and radio spots. Flyers to be distributed at all Hi-Falutin' Music/Alexander Zonjic Events. Also, distribution of flyers at all other related music events. Email blast from Hi-Falutin' Music will go out twice a week starting Monday, April 18 ending Monday, July 4. Concerts will be added to Alexander Zonjic website and featured artist's websites. Hi-Falutin' will provide roof for stage and professional quality genie-towers. Setup will be Tuesdays prior to each concert & takedown Wednesday's after concert is over.

The DDDA Management requests the approval of \$45,000.00 total for the contract with Hi-Falutin Music, which includes a deposit of \$22,500 which is 50% of the contract upon final signature, which would expend from the Community Promotions Budget # 297-6100-911-51-00.

It was resolved that this resolution is tabled to further research additional categories of musical genres for the EDDDA community.

For EDDDA, motion to approve was made by Mayor Abdullah Hammoud, and seconded by Vice Chairman Eric Woody. A voice vote passed unanimously. Motion approved.

Due to time, items VIII. to XIII. were not discussed. Secretary-Treasurer Matthew Dietz requested to move to adjournment.

VIII. Old Business

- A. Office Lease
- B. Board Vacancies
- C. Snow Removal Contract

IX. Committee Reports

X. DDDA Executive Management Team

XI. ECD Report

XII. Call to Board of Directors

XIII. Call to Audience

XIV. Adjournment

Meeting adjourned at 10:30 a.m. A motion was made by Vice Chairman Eric Woody, seconded by Vice Chairman Mohammed Hider.

Approved by:

Jeffery Lynch, Secretary-Treasurer, WDDDA

DocuSigned by:

Jeffery Lynch

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Matthew Dietz, Secretary-Treasurer, EDDDA

