

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

November 19, 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 : Mayor Jack O'Reilly, Director Janice Cislo, Director Matthew Dietz, Director Mark Guido, Director Mary O'Bryan, Director Kamal Turfah, and Director Eric Woody.

WEST DDA : Chairperson Sam Abbas, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark Guido, Director Jackie Lovejoy, Director John McWilliams, Director Karen Nigosian and Director Audrey Ralko.

MEMBERS ABSENT

EAST DDA : Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt, Director Jay Kruz, and Secretary-Treasurer Heidi Merino.

WEST DDA : Vice-Chairperson Mohammed Hider

NON-MEMBERS PRESENT :

CITY OF DEARBORN : Jeff Watson (ECD), Hassan Sheikh (ECD), Steve Horstman (ECD), Licia Yangouyian (Legal), Moe Almaliky (Finance), Leslie Herrick (City Council), Zeinab Hachem (Council Office), Tim Hawkins (PMADS), Travis Grubb (Purchasing), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA) Steve Deisler (DDDA), and Janet Bloom (DDDA)

OTHERS : Julie Strong (Dearborn Investment)

I. Call to Order

Joint DDDA Chairperson Sam Abbas called the WDDDA meeting to order at 8:06 am

II. Roll Call

Janet Bloom, Operations Manager for DDDAs, called the roll of Board Members for West.

WDDDA: A quorum was present at 8:06 am

III. Joint Meeting Chair for November 2020: Chairperson Sam Abbas

IV. Approval of the October 2020 Board Meeting Minutes

For the WDDDA, the minutes from the October 2020 Board meeting were presented for approval. It was moved by Director Mark Guido and it was seconded by Director Jackie Lovejoy. 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, Director Karen Nigosian - yes and Director Audrey Ralko - yes. Motion passed. The minutes were recorded and filed.

V. Action Items

A. Regular Action Items

WDDDA Actions Only

a) Open Door Dearborn: Dearborn Investment Company

The WDDDA is working with Dearborn Investment Company for the former Wine Merchant location at 22250 Michigan Ave. The applicant has applied for Level III of the Open Door Dearborn grant program, requesting a grant of \$10,000. The applicant must still receive City of Dearborn Design Review Committee and Building permit approval. At the November 18, 2020, regular meeting of the Design/EV Committee, the committee unanimously approved recommending to the WDDDA Board funding the applicant for a Level #3 Open Door Grant in the amount of \$10,000.00 with no special conditions. The WDDDA awarded a Level #3 grant up to \$10,000.00 from the Open Door Dearborn grant program from account #296-6100-911-34-90 to Dearborn Investments, LLC, subject to the review and approval of Corporation Counsel.

For WDDDA, motion to approve by Director Karen Nigosian, seconded by Mayor Jack O'Reilly.

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

b) Winterfest Amendment

The WDDDA will be hosting Winterfest on December 12, 2020. Additional service providers were added for this event: Reflections of You LLC (Mirror Me Photo Booth/\$700), Henry Ford College (ice carvings/demos/ \$375), Perry's Tent Rental (tent/heat/generators/ \$14,120.26), Beshara (posters/\$100), Bewick Publications (newspaper ads/\$150), Santa Al Seder (Breakfast with Santa/\$400), Visual Ronin (Photographer for Breakfast/\$600), Jean Smith (4 propane fire pits/\$1256; 4 propane heaters/\$1000; 8 propane refillable tanks/\$800; 4 portable heaters/\$800), TBD (4 igloos for Wagner Park/\$2600) and Nickel & Saph (insurance/ \$1500). These will be expensing from the Community Promotions/Holiday Promotions budget account #296-6100-911-51-00. For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Mayor Jack O'Reilly.

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

c) Farmers Market Amendment

The Dearborn Farmers Market was extended into October due to Covid this year. Beshara created 6 yard signs to advertise the later market

dates. The cost of signs had gone up \$20. The WDDDA authorized an additional \$20 for Beshara for the sign costs from account # 296-6110-911-34-90.

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

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

VI. Call to Order

Joint DDDA Chairperson Sam Abbas called the EDDDA meeting to order at 8:37 am

VII. Roll Call

Janet Bloom, Operations Manager for DDDAs, called the roll of Board Members for East. EDDDA: A quorum was present at 8:37 am

VIII. Approval of the October 2020 Board Meeting Minutes

For the EDDDA, the minutes from the October 2020 Board meeting were presented for approval. It was moved by Director Mark Guido and it was seconded by Director Jackie Lovejoy. For EDDDA, motion to approve by Director Matthew Dietz, seconded by Director Janice Cislo. Roll call vote: Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

IX. Treasurer's Report

A. Receive & File Report

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated October 31, 2020. Revenue to date totaled \$659,340. Total expenditures totaled \$101,724. 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 \$199,465.

WDDDA: Moe Almaliky reviewed the financial statement dated October 31, 2020. Revenue to date totaled \$662,032. Total expenditures totaled \$130,518. 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 \$508,799.

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

X. Action Items

A. Regular Action Items

1. Joint Board Actions

a) 2021 Board Meeting Schedule

The EDDDA and WDDDA boards meet jointly and the calendar of 2021 dates for board meetings are scheduled. Calendar is attached.

For the EDDDA, motion to approve by Mayor Jack O'Reilly and seconded by Director Janice Cislo.

Roll call vote: Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For the WDDDA, motion to approve by Director Thomas Clark and seconded 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, Director Karen Nigosian - yes and Director Audrey Ralko - yes. Motion passed.

b) Economic Study

The EDDDA and WDDDA will be working with the University of Michigan-Dearborn to conduct an economic study of the Downtown Dearborn districts in order to plan and implement market strategies. It will be a teacher lead class project at the cost of \$2000, split equally between the districts. The EDDDA and WDDDA authorized expending \$1000 each from account #297-6100-911-34-90 for East and account #296-6100-911-34-90 for West and also authorized the Manager of the DDDAs to execute contracts for the DDDAs subject to the review and approval of Corporation Counsel.

For EDDDA, motion to approve by Director Mark Guido, seconded by Director Kamal Turfah. Roll call vote: Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to approve by Mayor Jack O'Reilly, seconded by Director Jackie Lovejoy. 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, Director Karen Nigosian - yes and Director Audrey Ralko - yes. Motion passed.

c) Open Door Dearborn Window Decals

The EDDDA and WDDDA have grant awardees that the Design/EV Committee would like to recognize and also use as ambassadors for

others to apply for the Open Door Dearborn grants. Static cling window clings (24"x30") from the 3 quote lowest bidder, Malko Media, would be used to recognize the recipients and for them to install at their business. EDDDA authorizes expending up to \$300 for the production of three signs from the general marketing budget line item in account #297-6100-911-51-00 to Malko Media. WDDDA authorizes expending up to \$200 for two signs for the production from the general marketing budget line item in account #296-6100-911-51-00 to Malko Media.

For EDDDA, motion to approve by Director Kamal Turfah, seconded by Director Mary O'Bryan. Roll call vote: Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to approve by Director John McWilliams, seconded by Director Jackie Lovejoy. 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, Director Karen Nigolian - yes and Director Audrey Ralko - yes. Motion passed.

d) Shop Small Amendment

The EDDDA and WDDDA partner together to host Shop Small retail event in Downtown Dearborn. This is a second amendment to add two service providers, with their costs to be split equally: Beshara (passports (qty. 5K), total \$633, \$316.50 per district) and Visual Ronin (photography, total \$600, \$300 per district). The funds will be expended for EDDDA using account #297-6100-911-51-00 and for WDDDA, account #296-6100-911-51-00.

For EDDDA, motion to approve by Director Janice Cislo, seconded by Director Mary O'Bryan. Roll call vote: Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to approve by Mayor Jack O'Reilly, seconded by Director Jackie Lovejoy. 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, Director Karen Nigolian - yes and Director Audrey Ralko - yes. Motion passed.

e) Website Hosting & Maintenance Renewal

The EDDDA and WDDDA use Essential IT for Dearborn Restaurant Week website hosting and back end maintenance (September 1, 2020 -

August 31, 2021) for a total of \$360, split evenly. The districts also use Essential IT for the Downtown Dearborn website for web hosting and web maintenance (July 1, 2020 - June 30, 2021) for a total of \$1068, split evenly). The EDDDA and WDDDA authorize a cost of \$714 per district to Essential IT for web hosting and maintenance services, expending from account #297-6100-911-51-00 for East and account #296-6100-911-51-

00

for West.

For EDDDA, motion to approve by Director Kamal Turfah, seconded by Director Matthew Dietz. Roll call vote: Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Director Audrey Ralko. 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 Karen Nigosian - yes and Director Audrey Ralko - yes. Motion passed.

f) Social Media Tracking & Management Online Platform

The EDDDA and WDDDA have active and engaging social media channels. It is recommended that the DDDAs manage its own social media reporting and analytics so they can pivot and react quickly to received data. Sprout Social Professional was the selected system at a cost of \$149 a month per user for up to ten social media profiles. This cost will be split equally between EDDDA and WDDDA. The EDDDA and WDDDA authorizes the expenditure of up to \$74.50 a month for Sprout Social Professional from the Community Promotions account #297-6100-911-51-00 for East and account #296-6100-911-51-00 for West.

For EDDDA, motion to approve by Director Mary O'Bryan, seconded by Director Matthew Dietz. Roll call vote: Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Director Audrey Ralko. 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, Director Karen Nigosian - yes and Director Audrey Ralko - yes. Motion passed.

2. EDDDA Board Actions

a) Open Door Dearborn: Al Wissam

The EDDDA awards Al Wissam, a Level 1 grant for \$2500 for a licensed architect to complete formal signed plans for improvements from the Open Door Dearborn grant program from account #297-6100-911-34-90. For EDDDA, motion to approve by Director Mary O'Bryan, seconded by Mayor Jack O'Reilly.

Roll call vote: Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

b) MDA Conference - Additional Attendee

Three board members from the EDDDA and one board member from WDDDA were able to attend the Michigan Downtown Association Annual Conference held virtually this year in November. An additional cost of \$75 was incurred for EDDDA due to the additional participant. The board authorized \$75 from account # 297-6100-911-58-10 in the Training/Transportation budget line item and authorized the Manager of the DDDAs to execute contracts on behalf of the EDDDA subject to review and approval by Corporation Counsel.

For EDDDA, motion to approve by Director Kamal Turfah, seconded by Director Janice Cislo.

Roll call vote: Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

XI. WDDDA Social District Discussion

The WDDDA board agrees that outdoor structures need to be deployed to accommodate customers and visitors in the social districts. After a review of some options, the board is asking that additional time is spent in finding other alternatives to the construction style trailers. Legal and Purchasing requested a cap be placed on the cost for the resolution and that the resolution reflect this is an exigency purchase following the purchasing ordinance for emergency purchases. The WDDDA Board authorizes the expenditure up to \$25,000 for obtaining structures, heat, electricity, and furnishings, from account # 296-6100-911-51-00.

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

Roll call vote: Chairperson Sam Abbas - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - no, Director Karen Nigosian - yes and Director Audrey Ralko - yes. Motion passed.

XII. Committee Reports

Due to time in meeting, committee verbal reports were not given. Committee minutes are in Supplemental Materials in digital board packet.

- A. Promotion Committee**
- B. Bike Share/Mobility Committee**
- C. Design/EV Committee**
- D. Steering Committee**

XIII. DDDA Executive Management Team & ECD Reports

A. DDDA Executive Management Team - Cristina Sheppard-Decius

Michigan Downtown Association awarded the Wagner Place project Best Economic Development Project of \$1Million+. Winterization information going out.

B. ECD Reports

Hassan Sheikh stated they are working on covid related items.

XIV. Call to Board of Directors

Director Nigosian: Bike Rack is damaged on Monroe. Director Cislo: Bike rack is fallen over at Habib's lot. Chairperson Abbas: Retaining wall just past bridge needs addressing. Mark Guido stated it is between MDOT and Wayne County on ownership but he will follow up with the county commissioner. Director Ralko: Festoon lights out at Wagner Parking Deck. Mark Guido to check with the city contractor. Chairperson Abbas: Add insurance on agenda for December; he asked Moe Almaliky to send carry forward information to him and requested to have a meeting set after Thanksgiving. Chairperson Abbas also requested photographers be priced out to see if price can be reduced for event needs.

XV. Call to Audience

No comments.

XVI. Adjournment

Motion to adjourn by Director Mark Guido and seconded by Secretary-Treasurer Jeff Lynch. Meeting adjourned at 10:51 am.

Approved by:

Heidi Merino, Secretary-Treasurer, EDDDA



Jeff Lynch, Secretary-Treasurer, WDDDA

Jeffrey Lynch
