

CITY OF DEARBORN
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)
REGULARLY SCHEDULED JOINT BOARD MEETING
MARCH 21, 2019
DEARBORN ADMINISTRATIVE CENTER
MINUTES

MEMBERS PRESENT

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

EAST DDDA : Scott Saionz, Dan Merritt, Jay Kruz, Janice Cislo, Mary O'Bryan (left at 10:10am), Kamal Turfah (left at 10:21am).

WEST DDDA : Sam Abbas (arrived at 8:06am), Thomas Clark, Jim Jernigan (left at 10:08am) John McWilliams, Jackie Lovejoy (arrived at 8:14am, left at 10:03am) Audrey Ralko (left at 10:09am).

MEMBERS ABSENT

EAST DDDA : Joseph Bojovic, Judith McNeeley

WEST DDDA : Mohammed Hider, Karen Nigosian

NON-MEMBERS PRESENT

CITY OF DEARBORN : Licia Yangouyian (Law), Maria Buffone (Finance), Maryann Zelasko (ECD), Zeinab Hachem (Council's Office), Jordan Roberts (Sanitation), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA), Ellen Goedert (DDDA).

OTHERS : Emma Jean Woodyard (DCF), Kathryn Grabowski (AANM), Ryah Aqel (AANM), Kelly Burks (Smith Group)

I. Call to Order

Joint DDDA Chair Scott Saionz called the meeting to order at approximately 8:04am.

II. Roll Call

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

WDDDA: Vice-Chair Jim Jernigan called the roll of Board members. A quorum was present.

III. Joint Meeting Chair for March 2019: Scott Saionz

IV. Approval of the January 2019 Meeting Minutes

EDDDA: The minutes from the February 21, 2019 Joint Board meeting were presented for approval. Director Jan Cislo motioned to approve. Secretary-Treasurer Jay Kruz seconded. Passed by unanimous vote.

WDDDA: The minutes from the February 21, 2019 Joint Board meeting were presented for approval. Vice Chair Jim Jernigan motioned to approve. Director Mark Guido seconded. Passed by unanimous vote.

V. Treasurer's Report

A. Receive & File Report

EDDDA: Maria Buffone from Finance reviewed the financial statement dated March 11, 2019. Revenue to date totaled \$789,175 Expenditures to date totaled \$291,605. The current cash position equals \$1,557,976, and it is estimated that the EDDDA's cash position at the end of the fiscal year will be \$527,249. Per Chairperson Scott Saionz, the Treasurer's Report was received and filed.

WDDDA: Maria Buffone from Finance reviewed the financial statement dated March 11, 2019. Revenue to date totaled \$710,246. Expenditures to date totaled \$395,526. The current cash position equals \$1,024,650 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.

VI. Discussion

A. Presentation: Business Incentives by Cristina Sheppard-Decius

Executive Director Cristina Sheppard-Decius presented on the Business Incentives Program for both DDDA districts. The programs are meant to improve beautification, Building improvements, visitors' first impressions, and attract new businesses to the Districts. The Design/EV committee has completed a proposal for the incentive program. Design Guidelines will be written and presented at the April meeting. Voting on the Approval of those guidelines will happen at the April 2019 Board Meeting.

B. Presentation: AANM Summer Festival 2020 by Kathryn Grabowski & Ryah Aqel

The AANM has been meeting with the Executive Management team to discuss the Possibility of bringing a new music festival to East Downtown Dearborn in August 2020. The event will be an admission-free music, food, and art festival. AANM has already received support from the Knight Foundation and other sponsors. Meetings with other

city offices, including Police, Fire, Sanitation, and DPW have begun to discuss logistics. AANM is looking to use City Hall Park and partner with EDDDA for this festival.

VII. Action Items

A. Joint Action Items

1. Sculpture Initiative

Emma Jean Woodyard from the Dearborn Community Fund presented on the existing sculpture initiative, past initiatives, the contract renewal, and the future of art installations in Dearborn. Following the presentation, a resolution to renew the existing the sculpture contract and follow through on continuing into a second year was presented.

EDDDA: The EDDDA approved an amount not to exceed \$5,900.00 from Community Promotions fund 297-6100-911-51-00 as a contribution to the Dearborn Community Fund to participate in the sculpture initiative with the Nordin Brothers for year two of two. Vice Chair Dan Merritt motioned to approve. Director Kamal Turfah seconded. Passed by unanimous vote.

WDDDA: The WDDDA approved an amount not to exceed \$5,900.00 from Community Promotions fund 296-6100-911-51-00 as a contribution to the Dearborn Community Fund to participate in the sculpture initiative with the Nordin Brothers for year two of two. Director Jackie Lovejoy motioned to approve. Director Mark Guido seconded. One no vote. Motion passed.

2. Sponsor Policy

Following discussion of Sponsor Policy, Licia Yangouyian (Law) said that the policy would need to be reviewed by legal again and changes could occur. Voting on the policy could still occur, but would be subject to changes from the legal department.

EDDDA and WDDDA: Decided to table voting on the Sponsor Policy until the changes from the legal department had been received and reviewed. Sponsor Policy voting will occur at the April 2019 Board Meeting.

3. Michigan Avenue Banner Installation

EDDDA: The EDDDA and WDDDA will pay WH Canon a total of \$2,560 for Shop Small Banner Installation split evenly between the districts; the EDDDA will pay their portion, \$1,280 with money previously allocated to WH Canon's comprehensive landscaping contract for FYE 2019. Director Janice Cislo motioned to approve. Vice Chair Dan Merritt seconded. Motion passed by unanimous vote.

WDDDA: The EDDDA and WDDDA will pay WH Canon a total of \$2,560 for Shop Small Banner Installation split evenly between the districts; the WDDDA allocates \$1,280 to

WH Canon for Banner Installation from account 296-6100-911-51-00 General Marketing/Banners. Director Mark Guido motioned to approve. Vice Chair Jim Jernigan seconded. Motion passed by unanimous vote.

4. Ladies Night Ammendment- Radio Addition

EDDDA: The EDDDA has concerns with the costs of Ladies Night compared to the turnout in the EDDDA district. Some East District businesses reported not receiving any new customers or business as a result of the event. The EDDDA will not fund the additional cost (\$2,500) for radio promotions for Ladies Night, but will yield the decision on radio promotion expenditures to the WDDDA. The EDDDA continues to support the original authorization of \$1,855.00 for other Ladies Night expenses with the expectation the that details of the event will be reviewed in the future to be more beneficial to more businesses in the district. Chair Scott Saionz motioned to approve. Vice Chair Dan Merritt seconded. Motion passed by unanimous vote.

WDDDA: The WDDDA agrees to the additional costs of radio promotions for Ladies Night and obligates \$3,377.50 in expenditures for the Ladies Night event from the Community Promotions Budget # 296-6100-911-51-00 for FYE2019; and the WDDDA will acknowledge receipt of funds for the Ladies Night event up to \$1000 in FYE2019. The WDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Ladies Night event as presented. Vice Chair Jim Jernigan motioned to approve. Director Tom Clark seconded. Motion passed by unanimous vote.

EDDDA: The WDDDA voted to approve an expenditure of \$2,500 for radio promotions, which would cover ½ of the cost of radio promotions after the EDDDA voted not to cover this cost. The EDDDA believes in the importance of supporting events that generate traffic in both districts and believes in working with the WDDDA to support joint events. The EDDDA will reconsider the Ladies Night 2019 Amendment with additional costs for radio promotions. Chair Scott Saionz mentioned to approve. Director Mary O'Bryan seconded. Motion passes by unanimous vote.

EDDDA: The EDDDA reconsiders the original proposal regarding the additional costs of radio promotions for Ladies Night. The EDDDA agrees to the additional costs of radio promotions for Ladies Night and obligates \$3,377.50 in expenditures for the Ladies Night event from the Community Promotions Budget # 297-6100-911-51-00 for FYE2019; and the EDDDA will acknowledge receipt of funds for the Ladies Night event up to \$1000 in FYE2019. The EDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Ladies Night event as presented. The EDDDA authorizes this with the expectation the that details of the event will be reviewed in the future to be more beneficial to more businesses in the district. Chair Scott Saionz motioned to approve. Director Mary O'Bryan seconded. Motion passed by unanimous vote.

5. FYE2020-22 Budget

EDDDA: The unexpended FYE2019 appropriations shall be carried forward for completion of EDDDA activities initiated by June 30, 2019. The EDDDA approves the attached FYE 2020-2022 budget to be submitted to the Dearborn City Council for adoption. Secretary-Treasurer Jay Kruz motioned to approve. Director Janice Cislo seconded. Motion passed by unanimous vote.

WDDDA: The unexpended FYE2019 appropriations shall be carried forward for completion of WDDDA activities initiated by June 30, 2019. The WDDDA approves the attached FYE 2020-2022 budget to be submitted to the Dearborn City Council for adoption. Vice Chair Jim Jernigan motioned to approve. Director Tom Clark seconded. Motion passed by unanimous vote.

B. EDDDA Actions Only

1. Trash Receptacles

The EDDDA tabled further discussion on this topic and voting. Voting and discussion will occur at the April 2019 board meeting.

2. Tree Well Plan

The EDDDA authorizes \$7,700 in FYE2019 from business incentives to tree well removal and that funding be designated to business applicants through the business incentive program with final approval of applicants from the EDDDA. Mayor Jack O'Reilly motioned to approve. Director Janice Cislo seconded. Motion passed by unanimous vote.

3. Reimbursement for Supplies/Director Jay Kruz

The EDDDA authorized the executive director to issue a reimbursement to Jay Kruz in the amount of \$48.83 for lighting supplies purchased for Winterfest 2018. Director Mark Guido motioned to approve. Director Janice Cislo seconded. Jay Kruz Abstained. Motion passed.

C. WDDDA Actions Only

1. Farm to Table POS/Chamber Agreement

Quorum was lost; not enough WDDDA members present for a vote. Voting tabled to April 2019 Board Meeting.

VIII. Committee Reports

A. Promotions/Organization Updates

Chairperson Scott Saionz elected to postpone committee updates until the March 2019 Board meeting.

B. Design/Economic Vitality

Chairperson Scott Saionz elected to postpone committee updates until the March 2019 Board meeting.

IX. DDDA Executive Management Team Report & ECD Report

Cristina Sheppard-Decius gave updates on the Downtown Dearborn websites and takeaways from the Branding Visioning Sessions. Planning of focus groups regarding branding/visioning has begun and will include University of Michigan-Dearborn students to gain insight into what aspects of Dearborn college students like and what ideas they have to keep them in the city beyond classes and school commitments. Cristina highlighted a recent Metromode article featuring Mike Kirk and his work in the area.

XI. Call to Board of Directors

None.

XII. Call to Audience

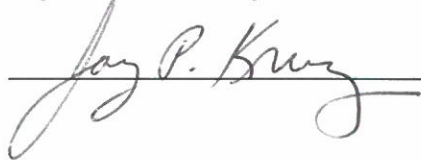
- Dan Merritt thanks board for Sponsorship of Free Comic Book Day
- Maryann Zelasko presents a notice received from Fordland regarding parking in parking structures in West Dearborn. Discussion on clearer signage being put in place as parking rules are not being properly followed at this time.

XIII. Adjournment

Meeting adjourned by Chairman Scott Saionz at 10:34am.

Approved by:

Jay Kruz, Secretary-Treasurer, EDDDA



James Jernigan, Vice Chair, WDDDA

