

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

**September 19, 2019**

DEARBORN ADMINISTRATIVE CENTER  
MINUTES

**MEMBERS PRESENT**

EAST DDA : Chairperson Scott Saionz, Secretary-Treasurer Jay P. Kruz (8:03am arrival), Director Janice B. Cislo, Director Mark Guido, Director Julia Kapilango, Director Judith A. McNeeley, Mayor Jack O'Reilly, Director Kamal Turfah(8:09am arrival)

WEST DDA : Chairperson Sam Abbas (8:11am arrival), Director Thomas L. Clark, Director Mark Guido, Director Mohammed Hider(8:05am arrival), Director Jackie Lovejoy (8:11am arrival), Director Jeff Lynch, Director John L. McWilliams, Mayor Jack O'Reilly, Director Audrey Ralko

**MEMBERS ABSENT**

EAST DDA : Vice Chairperson Dan Merritt and Director Mary O'Bryan

WEST DDA : Vice Chairperson James M. Jernigan and Director Karen Nigosian

**NON-MEMBERS PRESENT :**

CITY OF DEARBORN : Licia Yangouyian (Legal), Janet Geirucki (Council Office), Moe Almaliky (Finance), Jeff Watson (ECD), Hassan Sheikh (ECD), Cristina Sheppard-Decius (DDDA), Janet Bloom (DDDA)

OTHERS : N/A

**I. Call to Order**

Joint DDDA Chair Scott Saionz called the meeting to order at 8:01 am.

**II. Roll Call**

Secretary/Treasurer Jeff Lynch called the roll of Board members for West.

Secretary/Treasurer Jay P. Kruz called the roll of Board Members for East.

WDDDA: A quorum was present.

EDDDA: A quorum was present.

**III. Joint Meeting Chair for September 2019: Chairman Scott Saionz**

**V. Approval of the August 2019 Meeting Minutes**

EDDDA: The minutes from the August 2019 Board meeting were presented for approval. It was moved by Vice-Chairperson Mark Guido and supported by Director Jan Cislo to approve the minutes as presented. A voice vote unanimously approved.

WDDDA: The minutes from the August 2019 Board meeting were presented for approval. It was moved by Director Tom Clark and supported by Director John McWilliams to approve the minutes as presented. A voice vote unanimously approved.

**VI. Treasurer's Report**

**A. Receive & File Report**

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated August 31, 2019. Revenue to date totaled \$1,023,404. Total expenditures totaled \$1,277,921. The current cash position equals \$1,019,851 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$460,075.

Chairman Scott Saionz asked that the minutes show the Treasurer's Report as received and filed.

WDDDA: Moe Almaliky reviewed the financial statement dated August 31, 2019.

Revenue to date totaled \$923,751. Total expenditures totaled \$1,144,227. The current cash position equals \$834,751 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$463,393.

Chairman Scott Saionz asked that the minutes show the Treasurer's Report as received and filed.

**VII. Action Items**

**A. Joint Board Actions**

**1. Movies in the Park Addendum**

Resolution introduced to add Facebook advertising that wasn't included in earlier resolution, although planned and expended at \$100 per event (\$400 total), split equally between East and West DDDAs. For WDDDA, Director Audrey Ralko motioned to approve; seconded by Director Thomas Clark. A voice vote passed unanimously. For EDDDA, Director Jan Cislo motioned to approve; seconded by Mayor Jack O'Reilly.

**2. CTM Brochure Distribution 2020**

Resolution introduced speaking to the DDDAs annual distribution of 30,000 rack cards throughout the Metro Detroit area in hotels, convention and visitors centers through CTM

Brochure Distribution. The rack cards provide event and general information on Downtown Dearborn throughout the year. Partners in the program to offset costs are a sponsor which is anticipated to continue, and the City of Dearborn and Dearborn Area Chamber of Commerce. The overall cost for print production and distribution is \$8700 which has been budgeted annually and split equally between EDDDA and WDDDA. Concerns were presented by the board as to how to track success of program. It was also asked to provide a list of locations rack cards are distributed. Ideas were offered for an "Enter to Win" to track numbers. For WDDDA, the resolution was tabled until next Joint Board meeting. Motioned by Mayor Jack O'Reilly and seconded by Director Moe Hider. A voice vote passed unanimously. For EDDDA, The resolution was tabled until next Joint Board meeting. Motioned by Director Mark Guido and seconded by Director Jan Cislo. A voice vote passed unanimously.

### **3. Interim Design Items**

Resolution introduced to continue interim design service needs and printing until new branding is onboard. Needed design items were from Bright Sky Creative for two Henry Ford Giant Screen graphics (August and September) for \$200, split equally between EDDDA and WDDDA; signage for U of M- Dearborn events for \$240, split equally between EDDDA and WDDDA; and \$50 for printing by Malko Media, split equally by EDDDA and WDDDA. For WDDDA, Director Jackie Lovejoy motioned to approve; seconded by Director Audrey Ralko. A voice vote passed unanimously. For EDDDA, motion to approve by Director Jan Cislo; seconded by Director Jay Kruz. A voice vote passed unanimously.

### **4. DRW Website Hosting & Maintenance**

Resolution introduced to recognize the transfer of the Dearborn Restaurant Week website to Essential IT pro provide web hosting and web maintenance services for a 12 month period from September 1, 2019 - August 31, 2020 for a total of \$360, to be split equally between EDDDA and WDDDA. For WDDDA, Director Jackie Lovejoy motioned to approve; seconded by Director John McWilliams. A voice vote passed unanimously. For EDDDA, motion to approve by Director Jan Cislo; seconded by Director Jay Kruz. A voice vote passed unanimously.

### **5. Snow Removal**

Resolution introduced to award DO the 2019/2020 snow removal contract. EDDDA and WDDDA authorized a budget not to exceed \$45,000 per district. The bid was for a term of one season, starting November 1, 2019 to March 31, 2020, with up to three, one-year renewal options through the City of Dearborn procurement process. For WDDDA, Director Jackie Lovejoy motioned to approve; seconded by Director Sam Abbas. A voice vote passed unanimously. For EDDDA, motion to approve by Director Julia Kapilango, seconded by Director Jan Cislo. A voice vote passed unanimously.

## **6. Winterfest Market**

Winterfest Market occurs in EDDDA and WDDDA on December 14, 2019 from 10 am - 4 pm. For the East, \$15,000 has been budgeted for activities and performances on that day. For the East: Reindeer Ranch for reindeer onsite (\$3000), Santa and Mrs. Claus (\$550), and Facebook advertising for \$100. For the West: \$14,665 have been budgeted for that day. For the West: Reindeer Ranch - Santa with Reindeer and bench (\$3200), Pebbles the Clown (facepainting 5 hours - \$575), AJ Lynn (musician, 6 hours - \$500), Facebook advertising for \$100. For WDDDA, Director Audrey Ralko motioned to approve; seconded by Director John McWilliams . A voice vote passed unanimously. For EDDDA, motion to approve by Director Kamal Turfah; seconded by Director Judith McNeeley. A voice vote passed unanimously.

## **7. Holiday Decor**

Resolution introduced to replace or add to holiday decor for both East and West DDDAs. For East, Northern Lights Display for 16 - 24" bows and 8- 15" garland for \$2000; Bronners for 20 -4' wreaths, 264 warm white mini lights (100 per strand) for \$11,644; Holiday Lights Display for 4 cases warm white light spheres (24) for \$1500; and Ambius for 2 cases red light spheres (12) and 2 cases green light spheres (12) for \$2000. For West, Northern Lights Display for 60-24" red bows, 30 - 15' brand garland, 6 - 25' branch garland, and 6 - 25' red garland for a total of \$9114 and Bronners for 130 warm white mini lights (100 lights/strand) and 6 pole mount displays for \$10,860.. For WDDDA, Director Jackie Lovejoy motioned to approve; seconded by Director Mayor Jack O'Reilly A voice vote passed unanimously. For EDDDA, motion to approve by Director Jay Kruz; seconded by Director Mark Guido. A voice vote passed unanimously.

## **8. Banners**

Resolution introduced to purchase Shop Small banners to add to stock in some areas due to new lighting or to replace damaged banners. The East DDDA authorizes up to \$500 for the production of new banners from Britten Banners for Shop Small. The West authorizes expending up to \$3000 for the production of Shop Small banners from Britten Banners. For WDDDA, Director Thomas Clark motioned to approve; seconded by Chairperson Sam Abbas. A voice vote passed unanimously. For EDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Jan Cislo. A voice vote passed unanimously.

### **A. WDDDA Actions Only**

#### **1. NONE**

### **C. EDDDA Actions Only**

### **1. Schaefer Street Trees**

Resolution to purchase trees for ten tree wells along Schaefer Avenue. WH Canon is under contract with the EDDDA for landscaping and maintenance in the EDDDA. The EDDDA authorizes the expenditure not to exceed \$6000 to purchase ten trees for installation. For EDDDA, Director Jan Cislo motioned to approve; seconded by Director Mark Guido. A voice vote passed unanimously.

### **2. Intercept Survey**

Resolution to conduct market research and analysis in EDDDA in order to plan and implement market strategies. The EDDDA authorizes the expending of \$2960 from FYE2020 Contract Services for C&R Market Research to conduct an intercept survey of EDDDA using two interviewers over the course of four days. For EDDDA, Director Kalam Turfah motioned to approve; seconded by Director Jay Kruz. A voice vote passed unanimously.

## **VIII. PMADS Report - No update available**

## **IV. Committee Reports**

### **Promotions Committee:**

1. Dearborn Restaurant Week date change. Looking at later February to sometime in March.
2. Mobileteer, an app developer, presented but just a start up and less than a handful of clients currently. Review other app options for Shop Small and other Downtown Dearborn uses.
3. WDIV - review other packages to compare rates and offerings.
4. Sponsorships - package being pulled together for sales purposes; review events and consider having 60% or more sponsored. If that goal not met, phase out event.

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

Jeff Watson - For facade improvement, Community Development Block from HUD.  
Cristina Sheppard-Decius - Michigan Downtown Awards - all nominations are out. Go to People's Choice and vote. Cristina will send link to boards to vote. The Chamber has it on their Facebook. Also, Metromode is next week for "Taste of Dearborn". October 1st is Michigan Main Street Work Session. Parking Lot bid - meeting was held last week and bid is currently out.

## **XI. Call to Board of Directors**

1. Audrey R. - Howell property- DTE to finish burying lines by Spring of 2020. DTE paid in full three years ago to complete work and not finished yet.
2. Julia K. - U of M Commuter bus - set up stops at Henry Ford Community College and DAC. Mark G. to call Dave Norwood to connect with bus company to begin conversation.

**XI. Call to Audience**

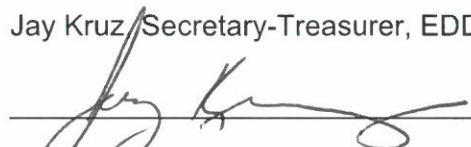
No discussion

**XII. Adjournment**

Meeting adjourned at 9:52am

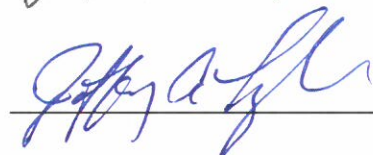
Approved by:

Jay Kruz / Secretary-Treasurer, EDDDA



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Jeff Lynch, Secretary-Treasurer, WDDDA



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