

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

**July 16, 2020**

Virtual Meeting via Zoom

<https://zoom.us/j/433224302?pwd=bmd2VzZBZ2l2WEY5eDUyVmVCQlQwQT09>

Meeting ID: 433 224 302

Password: 844577

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Join by Skype for Business

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MINUTES

**MEMBERS PRESENT**

EAST DDA : Chairperson Dan Merritt, Vice-Chairperson Jay P. Kruz, Secretary-Treasurer Julia Kapilango, Mayor Jack O'Reilly, Director Matthew Dietz, Director Mark Guido, Director Heidi Merino (joined 8:09am), Director Mary O'Bryan, and Director Eric Woody.

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

**MEMBERS ABSENT**

EAST DDA : Director Janice B. Cislo and Director Kamal Turfah

WEST DDA : Director Audrey Ralko

**NON-MEMBERS PRESENT :**

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

OTHERS : N/A

**I. Call to Order**

Joint DDDA Chair Sam Abbas called the meeting to order at 8:04 am.

**II. Roll Call**

Janet Bloom, Operations Mgr. for DDDAs called the roll of Board Members for East and Board members for West.

EDDDA: A quorum was present.

WDDDA: A quorum was present.

**III. Joint Meeting Chair for June 2020: Chairperson Sam Abbas**

**IV. Approval of the June (EDDDA) & May (WDDDA) 2020 Board Meeting Minutes**

The minutes from the June 18, 2020 EDDDA Board meeting were presented for approval. For EDDDA, it was moved by Director Mark Guido and it was seconded by Director Mary O'Bryan. Roll call vote: Chairperson Dan Merritt - yes, Vice Chairperson Jay Kruz - yes, Secretary-Treasurer Julia Kapilango - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Heidi Merino - yes, Director Mary O'Bryan- yes, and Director Eric Woody - yes. Motion passed and minutes were recorded and filed.

For the WDDDA, the minutes from the June 18, 2020 WDDDA Board meeting were presented for approval. It was moved by Director Karen Nigosian and it was seconded by Director John McWilliams. Roll call vote: Chairperson Sam Abbas - 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 Karen Nigosian - yes. Motion passed. The minutes were recorded and filed.

**V. Treasurer's Report**

**A. Receive & File Report**

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated June 30, 2020. Revenue to date totaled \$897,920. Total expenditures totaled \$903,649. The current cash position equals \$994,168 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$432,320.

WDDDA: Moe Almaliky reviewed the financial statement dated June 30, 2020. Revenue to date totaled \$1,098,496. Total expenditures totaled \$830,937. The current cash position equals \$1,083,008 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$766,396.

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

Chairman Dan Merritt asked that the minutes show the Treasurer's Report as received and filed for EDDDA

**VI. Public Act 57 Info Session #1 - 2020**

Cristina Sheppard-Decius reviewed PPT of completed projects, current projects and upcoming projects. A new project discussed was Dearborn Business Assistance Team (BAT) and how that will be a program that continues to grow and be utilized by downtown businesses. It offers free webinars, consultations and access to interns for hire to help businesses.

**VII. Action Items**

**A. Regular Action Items**

**1. Joint Board Actions**

**a) By-Law Amendment Ad-hoc Committee**

The DDDAs recognizes the need to form an Ad-hoc committee to review the by-laws for both EDDDA and WDDDA. For the EDDDA, the board appoints Julia Kapilango and Mary O'Bryan. For the WDDDA, the board appoints Jeff Lynch and Mohammed Hider.

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

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

**b) PR Extension of Contract**

Tanner Friedman has been engaged for public relations services for Downtown Dearborn to date. Due to the timing of the RFP, a service gap will occur. \$8400, to be split equally between EDDDA and WDDDA, was recommended to meet communication needs. The EDDDA obligated to pay 50% of the cost of an amended amount of \$4200, equalling \$2100 for EDDDA expending from account #297-6100-911-34-90. WDDDA obligates to pay 50% of \$4200, equalling \$2100, expending from account #296-6100-911-34-90.

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

For WDDDA, motion to approve by Secretary Treasurer Jeff Lynch; seconded by Vice Chairperson Mohammed Hider. 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 John McWilliams - yes and Director Karen Nigosian - yes. Motion passed.

**c) Welcome Back Campaign Amendment**

For the Welcome Back Campaign, a reopening strategy has been developed, consisting of both physical improvements and marketing, with costs to be split equally between EDDDA and WDDDA. The items to be ordered are from Malko Media for covid-19 safety yardsigns (qty. 50, \$475), Beshara posters (3 sets - \$300), and Rocket branded outdoor ground stickers (qty. 40, \$50 ea. for \$2000); Rocket branded outdoor ground stickers (DFM) (qty. 10, \$26.25 ea. for \$262.50) Press and Guide newspaper ads (\$600), Times Herald newspaper ads (\$600), Epiccrowdcontrol.com (10 sets, \$170); and Beshara \$300 for flyer; Rocket 14 vinyl posters (\$262.50); Rocket 50 vinyl banners (\$1347.50); Rocket feather banners (20 per district, \$3964); Beshara gateway banner

(qty 3, \$607.50); Jean Smith 6ft foldable picnic tables (10 per district, \$150 each, \$3000); Downriver Tents 20x 20 tent, 1 EDDDA/1WDDDA, \$4225 each, \$8450), and Janet Bloom for stakes and chains for picnic tables (\$25 per table, \$500) and Adirondack chairs \$18 each, EDDDA 16, WDDDA 12, \$504).

It is recommended to move five picnic tables from the EDDDA and relocated to the WDDDA and adjusting the cost so \$750 comes off EDDDA total and adds \$750 to WDDDA total.

The EDDDA obligates to pay 50% of the \$23,343 for the purchase of supplies for the welcome back campaign for a total of \$11,617.50 from account #297-6100-911-51-00.

The WDDDA obligates to pay 50% of the \$23,343 for the purchase of supplies for the welcome back campaign for a total of \$11,617.50 plus an additional \$750 for five additional picnic tables from account #296-6100-911-51-00.

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

For WDDDA, motion to approve by Vice Chairperson Mohammed Hider; 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 Karen Nigosian - yes. Motion passed.

## **2. WDDDA Actions Only**

### **a) Black Box Gallery - Open Door Dearborn Grant**

Black Box Coffee, a proposed WDDDA start up, has applied for all three levels of funding under the Open Door Dearborn grant program, but ran into issues getting quotes for Level 3 funding. The application was modified to request only Level I funding of \$2500 to support sign installation and Level II funding of \$5000 for business start up support. Three quotes for the signage, as requested by the Design/EV Committee, has been received and reviewed; and at the July 14, 2020, Design/EV Committee, for the Level 1 grant, Mike Kirk made a motion, with a second from Mark Guido, to approve a Level 1 grant in the amount of

\$2,500 for a new projecting sign for Black Box. Conditions of the grant include: 1) the applicant will return to the DEV Committee for the approval of the final design, 2) the design of the sign will show the business name "Black Box" as the prominent graphic on the sign and 3) the applicant will secure an appropriate sign permit from the city; and for the Level 2 grant, Mike Kirk made a motion, with a second from Mark Guido, to approve a Level 2 grant in the amount of \$5,000 for a new business start-up grant for Black Box. Conditions of the grant include: 1) the applicant will provide in writing details of the project budget including estimated capital investment, operating costs and commitment to cover the costs for year one and 2) the applicant will also work with the Dearborn DDA Business Assistance Team to engage in discussions and assistance from area experts on marketing and business planning.

The WDDDA awards Black Box Coffee a Level I grant for signage for \$2500 and a Level 2 grant for business start up support of \$5000 from account #296-6100-911-34-90.

For WDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Vice Chairperson Mohammed Hider. Roll call vote: Chairperson Sam Abbas - abstain, 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 John McWilliams - yes. Motion passed.

**b) Planters for Alley behind Gentleman's First Barbershop**

WDDDA was notified of a pedestrian safety issue at Gentlemen's First barbershop located off Military. Vehicles are currently driving through a pedestrian walkway already clearly marked, along with painted curbs. It was determined three large planter boxes with tall plants are a proper deterrent to redirect traffic in that area.

A planter box style was chosen from Wayfair.com and Fairlane Grounds has quoted for plant materials, fill and installation of the planters. The WDDDA authorizes a not to exceed price of \$1000 plus shipping and handling for three planter from Wayfair.com and authorizes up to \$3000 for Fairlane Grounds for fill, plant materials and installation. Funds are to be expended from account #297-6100-911-62-40.

For WDDDA, motion to approve by Director Jackie Lovejoy; 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, and Director John McWilliams - yes. Motion passed.

**c) Library Lot Conversion to Greenspace**

No action presented to board.

Plans are to convert former parking space to greenspace. Survey work (estimated \$9500), engineering drawings and construction costs (estimated at \$80,000) will be obtained then budgeted for. More details are to come.

**d) DFAM Amendment**

The Farmers Market is utilizing Mama Mia for direct mail DFM campaign to reach a portion of resident in Dearborn area. The cost of the production and mailing is \$2990.00

Already approved expenses include, Press and Guide for \$600, \$700 for supplemental market supplies for Jean Smith. Brendel's was arranged for portajohns, sinks and hand sanitizer for \$2940 for abbreviated 12 week market season. \$2500 is allotted for entertainment. WDDDA will expend from account #296-6110-911-34-90

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

**3. EDDDA Board Actions**

**a) City Hall Park Redesign**

No action taken at this time.

Goal of project is to build a destination location that enhances the sites historical context. \$20,000 was carried over from FYE2020 to FYE 2021 for contractual services for design concepts.

An advisory committee will be formed to engage stakeholders and the community with planned installation targeted at FYE 2022.

Storm water repairs will be needed prior to construction and are scheduled for FYE 2021.

**b) Executive Committee Resignations & Call for Nominations**

The 2020 Executive Committee for EDDDA resigned at the July 16, 2020 board meeting. The following board members were nominated:

Heidi Merino nominated Julia Kapilango for Chair; Mayor Jack O'Reilly nominated Dan Merrit for Vice Chairperson; and Julia Kapilango nominated Heidi Merino for Secretary Treasurer. No other nominations were submitted.

To close nominations, Mayor Jack O'Reilly motioned to close; seconded by Director Mary O'Bryan.

Roll call vote: Chairperson Dan Merritt - yes, Secretary Treasurer Julia Kapilango - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Heidi Merino - yes, Director Mary O'Bryan - yes, and Director Eric Woody - yes. Motion passed.

Motion was presented by Director Mary O'Bryan to approve slate of Executive Committee as presented and seconded by Director Eric Woody.

Roll call vote: Chairperson Dan Merritt - yes, Secretary Treasurer Julia Kapilango - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Heidi Merino - yes, Director Mary O'Bryan - yes, and Director Eric Woody - yes. Motion passed.

## **VIII. Committee Reports**

Committee minutes are in Supplemental Materials in digital board packet.

### **A. Platform Dining**

Interest in launching pilot program to bring two to four platform dining locations into downtown. Goal would be have DDDA financially support this year, then future years, lease equipment to restaurants who continue to use it. Identified West locations: Bailey's and next to Great Commoner. Identified East locations: In front of Bamboozle's, Good Burger (no curb cut out for natural barrier), Joe's Top Dog (if planter tree well removed, could do dining on sidewalk). Cost is around \$5,000 per location. Review pulling funding from Open Door Dearborn Grant program.

Sam asked to have as action item for next board meeting. Mayor stated to have it slated for later.

### **B. Main Street/DDI**

Letter of Intent due in September. Plan is to apply in December 2020.

It was noted that setting up the DDI/DDA structure would not jeopardize TIF as long as DDA PA 57 law is followed and TIF funds are used in their defined districts. Board representation on DDI would emphasize DDAs. The DDI board doesn't have to be formed by application deadline but Michigan Main Street will want to see Boards working towards that. An example of that is the MOU the Boards signed. A service agreement will be necessary to define roles and responsibilities for both DDI and DDAs. The Steering Committee has targeted August to bring the request for the letter of intent.

This structure will allow it to be set up as a 501(c)3 allowing it to accept donations the organization hasn't been able to access in the past.

## **IX. DDDA Executive Management Team & ECD Reports**

Jeff Watson shared that City Council approved outdoor service areas. Currently the numbers have been disappointing as far as participation. At this time, less than half a



dozen have stepped forward. Jean Smith stated that for some businesses the hindrance is inability to get staff to cover additional area.

Hassan Sheikh shared that the Census is making steady progress and it has been extended to October. Canvassing will start the first week of August. Idea to help was to ask to host a phone bank. He asked for attendees to continue to spread word or disseminate materials to get more engagement.

**X. Call to Board of Directors**

Chairperson Dan Merritt stated they are participating in Patronicity program for funding. It allows up to \$5000 to be doubled by MEDC.

Jackie Lovejoy stated MEDC has another new grant providing \$20,000 per business. Cristina stated the DDDAs have share in social media and eNewsletter.

**XI. Call to Audience**

No comments.

**XII. Adjournment**

Motion to adjourn by Director Jackie Lovejoy, seconded by Director Eric Woody. Meeting adjourned at 10:28 am.

Approved by:

Julia Kapilango, Secretary-Treasurer, EDDDA

*Julia Kapilango*

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Jeff Lynch, Secretary-Treasurer, WDDDA

*Jeffrey Lynch*

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