

JOINT DDDA EXECUTIVE COMMITTEE MEETING

April 6, 2020

9am

Meeting conducted via ZOOM.

Attendees: Jeff Lynch (call in), Julia Kapilango (call in), Dan Merritt (call in), Cristina Sheppard-Decius (call in), Janet Bloom (call in)

1. COVID-19

a. Response/Assistance Discussion

- i. Business Assistance - pulling together a panel to do a Zoom meeting to discuss available resources such as loans and grants. Also creating a Facebook page to list open businesses in Dearborn.
- ii. L&M - Contracted companies are only doing litter pick up at this point, no landscape services. Litter pick up is considered essential. Hots spots are around bus stops by AANM. Julia suggested additional trash cans at larger locations like Dearborn Fresh. Some of the early items of concern are planter pots, pansies. Target date to get early Spring items complete by is June 15.
- iii. Bike Share - had a standing meeting scheduled but no one from Zagster joined call. After different attempts to reach office, we did receive a reach out that they had reduced staff and bike deployments were put on hold. Dearborn's deployment was to be March 20. Scooters are still on the table but on hold, too.

b. Event/Marketing Planning

- i. Group Page- Facebook resource for businesses to be able to post on themselves to list hours, deals, or any changes as things change over the next few weeks. Dan stated it would be a good opportunity for businesses to promote themselves, encourage online shopping, and do live streaming.
- ii. DRW - The event was postponed and not rescheduled yet. It might be in June but too early to tell. Julia stated that since most participating restaurants are in the West, that the WDDDA should bear more burden of expense. It was agreed to review that for next year. EDDDA only had 6 restaurants participating in 2020 out of almost 40 restaurants for the event.
- iii. Ladies Night - As events move out, events will start bumping into each other and be competing for the same audience. This event is being discussed to become an online shopping event. The participating retailers would be listed. It is also being considered to do an online Zoom

social happy hour. Dan suggested to combine and tie in with another event.

- iv. Ramadan - Waiting to see what happens with this and the large event tie in with it as well as late night restaurant openings and gatherings.
- v. Summer - Music in the Park - cancelled, but maybe musicians can do live cam via Zoom. Jazz on the Ave - push start to beginning of August and run through September. Leave option open to do virtually. Farmers Market - maybe start mid-June, concentrate on food vendors as they would be deemed as essential. Tunes at Noon - delay until August start time. Friday Nights - cancel June event, see if a September one should be considered. Movies in the Park - cancel June or postpone until July. Janet suggested creating as a drive in, using John Nagy city lot in East, with similar idea in West in city lot south of train tracks. Would need to contact vendor on options. Kids Days - cancel June and modify entertainment (no bounce houses or other high contact items).

2. JOINT BOARD MEETING AGENDA ITEMS

- a. FYE2021-23 Budget Draft - taxes are much better, especially for WDDDA, so puts the organization in better financial position than originally projected. It was discussed that once we move past Covid-19, more funds should go to additional marketing efforts: mailers, co-op ads, newspapers, business spotlights/highlights, social media, TV, YouTube/Google ads, and CDTV. Use the funds no longer being used for events. Also, sponsor push still needs to happen.
- b. COVID-19 Response Items - Sandwich Board Signs - \$914 - a-frame signs distributed equally between open EDDDA and WDDDA businesses. Businesses were thankful for additional help of getting word out that they were open.
- c. Tanner Friedman – Additional Services (COVID-19) - \$7500 - they have been creating extra pieces and communications for the businesses as a response to current covid-19 situation, at roughly 50 hours of work.
- d. Movies in the Park - service providers

3. WDDDA ONLY ITEM

- a. Farmers Market - service providers
- b. Tunes at Noon - service providers

4. EDDDA

- a. n/a

5. EXEC COMMITTEE DISCUSSION ITEMS

- a. Purchasing Policy – Purchases/Adjustments under \$500 (within budget) - Cristina is working on.

6. UPDATES/PREPARATION

- a. EDDDA Updates
 - i. Parking Lot Improvements

- ii. City Hall Park Redesign Scope of Services - working with purchasing dept.
- iii. Intercept Survey - Cristina will work to compile and distribute.

Julia noted that in EDDDA, that Winterfest was to be tied with Shop Small and calendars and marketing needs to reflect that. Review city and DDDAs calendar.

b. WDDDA Updates

- i. Library Lot - still reviewing options to space
- ii. Connector Streets

DEARBORN BIKE SHARE MEETING

Minutes

March 26, 2020

10:00am

Meeting was conducted via ZOOM.

Attendees: Dave Norwood, Steve Deisler, Timothy Harrison, George Moroz, Hassan Sheikh, Cristina Sheppard-Decius, Janet Bloom

The Zagster representative did not join the meeting. Phone calls made and emails sent. All representative emails were directed to general email. Awaited response.

Minutes

Contract

Dave Norwood said no updates on the contract currently.

Bike Launch

Bike launch was to be 3/20/20. No sanitation stations available. Cristina asked when bikes should be launched. George stated they don't want folks on the property with shutdown. It was stated that mass transit may be avoided currently by using bikes. Dave agreed that with the governor's order, it would be a hard sell in the city.

Docked/Dockless Stations

Cristina hasn't received a response on combined dockless and standard stationary bike stations from the city. Waiting on response from Zagster on dockless and docking station combination.

Ordinance/Policy

Per Dave, no ordinance on scooters, but policy would need to be established. Need to have policies in place per Sgt. Leviea in the police department. Launch a new contract in June. Need to have policy flushed out in 30 days.

Other items

Open Streets event end of June - Timothy stated it hasn't been cancelled yet.

DDDA's will get messaging out on hiatus and waiting for conditions to improve before launch.

Bikedearborn = 1/2 off annual membership

bikemonth = 1 free ride (used in eblast and social for the month of May)

visitdearborn = 1 free ride (used in our brochure rack card)

freeride = 1 free ride (used in conjunction with our hoteliers and Wagner Place employees)

Downtown Dearborn

Design & Economic Vitality Committee

March 25, 2020 @ 2pm

DDDA Office, 13615 Michigan Ave.

Join Zoom Meeting

<https://zoom.us/j/323245564?pwd=NnhnNjVNSE1tVTdHNjVMak91dC9nZz09>

Meeting ID: 323 245 564

Password: 265323

Dial by your location

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

Meeting ID: 323 245 564

Find your local number: <https://zoom.us/u/adku9nqyrM>

Join by Skype for Business

<https://zoom.us/skype/323245564>

Attendees: Jeff Watson, Adam Easterly, Steve Horstman, Hassan Sheikh, Mark Guido, Cristina Sheppard-Decius, Janet Bloom

AGENDA ITEMS	TASKS/ACTIONS
A. COVID-19 Business Support (New)	Setting up ZOOM business meeting regarding Coronavirus response. Mark suggested use of City ZOOM if more capacity was needed. Suggested attendees/panel: a financial advisor, CDFI, Jackie, Jeff Watson, Hassan Sheikh, PMADS (Mike Kirk volunteered), Ken Foley or Tim Hawkins.
B. Business Assistance Team	<ul style="list-style-type: none">• Tentative Start Date• Intro Letter (send to committee for review) Start work on items now, also might be more financial sources available now to tap into (ie State and County) Cristina to create a checklist for businesses on what their needs are.
C. Sidewalk Café Application Process (New)	<ul style="list-style-type: none">•
D. Tackling Vacancies Property Owner Roundtable	<ul style="list-style-type: none">• Schedule a Zoom Meeting or Postpone?
E. Entrepreneur System/Incubator/Co-Working Hubs –	<ul style="list-style-type: none">• Entrepreneur Round Table to Develop Strategy – Online Meet-Up?• Website Go Live/Partnership

	<ul style="list-style-type: none"> Partnership with BUILD/ACCESS/Others?
UPDATES	
F. Open Door Dearborn	<ul style="list-style-type: none"> Need Revised Haraz Coffee App Visit M Cantina re: Cafe - yes, remove one planter and do cafe - these plans were prior to Covid-19 so need to revisit. Update Application/Process - update within the next month. CDBG Funds
G. Development Projects	<ul style="list-style-type: none"> Brady Site - Zero responses at deadline yesterday. Time was extended. 5050 - Jeff Watson reached out - waiting to hear back. Howard & Michigan - waiting until Brady Site.
H. Public Art	<ul style="list-style-type: none"> AANM Mural Location - they have a grant to do a mural; want to do in conjunction with Jam3a Festival. One mural consideration is the train overpass. Steve H. has contact with CSX and will provide. POP Team? - no word yet from Emmajean Sculpture Program - no word yet from Emmajean
I. Recruitment	<ul style="list-style-type: none"> Schedule Brainstorming with KW Meet with Key Properties
J. Bike Facilities Implementation Plan	<ul style="list-style-type: none"> REQ for Bike Racks - to get bike racks installed.
K. Public Spaces & Amenities	<ul style="list-style-type: none"> REQ for Seating at Fishnet Library Lot Options - reviewing options after public sessions REQ City Hall Park

ACTION PLAN & RESOURCES

OBJECTIVE	ASSIGNED TO:	NEXT STEPS:	BUDGET/ VOLUNTEER NEEDS/NOTES
Objective: Recruit Businesses (1.75)	Adam/Hassan/ Andrea	TASKS	IMPORTANT DOCS
Ecosystem—Networking/Incubator/Shared Space/Accelerators/ Pop Ups (2)	Hassan/Reaching out for New UofM Rep	<ul style="list-style-type: none"> Recruitment of an Incubator/Co-Working Space Metromode Follow Up Partners Funding!! Hub Location: Commercial Kitchen Needed – <u>Discuss Code Issues in downtown districts</u> 	Metromode DRAFT Summary Launch Lab Framework Launch Dearborn Vision Plan Draft

			Entrepreneur Ecosystem Committee Notes
Business Start-up/Recruitment Incentive (4.67)	Andrea/Stacey/Steve/Jackie	<ul style="list-style-type: none"> Innovate this Space - Recruitment Marketing Campaign with Key Retail Properties - develop EDDDA Intercept Survey – In Process Vacancy Roundtable – Nov. 21 Keller Williams Sub-Committee 	Open Door Dearborn Vision Vacancy Roundtable Business Promotion Micro-Grant link FINAL Open Door Dearborn Incentive link
Business Assistance Programs/Trainings	Steve/Stacey/Hassan	<ul style="list-style-type: none"> Round Table with Entrepreneurs for Strategy on Needs/Missing Links Website Resource Draft – Partnership to Manage Hubs: Tech Lab @Artspace; Kitchen Connect; FEAST Detroit – Commercial Kitchen Needed 	https://staceygrant1.wixsite.com/launchlab Business Resource Incentives Document
Objective: Redevelop Sites (1.8)	Steve/Doug/Mike/Jennifer	TASKS	
Redevelopment Ready Marketing of Sites (1.8)	Doug/Steve/Mike/Jennifer	<ul style="list-style-type: none"> PRIORITY 1 SITES: Brady & MI; 5050 Tour of Top 10 Development Sites – schedule with Ford Land – coordinate event - Lease sites (Developer Road Show) & separate development sites (DABOR partnership potential) Howard & Michigan RFP – marketing needed? 	
Design Guidelines/Façade Improvement Program (2.25)	Hassan/Mike/Steve	<ul style="list-style-type: none"> Final Guidelines Sponsor Recruitment/Sale Sheet; Lending Partners Needed (ie: Comerica, Huntington, Chase) Meet with CRA Wayne County – HASSAN – Status? Finalize CDBG funding opps/changes Main Street funding/grant with Select Level Finalize and Approach Design Assistance Firms – Inquiring with City on any recommended architects 	Candidates for Façade Program: Merchants, Jiu Jitsu, and refer to previous list identified for EDDDA ; - FBC Code presentation and user guide ; FBC Code - Business Overlay & Sample Guidelines ; Committee Notes ; Suggested Design Asst. Firms FINAL DESIGN GUIDELINES FINAL INCENTIVE PROGRAM
Objective: Streetscape/Walkability Improvements (4) – 2 votes	Mark G		

Streets		<ul style="list-style-type: none"> • Connector Streets & Michigan Ave • Multi-Modal Plan – (Jeff P.) ▪ Amenities <ul style="list-style-type: none"> ○ Tree Well Planters/Sidewalk Cafes ○ Mural Seating Area – need concept design (volunteer?) ○ WDDDA Trash Cans • Artspace Landscaping/Campus Plan – discussed preliminarily with Kim Moore • Schaefer Lighting –in process • Bike Share & Scooter Launch 2020 	Presentation for Connector Streets & Michigan Ave. MMTP draft plan link Tree Well Overview Overall Rendered Plan Schaefer Rendered Plan
Public Spaces		<ul style="list-style-type: none"> • Sidewalk Café/Design Cheat Sheets - SmithGroup ▪ Alley in AANM Lot – need concept – part of Parking Lot CIP • Art in Public Spaces Plan – 2020 • Sculpture Initiative 2020 	Using Public Sidewalks How To Sheet DRAFT FYE2020 - Art In Public Spaces Plan budgeted
Objective: Branding (2.6)	Cristina	Brand Design & Messaging	www.brandingdearborn.com
Wayfinding (3.83)		RFP release?	

Downtown Dearborn Promotions Committee

Meeting conducted via ZOOM.

Attendees: Julia Kapilango (left at 10:53am), Hassan Sheikh, Chris Sickie, Anton, Jackie Lovejoy (left 10:27am), Cristina Sheppard-Decius, Jean Smith, Janet Bloom.

- I. Web-Based Passport/Event Portal – defer - defer due to budget and also current website constraints
- II. Maestro & Event Manuals - DRW needs to be updated now. Executive Board wants an Event Manual per event.
- III. 1st Quarter Events/Promotions/Recaps & Updates
 - a. Black History Month - Julia asked this to be a DDDA event, not an Artspace event. Wants to apply for a grant through Dearborn Community Fund. Needs two letters of support. She has one from Dave Norwood. Overall, the event went well and was well received. Didn't see the event listed on the city website so need to be sure it gets listed plus ample posters out to key businesses and non-profits.
 - b. DRW - Anton was introduced. Plan to reschedule. All posts will need to be rescheduled. Have secured a \$10K sponsor dollars.
 - c. Big Read - per Julie Schaefer via email: Libraries are closed. Cancelled all March and April programs. Lots of books to distribute and will do so when reopened.
 - d. Art Month - on hold
- IV. 2nd Quarter Events/Promotions
 - a. Perennial Exchange - cancelled
 - b. Ladies Night - need to decide alternate plans if needed
 - c. Clean Up - moved to Fall
 - d. Home Tour - believed to be cancelled
 - e. Ramadan Promotion - waiting to see what happens and how it will be managed. Look at alternate plans.
- V. Marketing/Advertising /PR
 - a. Alternative Advertising: Dearborn Girl, WDIV, Direct Mail, HFC Radio
 - b. Metromode Contract 2020 – March 1

Meeting Date:
March 25, 2020
10:00 am

Meeting Location:
DDDA Office
13615 Michigan Avenue

Conference Call #:
Join Zoom Meeting
<https://zoom.us/j/308973055?pwd=Sy9GNIBXaGZ4UmgxRlZrRzk3WTdHQT09>

Meeting ID: 308 973 055
Password: 123811

One tap mobile
+19292056099,,308973055# US (New York)
+13126266799,,308973055# US (Chicago)

Dial by your location
+1 929 205 6099

- c. Branding Update -
- VI. Volunteer/Committee Needs
 - a. Volunteer Management Plan –
 - i. Plan/Schedule for Think Tank on Activating Student Body - engage Alumni Director and be part of Think Tank
 - ii. Volunteer Manual - written plan due
 - iii. Outreach Plan (Develop Target List)
- VII. Artspace Resident Survey - draft was sent out via email for review. Changes to be incorporated and then ready to send out.
- VIII. Other Ideas
 - a. TBT Historical Tour?
 - b. Senior Day – Connect with Senior Programming & Facilities - Senior Citizens Day is Aug. 21., maybe include coordinating music geared for seniors at Farmers Market. Suggested to coordinate activities with Beaumont and Mary Laundroche in the park area.
 - c. Student Promotions – Welcome Back Week - happen in Aug/Sept - Janet to reach out to University for dates.

DATE	EVENT	HASHTAG	CHAMPION
March 20 - 29, 2020	Dearborn Restaurant Week	#DRW2020	Sam Abbas
March	Reading Month/ The Big Read		Maryanne Bartles
April	Art Month		Emma Jean Woodyard
May 18	Martian Marathon		Mo Hider
May 6	Ladies Night		Chris Sickle
May 2	Free Comic Book Day		Katie Merritt
May 16	Spring Perennial Exchange		Katie Merritt
June 5 – September 25	Farmers Market	#DFM	NEED A CHAIR
June 5, July 10, August 14	Kids Days	#KidsDays	NEED A CHAIR
June 3-July 8	Music in the Park	#MIP2020	Julia Kapliango?
June 12, July 17, August 14, Sept. 11	Movies in the Park (West & East Alternate)	#Movies2019	NEED A CHAIR
June 26, July 24, Aug 28	Friday Nites	#FridayNites	NEED A CHAIR
July 15-August 19	Jazz on the Ave	#JazzAve2019	Kalette Willis
July 14-August 18	Tunes at Noon	#TunesatNoon	
Aug 15-16	JAM3A		AANM

Sept. 12	Fall Perennial Exchange		Katie Merritt
Oct. 24 (same day as TOT?)	Pumpkin Carving		
Oct. 24	Trick-or-Treat	#DearbornTreats #TrickorTreat	
Oct. 26	Doggone Dearborn		
???	Beer Crawl		Lynette Downey
Nov. 28	Shop Small	#ShopSmall	
Dec. 9 (change on lists)	EDDDA Open House		
Dec. 12	Winterfest Market	#DWM2019	

DOWNTOWN DEARBORN STEERING COMMITTEE

April 8, 2020

Meeting conducted via ZOOM.

Attendees: Katy - Beaumont, Cristina Sheppard-Decius, Hassan Sheikh, Janet Bloom, Julia Kapilango, Mark Guido, Jackie Lovejoy, Mike Kirk, and Jeff Lynch (9:32 am)

I. DDI Formation/Exploration Actions

a. Partner Engagement Recruitment

- i. Committee Progress on reaching out to potential Sponsors for initial introduction - main discussion on if now is proper timing to reach out. Group determined that programming is moving forward, events will be repackaged or pushed back or some cancellations. Jackie stated reach out doesn't have to be an ask for money. Check in and ask that they are at table as everything unfolds. Jeff stated Mark was going to reach out to Ford Fund. Hassan to supply his potential sponsor connections by end of day. Updates were recorded in recruitment database.

Mike shared that in the future they expect to see a reduction of business space but a more creative use of space. Also, bring remote into a permanent business fixture.

b. Michigan Main Street Work Plan

- i. Take The Downtown Management Checklist: Tally and Follow Up with Those Who Didn't Submit

Working towards a Downtown Dearborn Inc. board. Need a chairperson to lead and need to speak to connections to see who would be a good candidate for the position and if there is interest in pursuing the position.

Hassan stated \$40,000 grant received by city and more information will be coming out in a few days on it.

Cristina stated had this organization been set up as a non-profit 501(c)3, more help would have been available and additional avenues would have opened up in ways standard DDAs and TIF don't allow. Jackie stated billable hours every month must happen in order to foundations to be eligible.

II. Next Step **Mission:**

- a. Ser ***Collaborating to create a vibrant Downtown Dearborn experience for all.***
- b. By-

- c. Chairperson/Lead Advocates – Committee Results of Delegated Contacts? Cristina to start list of potential candidates and start pitching to potential candidates in one month. Mark stated that a list of goals and objectives would be helpful to match candidates to the roles and assess their fitness for position.
- d. Vision Document – pushing public meetings out to late summer

What's Next?

- Partner Engagement Recruitment
- Collaborative Budget
- Enact Engagement & Communication Plan

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.

DOWNTOWN DEARBORN EVENT MANAGEMENT NOTES MARCH 2020

REPORT ON RECENT EVENTS

POSTPONED UPCOMING EVENTS:

- **DRW- We are planning a meeting next week to determine a potential new date.**
- **March 20th- March 29th Sam Event Chair, Asst. Debbie Gokhan**
 - Kick off event- Went wonderfully! Approximately 100 attendees through the event.
 - All menus have been printed- some distributed at KO
 - Advertisement Update:
 - Times Herald- was too late to pull ad
 - Metro Times ad- 2- ½ pgs & 1 of 2 full page ads already printed. They will hold off the last full pg ad till we determine a new date.
 - Coasters & Posters- have dates- will need to reprint posters 100 @\$91.50
 - Website continues to be updated as new businesses and sponsors come on board
 - FB/ IG/ Twitter posts have halted and scheduled minimally to stay on people's mind
 - Current Restaurants: 39
 - Sponsorship- Total to date is \$10K
 - New Sponsors: Les Stanford, Frog Holler, and Andrea Fitzgerald, Realtor Keller Williams, Helping Hand For Relief & Development, The Henry Ford- Plum Market Kitchen

- Returning Sponsors: Ford Land, Gordon Food Services, Assured Capital Funding, US Foods
 - Returning in-kind sponsors: Yelp, The Dearborn Inn
 - Potential new sponsors- waiting on response: Comcast, Dearborn Federal Savings Bank- monies allocated in the fall.
- **LNO- Looking to reschedule to the last week of May**
- **May 6th, 2020 5pm to 9pm- Chris Sickie Event Chair**
 - Had phone meeting with Maria Marzolo for direct mailing quote
 - EDDM prices. Approximately 8000-10000 mailers and keep the price at an estimated \$2700-\$2900 -- 4x6 size postcard
 - The larger mailer (9x12) is approximately \$300 more than the smaller
 - Targeted marketing- DB, DB Hts, other surrounding areas
 - FB event live- rescheduling
 - Need to create a Local Hop listing
- **Black History Month- Julia**

UPCOMING EVENTS TO BE THINKING ABOUT

- **SPRING PERENNIAL EXCHANGE-- CANCELED DUE TO COVID-19**
- **JOA-**
 - Have been in conversations with Alexander- he sent over his contract and we are working out the details with that
- **FNMR-**
 - Communicating with Gail & Rice- John Johnson
 - Have contracts for Steve King & the Diddlies and 50 Amp Fuse
 - The Wrenfields have confirmed availability
 - Booked: sound, stage

- Working with Jolly Pumpkin to run the beer tent
- **KIDS DAY-**
 - Communications with Gail & Rice John Johnson
 - Have contracts for all 3 event days
 - Booked: face painter, Ann Arbor Symphony for the kids petting zoo, bounce house, stage
- **DFM**
 - Sent out vendor app last week- apps are coming in slowly
 - Sent out sponsor letters to:
 - Henry Ford College, Kiwanis, Rotary, Glass Academy, Westborn Insurance (Meemic), Jack Demmer, Andrea Fitzgerald
 - Meeting with Beaumont to recap 2019 on March 27th
 - Ads in Edible WOW, Family Farm Fun (Michigan Agritourism Council publication), and Taste the Local Difference
 - Times Herald is currently creating advertisement
 - Looking to take monies from iHeart and redirect in social media marketing- in order to reach a more local demographic
 - Currently booking entertainment
 - Working at creating new market logo
- **Tunes @Noon WP:**
 - Have 2 of the six dates booked
 - Waiting on responses from others
- **Music in the Park:**
 - Have sent out requests to entertainers- have 2 of 5 dates booked
- **Movies in the Park:**
 - Have 3 movies booked

- Screens for all 4 dates have been booked
- **Volunteer/ Event Chair Needs**
 - DFM- very desperate for help here



Join us Thursdays from 5 until 6 pm (EST) on Facebook Live as we discuss how our communities are adapting to the ever-changing landscape caused by the COVID-19 outbreak.



Proudly served by:



Notes from our 3-20-2020 broadcast

Parking

We've put out stanchions/cones with signs that say "take out order parking only" in front of restaurants

Our city has made temporary parking signs for curbside delivery downtown!

Athens allowed designated parking for curbside pickup for all businesses.

We were allowed to take two street parking spaces for curb side pick-up.

"Special Event Parking" to modify parking resources for temporary pick-ups.

Food Service

Distilleries converting equipment to hand-sanitizer.

Virtual Tip Jar: Reaching out to your favorite bartenders and servers and Venmo or Messenger Pay them your tip and a word of support

Local farmers / CSAs partnering with local restaurants to sell / distribute groceries.

Beer and wine to go with take out (with delivery permitted in some areas).

Virtual Date Night: Pre-order alcohol and food, curbside pick-up, live-stream wine tasting.

Offer take out order donations for health care and emergency workers.

Family-style dinners with larger portions for an entire family

Restaurants providing meals to children in need.

Restaurants giving proceeds from gift card sale to their employees who are out of work now.

Take and bake baked goods orders.

Add an extra tip on to-go orders to support the staff.

Retail

Private shopping by appointment only.

Call-ahead retail order pick-up

Merchants need to focus on online sales up and digitizing inventory!

Community Organization

One of our communities had board members donate money so they could buy gift cards to downtown businesses to then raffle off. This shows a ton of community pride, from afar!

Possibly starting an online campaign where people share their favorite experiences/memories at local spots.

Donate time to community cleanup.

Main Streets can be more nimble than many other organizations.

This is a prime opportunity for Main Street to step up and become the source for innovative ideas and outreach.

Front yard/porch clean up in neighborhoods.

Write messages of encouragement with chalk in front of businesses

People have to accept iteration and failure as all part of this process. It's forcing us all to be more creative, flexible and improve our systems for sure.

Hold virtual Committee meetings via Facebook groups - to keep everyone up to date on what everyone is doing.

Create tech sheets for Businesses, downtown programs and customers that go out to Main Street and Rural Communities

Other Services

Yoga studios and fitness centers live-streaming workouts.

Social distanced yoga classes in the park
Downtown fabric shop made free fabric to-go bags for kiddos for arts & crafts projects, to learn how to sew, etc. while school is out.

Our local newspaper is offering free ads to bars/restaurants/retail businesses who are trying to adjust their business model to make things work.

Downtown art gallery rearranged the exhibit to be placed in front of the large front windows so people can either drive or walk by and still view the exhibit.

Columbus Arts Council is hosting a virtual art show and a couple of concerts and art classes. We are going to have a donation button so the artist will get paid

A local photographer is offering to take photos for businesses for online platforms for free.

Virtual Music Classes

**DEARBORN**

COVID-19 Resources for Dearborn Businesses

Tips, Funding and Business Assistance

RECOMMENDED FIRST STEPS

1. **Contact Your Accountant** to assist you with tax credits and loan application supporting documentation.
2. **Contact Your Bank** to help direct you to the available loan programs.
3. **Contact Your Creditors** and request deferment plans.
4. **Apply for Loans and Grants** see right ►
5. **Contact Your Landlord** to negotiate lease payments and payment deferrals.
6. **Tell Your Customers** what you are doing – change outgoing voicemails, websites, social media and advertising to reflect your adjusted hours and services.

FUNDING PROGRAMS	PAYCHECK PROTECTION PROGRAM	SBA DISASTER ASSISTANCE LOAN	WAYNE COUNTY SMALL BUSINESS RELIEF LOAN	MICHIGAN SMALL BUSINESS RELIEF LOAN	MICHIGAN SMALL BUSINESS RELIEF GRANT	PMBC COVID-19 EMERGENCY ACCESS & REtoolING GRANTS	MEDC CAPITAL ACCESS, COLLATERAL SUPPORT AND LOAN PARTICIPATION PROGRAMS	OPEN DOOR DEARBORN
EMPLOYEE COUNT	500 or less	250 or 1500 (industry dependent)	100 or less	100 or less	50 or less	250 or 1,500 (industry dependent)	500 or less	N/A
AWARD AMOUNT MIN.	TBD	None	\$5,000	\$50,000	None	\$10,000		\$2,500
AWARD AMOUNT MAX.	Loan: \$10MM Grant: \$10K	\$2MM	\$50,000	\$200,000	\$10,000	\$150,000	\$5MM	\$10,000
REVENUE LOSS REQUIREMENT	Demonstrate Revenue Loss	Demonstrate 25% Revenue Loss	Demonstrate 25% Revenue Loss	Demonstrate 25% Revenue Loss	Demonstrate Revenue Loss	N/A	N/A	N/A
INTEREST RATE	0.5-4%	2.75% for nonprofit 3.75% for small business	0-2%	0.25%	None	None	Varies per Program	None
GEOGRAPHICAL REQUIREMENTS	Nationwide	Nationwide	Wayne County Low Income Census Tracts	All Wayne County	All Wayne County	Michigan	Michigan	Dearborn DDAs
SOURCE	visit. downtown dearborn.org/ SBAPPP	visit. downtown dearborn.org/ SBADisaster Relief	tcfbank.com/ waynecounty	tcfbank.com/ waynecounty	bit.ly/ waynegrant	visit. downtown dearborn.org/ RetoolMi	visit.downtown dearborn.org/ AccessMi	downtown dearborn.org



DEARBORN

COVID-19 Resources for Dearborn Businesses

Tips, Funding and Business Assistance

OTHER FUNDING RESOURCES

Google's Small Business Support Program

\$800+ million commitment to support small- and medium-sized businesses (SMBs), health organizations and governments, and health workers on the frontline of this global pandemic. Ad credits are also being applied to existing accounts.

visit.downtowndearborn.org/Google

Facebook Small Business Grants Program

Facebook is offering \$100 million in cash grants and ad credits for up to 30,000 eligible small businesses in over 30 countries.

facebook.com/business/boost/grants

WHAT THE STAY HOME ORDER MEANS TO BUSINESSES

Governor Gretchen Whitmer's Stay Home Executive Order 2020-21 (COVID-19) is a temporary requirement to suspend activities that are not necessary to sustain or protect life. For details and help to common questions, please check out:

visit.downtowndearborn.org/stayhomeEO

visit.downtowndearborn.org/stayhomeFAQ

RESOURCES & INFORMATION

CARES Act

\$350 billion to help small businesses keep workers employed amid the pandemic and economic downturn. CARES Act includes:

- **Paycheck Protection Program** which provides 100% federally guaranteed loans to small businesses who maintain their payroll during this emergency. Importantly, these loans may be forgiven if borrowers maintain their payrolls during the crisis or restore their payrolls afterward. The administration will release more details soon, including the list of lenders offering loans under the program. Go here for the Quick Guide from the U.S. Chamber of visit.downtowndearborn.org/PPPfaq

- **Pandemic Unemployment Assistance and Compensation programs** that grant benefits to workers who do not already qualify for state unemployment benefits. Workers include self-employed, 1099-independent contractors, gig and low-wage workers who can no longer work because of the pandemic. The agreement also increases weekly benefits for all unemployed workers by \$600 a week for up to four months and extends benefit payments from 26 to 39 weeks.

Work Share Program

Temporarily subsidizes employer payroll to avoid layoffs during declines in regular business activity.

visit.downtowndearborn.org/workshare

Pure Michigan Business Connect

Connecting suppliers with buyers, including much needed medical supplies related to COVID-19.

pmbc.connect.space/covid19/forms

Community Mitigation Strategies

Michigan Department of Health and Human Services Interim Recommendations for COVID-19.

visit.downtowndearborn.org/mitigationstrategies

Employee Rights Fact Sheet

For paid sick leave and expanded family and medical leave under the Families First Coronavirus Response Act.

visit.downtowndearborn.org/employeeights

Unemployment

Eligible employees can apply for unemployment benefits online. michigan.gov/UIA

On-Demand Small Business Webinars

Through the Michigan Small Business Development Center. gotostage.com/channel/misbdc

LOCAL RESOURCES

City Of Dearborn

Includes health guidelines from state and county officials, city services that may be impacted, resources for residents, closings and cancellations and other important information.

cityofdearborn.org/covid19

Downtown Dearborn (EDDDA/WDDDA)

Covid-19 business resources, business assistance team, Open Door Dearborn business start-up incentive and building improvement funds, events and marketing.

downtowndearborn.org/covid19

Cristina Sheppard-Decius, CMSM

Dearborn DDDAs Executive Director

O: 313-943-3141 C: 248-760-9265

csdecus@downtowndearborn.org

Dearborn Area Chamber of Commerce

Business tips and tools for Covid-19, business-to-business networking and marketing promotions such as gift local chamber bucks program.

dearbornareachamber.org

Jackie Lovejoy, President

O: 313-584-6100 C: 586-242-8568

jlovejoy@dearbornareachamber.org

American Arab Chamber of Commerce

Fay Beydoun, Executive Director

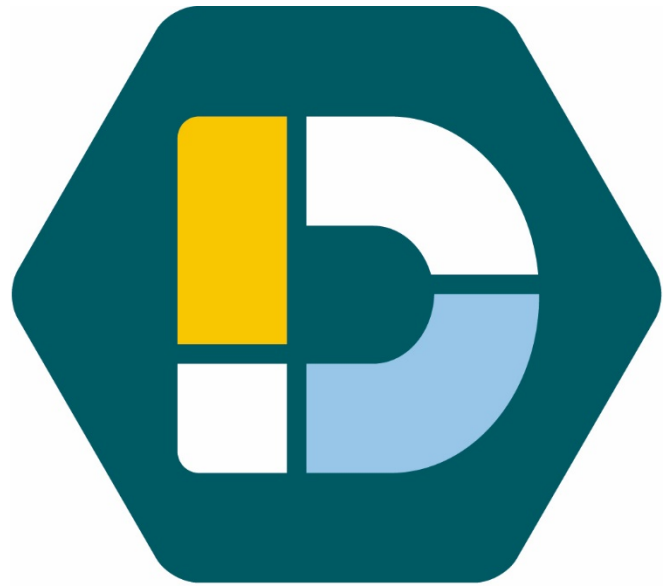
O: 313-945-1700

americanarab.com

Yemeni American Chamber of Commerce

O: 877-516-9222

yaccusa.com



DEARBORN



Dearborn Business and Property Owner Virtual Town Hall

Overview



CALL TO ACTION

- COVID-19 Recovery Financial and Support Resources
- Financial Advice
- Legal Advice
- Stay at Home Order and What That Means to You
- City Services
- Business Communications/Best Practices
- What We're Communicating
- Long-term Planning/Assistance – BATeams
- Congresswoman Dingell's Office Update
- Questions/Concerns/Experiences

Dearborn Business and Property Owner Virtual Town Hall

Overview



VIRTUAL MEETING ETIQUETTE

- Please hold questions until the end of the presentation.
- Please remain on mute until you're ready to speak.
- If you experience a “poor connection” on your end, please take yourself off of video.
- If you would like to ask a question, but either don't want to verbally ask it or need to leave early, please use the “Chat” function.
- The virtual town hall is being recorded.
- The presentation and recording will be posted on www.downtowndearborn.org and sent to participants. If you did not pre-register with our office, please make sure to send us an email that you would like a copy.

Dearborn Business and Property Owner Virtual Town Hall

Partners



FACILITATOR

Cristina Sheppard-Decius, CMSM
Executive Director
Dearborn Downtown Development Authorities



PRESENTERS & RESOURCES

Jeff Watson
Director, Economic & Comm. Dev.
City of Dearborn

Hassan Sheikh
Deputy Director, ECD
City of Dearborn

Steve Horstman, MPA
ECD, City of Dearborn

Jackie Lovejoy
President
Dearborn Area Chamber of
Commerce

Shannon Selby
Director, Economic Development
Wayne County

Kamal Alsawafy
Business Development Manager
Wayne County

Dominic Romano, EDFP
Community Assistance Team
Specialist
MEDC

Melissa Demorest LeDuc
Member
Demorest Law Firm

Jim Thorpe, CFP, AWMA
Financial Advisor
Ameriprise Financial Services

Congresswoman Dingell's Office

www.debbiedingell.house.gov



UPDATE

Please welcome Congresswoman Debbie Dingell who will share an update on initiatives she is working on.



DEARBORN

COVID-19 Resources for Dearborn Businesses

Tips, Funding and Business Assistance



RECOMMENDED FIRST STEPS

1. **Contact Your Accountant** to assist you with tax credits and loan application supporting documentation.
2. **Contact Your Bank** to help direct you to the available loan programs.
3. **Contact Your Creditors** and request deferment plans.
4. **Apply for Loans and Grants** see right ►
5. **Contact Your Landlord** to negotiate lease payments and payment deferrals.
6. **Tell Your Customers** what you are doing – change outgoing voicemails, websites, social media and advertising to reflect your adjusted hours and services.

FUNDING PROGRAMS	PAYCHECK PROTECTION PROGRAM	SBA DISASTER ASSISTANCE LOAN	WAYNE COUNTY SMALL BUSINESS RELIEF LOAN	MICHIGAN SMALL BUSINESS RELIEF LOAN	MICHIGAN SMALL BUSINESS RELIEF GRANT	PMBC COVID-19 EMERGENCY ACCESS & RETOOLING GRANTS	MEDC CAPITAL ACCESS, COLLATERAL SUPPORT AND LOAN PARTICIPATION PROGRAMS	OPEN DOOR DEARBORN
EMPLOYEE COUNT	500 or less	250 or 1500 (industry dependent)	100 or less	100 or less	50 or less	250 or 1,500 (industry dependent)	500 or less	N/A
AWARD AMOUNT MIN.	TBD	None	\$5,000	\$50,000	None	\$10,000		\$2,500
AWARD AMOUNT MAX.	Loan: \$10MM Grant: \$10K	\$2MM	\$50,000	\$200,000	\$10,000	\$150,000	\$5MM	\$10,000
REVENUE LOSS REQUIREMENT	Demonstrate Revenue Loss	Demonstrate 25% Revenue Loss	Demonstrate 25% Revenue Loss	Demonstrate 25% Revenue Loss	Demonstrate Revenue Loss	N/A	N/A	N/A
INTEREST RATE	0.5-4%	2.75% for nonprofit 3.75% for small business	0-2%	0.25%	None	None	Varies per Program	None
GEOGRAPHICAL REQUIREMENTS	Nationwide	Nationwide	Wayne County Low Income Census Tracts	All Wayne County	All Wayne County	Michigan	Michigan	Dearborn DDAs
SOURCE	visit. downtown dearborn.org/ SBAPPP	visit. downtown dearborn.org/ SBADisaster Relief	tcfbank.com/ waynecounty	tcfbank.com/ waynecounty	bit.ly/ waynegrant	visit. downtown dearborn.org/ RetoolMi	visit.downtown dearborn.org/ AccessMi	downtown dearborn.org

Small Business Administration

www.sba.gov/funding-programs/loans/coronavirus-relief-options



Funding Options

In addition to traditional SBA funding programs, the CARES Act established several new temporary programs to address the COVID-19 outbreak.



Paycheck Protection Program

This loan program provides loan forgiveness for retaining employees by temporarily expanding the traditional SBA 7(a) loan program.



EIDL Loan Advance

This loan advance will provide up to \$10,000 of economic relief to businesses that are currently experiencing temporary difficulties.



SBA Express Bridge Loans

Enables small businesses who currently have a business relationship with an SBA Express Lender to access up to \$25,000 quickly.



SBA Debt Relief

The SBA is providing a financial reprieve to small businesses during the COVID-19 pandemic.

Small Business Administration

www.sba.gov/funding-programs/loans/coronavirus-relief-options



Prepared by the **U.S. CHAMBER OF COMMERCE**

GUIDE TO SBA'S ECONOMIC INJURY DISASTER LOANS

Who is **ELIGIBLE**?

In general, all of the following entities that have suffered substantial economic injury caused by a disaster provided they were in existence on January 31, 2020:

- Businesses with fewer than 500 employees
- Cooperatives, ESOPs, and tribal small businesses with fewer than 500 employees
- Sole proprietors
- Independent contractors
- Most private nonprofits

How can I access an **EMERGENCY \$10,000 GRANT?**

- Eligible applicants for an EIDL can receive a \$10,000 emergency grant within three days of application (through Dec. 31)
- There is no obligation to repay the grant. To receive the \$10,000 emergency grant, it is not necessary to have an approved EIDL loan. However, if you are able to secure a PPP loan, the \$10,000 grant will be subtracted from the forgiveness amount

NOTE: The Paycheck Protection Program (PPP) created by the CARES Act prohibits borrowers from taking out two loans for the same purpose. For more information on PPP loans, visit uschamber.com/sbloans

How do I **APPLY**?

Apply online at **SBA.gov/disaster**

What are the **LOAN PARAMETERS?**

- The maximum EIDL is a \$2 million working capital loan at a rate of 3.75% for businesses and 2.75% for non-profits with up to a 30-year term
- Payments on Coronavirus EIDL loans are deferred for one year
- Up to \$200,000 can be approved without a personal guarantee
- Approval can be based on a credit score and no first-year tax returns are required
- Borrowers do not have to prove they could not get credit elsewhere
- No collateral is required for loans of \$25,000 or less. For loans of more than \$25,000, general security interest in business assets will be used for collateral instead of real estate
- The borrowers must allow the SBA to review its tax records

Small Business Administration

www.sba.gov/funding-programs/loans/coronavirus-relief-options



PAYCHECK PROTECTION PROGRAM

- SBA will forgive loans if all employees are kept on the payroll for eight weeks and the money is used for payroll, rent, mortgage interest, or utilities.
- APPLY through any existing SBA 7(a) lender or through any federally insured depository institution, federally insured credit union, and Farm Credit System institution that is participating. **CONSULT YOUR LOCAL LENDER.**
- Applications for Small Businesses open April 3, 2020 through June 30, 2020.
- Applications for Independent Contractors & Self-Employed opens April 10, 2020.
- **APPLY AS SOON AS POSSIBLE!**

Small Business Administration

www.sba.gov/funding-programs/loans/coronavirus-relief-options



Prepared by the **U.S. CHAMBER OF COMMERCE**

CORONAVIRUS EMERGENCY LOANS Small Business Guide and Checklist

2

What will lenders be LOOKING FOR?

Borrowers will need to complete the Paycheck Protection Loan Application (which is available [HERE](#)) and payroll documentation

Lenders will also ask you for a good faith certification that:

1. The uncertainty of current economic conditions makes the loan request necessary to support ongoing operations
2. The borrower will use the loan proceeds to retain workers and maintain payroll or make mortgage, lease, and utility payments
3. Borrower does not have an application pending for a loan duplicative of the purpose and amounts applied for here
4. From Feb. 15, 2020 to Dec. 31, 2020, the borrower has not received a loan duplicative of the purpose and amounts applied for here (Note: There is an opportunity to fold emergency loans made between Jan. 31, 2020 and the date this loan program becomes available into a new loan)

If you are an independent contractor, sole proprietor, or self-employed individual, lenders will also be looking for certain documents (final requirements will be announced by the government) such as payroll tax filings, Forms 1099-MISC, and income and expenses from the sole proprietorship.

What lenders will NOT LOOK FOR

- That the borrower sought and was unable to obtain credit elsewhere.
- A personal guarantee is not required for the loan.
- No collateral is required for the loan.

1

Am I ELIGIBLE?

You are eligible if you are:

- A small business with fewer than 500 employees
- A small business that otherwise meets the SBA's size standard
- A 501(c)(3) with fewer than 500 employees
- An individual who operates as a sole proprietor
- An individual who operates as an independent contractor
- An individual who is self-employed who regularly carries on any trade or business
- A Tribal business concern that meets the SBA size standard
- A 501(c)(19) Veterans Organization that meets the SBA size standard

In addition, some special rules may make you eligible:

- If you are in the accommodation and food services sector (NAICS 72), the 500-employee rule is applied on a per physical location basis
- If you are operating as a franchise or receive financial assistance from an approved Small Business Investment Company the normal affiliation rules do not apply

REMEMBER: The 500-employee threshold includes all employees: full-time, part-time, and any other status.

CARES Act



Prepared by the U.S. CHAMBER OF COMMERCE

GUIDE TO THE EMPLOYEE RETENTION TAX CREDIT

For COVID-19 Impacted Employers

Who is ELIGIBLE?

Private employers, including non-profits, carrying on a trade or business in 2020 that:

- Have operations partially or fully suspended as a result of orders from a governmental authority due to COVID-19, or
- Experience a decline in gross receipts by more than 50% in a quarter compared to the same quarter in 2019 (eligibility ends when gross receipts in a quarter exceed 80% compared to the same 2019 quarter)

With respect to tax-exempt organizations under 501(c) of the tax code, the requirement to be partially or fully suspended applies to all operations of the organization.

Employers who receive a Paycheck Protection Program (PPP) loan are not eligible for a tax credit. To learn more about PPP loans, visit uschamber.com/sbloans

How much is the TAX CREDIT?

This new employee retention tax credit is a 50% tax credit for the first \$10,000 of compensation, including the employer portion of health benefits, for each eligible employee.

- Compensation does not include paid sick or family leave for which the employer is reimbursed under the Families First Coronavirus Response Act
- The credit only applies to wages paid after March 12, 2020 and before January 1, 2021

WHICH EMPLOYEES COUNT toward eligibility?

- For employers with more than 100 employees: Full-time employees who are (i) being paid but (ii) not providing service due to either a full or partial shutdown or a reduction in gross receipts count toward eligibility
- For employers with 100 or fewer full-time employees: All employees, regardless of whether those employees are providing service, count toward eligibility
- Employers may not claim the same employee for this credit and the Work Opportunity Tax Credit for the same period. In addition, employers may not claim the same wages for an employee under this credit and also under the employer credit in section 45S for FMLA

How is the CREDIT PAID?

The refundable credit is applied against the employer portion of payroll taxes. The Treasury Department will develop a process for employers to receive an advance payment of the tax credit.

MEDC

www.michiganbusiness.org/covid19/



Michigan Small Business Relief Program

Michigan's small businesses negatively impacted by the COVID-19 virus can now apply for the Michigan Small Business Relief Program. Grants will be administered by 15 local and nonprofit economic development organizations (EDOs) around Michigan.



PMBC COVID-19 Emergency Access & Retooling Grants

Are you a Michigan small manufacturing business looking to produce Personal Protective Equipment (PPE) in response to COVID-19? PMBC is now providing grants up to \$150,000 through our PMBC COVID-19 Emergency Access & Retooling Grants program.




PMBC Virtual Procurement Assistance

Support neighbors in need, while helping generate new business within Michigan. This program will help source health and human service supply needs amidst the COVID-19 outbreak.



Wayne County

www.tcfbank.com/waynecounty






Personal Small Business Commercial Financial Education **About TCF**

 Search  Log in

[Our Story](#) [Community Relations](#) [Careers](#) [Investor Relations](#) [Newsroom](#)



Small Business Relief Loan Fund

We're here to help Wayne County.

Helping our neighbors in a time of need is a top priority for us. We believe that small businesses are an essential part of keeping our communities thriving and we are committed to providing relief and peace of mind for businesses facing hardship during this challenging time.

TCF Bank and Wayne County are working together to provide fast relief through microloans, to help small businesses with the effects of COVID-19.

Wayne County

www.tcfbank.com/waynecounty



Program details

- Loans will be for a term of 12 months with interest rates of two percent or less
 - First six months consist of interest only payments
 - Amortizing payments during second six months, with balloon payment at the end of the 12 months
- Available loan amounts will range from \$5,000 to \$50,000, depending on number of employees
- Loan to be secured by business collateral, with guaranties by individuals with at least 20% ownership

Wayne County

www.tcfbank.com/waynecounty



Eligibility

- Business has been established for at least one year
- Credit approval guidelines are met
- Business is:
 - identified as a small business, which is a business that employs fewer than 100 employees or has revenue of approximately \$1MM or less
 - in good standing with County, State and not in delinquency with creditors, prior to COVID-19 emergency
- Business suffered substantial hardship (at least 25% loss of revenue) due to COVID-19 emergency and will use proceeds to assist with that hardship

Steps to apply

- 1 Using the list below, contact the Banking Center Manager nearest you to begin the process
- 2 If eligible, you will need to provide the following documents:
 - Previous year's business tax returns
 - Previous year's personal tax returns on all owners with greater than 20% ownership
 - Description of the impact to business due to COVID-19
- 3 Once eligibility is confirmed, you will then be connected to a Business Banker to complete the application process

Dearborn Downtown Development Authorities

www.downtowndearborn.org



OPEN DOOR DEARBORN

Building Improvement & Business Start-up Grants

Grant Levels

- Up to \$2,500 for Signage and/or Design Assistance
 - Up to \$5,000 for Business Start-Up
 - Up to \$10,000 for Façade Improvements
-
- Available for businesses and property owners in the East and West DDAs.
 - Application: <https://www.downtowndearborn.org/wp-content/uploads/2019/07/Open-Door-Business-Grants-Google-Docs-2.pdf>



Dearborn Business and Property Owner Virtual Town Hall

Business Advice from Melissa Demorest LeDuc



LEGAL BUSINESS ADVICE

- What the Stay at Home Order means to Businesses
- Review all contracts for events or services scheduled over the next few months, if you haven't already.
- Check force majeure provisions, notice requirements, cancellation policies, etc.
- Review all insurance policies and consult with insurance agent to see if you have any coverage for business interruption, disaster, etc. that may apply.
- Consult with your attorney regarding employment issues, staff changes, loan applications/requirements, landlord negotiations, etc.

Dearborn Business and Property Owner Virtual Town Hall

Business Advice from Jim Thorpe, Ameriprise



FINANCIAL BUSINESS ADVICE

- Retirement Plans and the provisions of the CARES Act
- Importance of cash reserves and cash flow projections
- How our feelings and beliefs can hurt our ability to reach financial goals

City of Dearborn

www.cityofdearborn.org



COMMUNICATION

City of Dearborn

Trash, Recycling and Yard Waste

Public Service Days have been suspended until further notice, and no tickets will be issued. However, garbage and recycling pick-up will continue as normal. Yard waste pickup is ongoing.

City Clerk

The City Clerk's Office will be operating from 10 a.m. to 3 p.m., Monday through Friday during the DAC closure.

Permits

Permit applications and plans will be accepted by mail only, and payments must be included at the time of submittal. Plan reviews will continue as normal. Approved permits will be emailed and approved plan sets will be mailed to applicants. There may be some delay in these processes.

City of Dearborn

www.cityofdearborn.org



COMMUNICATION

Sales, Rental, and Re-occupancy Inspections, Compliance Agreements

- All residential sales and commercial re-occupancy applications will be accepted by mail only, and payments must be included at time of submittal.
- As of March 25, only unoccupied residences are being inspected. Any residences in the inspection process will not be assessed late fees or extension fees.
- Certificates of Occupancy will be prepared as usual and either mailed or emailed to customers.
- Compliance Agreements will be prepared and emailed to customers for signature.

Tax and Water Bills

The City provides several ways to pay your water and tax bills without entering the DAC.

- 24-hour drop box in front of the DAC:
- By mail:
- Automatic Transfer
- Online
- By phone

Dearborn Area Chamber of Commerce

www.dearbornareachamber.org



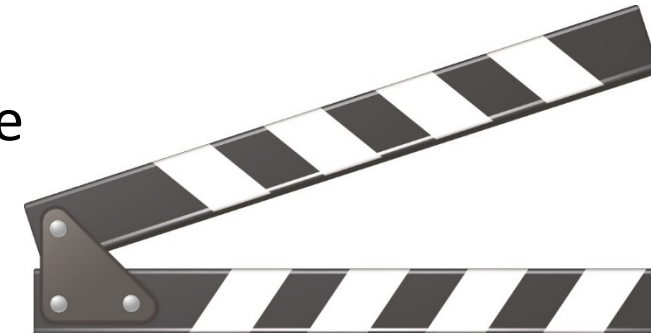
COMMUNICATION

- MEMBERSHIP: Join Now, Pay Later.....we are committed to the area's success!
- Directory, Social Media & Website reach
- Chamber Bucks – Open to ALL Businesses During This Time
- Cyber Eye-Opener – April 9 at 8 a.m.
- Take 5 after 5 After Hours on April 16th---stay connected!



presented by: *Jim Thorpe, CFP*
Ameriprise 
Financial

**EYE
OPENER**



TAKE 5 AFTER 5

DEARBORN
AREA CHAMBER OF COMMERCE
CONNECTIONS • VALUE • PROGRESS
DEARBORN | DEARBORN HEIGHTS

DEARBORN
FEDERAL SAVINGS BANK
SINCE 1936

DATE:

LOCATION:

Downtown Dearborn

www.downtowndearborn.org



COMMUNICATION

- <https://www.downtowndearborn.org/covid19/>



DEARBORN

Open for Business

Carry out + Delivery | Online Services

In response to Covid-19



DEARBORN
Downtown

15 minute
parking +
curbside
delivery

downtowndearborn.org



Downtown Dearborn

www.downtowndearborn.org



EVENTS & PROGRAMS ON HOLD



DEARBORN BIKE SHARE

Recommendations for Businesses

Business Advice



COMMUNICATION

- What are Your Change of Services/Hours
- Change Websites, Social Media, Google, Yelp, etc. Listings
- Change Your Outgoing Voicemail
- Forward Your Phone Calls to a Number Someone will Answer!
- Share Promotions/Specials
- Sell Gift Cards and Push Pre-Ordering Your Summer Stock

Dearborn Business and Property Owner Virtual Town Hall

Next Steps



FIRST

- Contact Your Accountant
- Contact Your Bank
- Contact Your Creditors
- Apply for Loans & Grants
- Contact Your Landlord
- Tell Your Customers!

SIGN UP FOR BATeam!

- Dearborn Business Assistance Team one-on-one consultations
- <https://forms.gle/FuXeIF6kCLCPyKNW7>

QUESTIONS & ANSWERS

Connect

Jeffrey D. Watson
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MEDC
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Connect



Downtown Dearborn



@DearbornDtown



@DowntownDearborn

www.downtowndearborn.org

Questions?

Contact: Dearborn Downtown Development Authorities Office
313-943-3141 or info@downtowndearborn.org

Cristina Sheppard-Decius, CMSM
Executive Director
csdecius@downtowndearborn.org

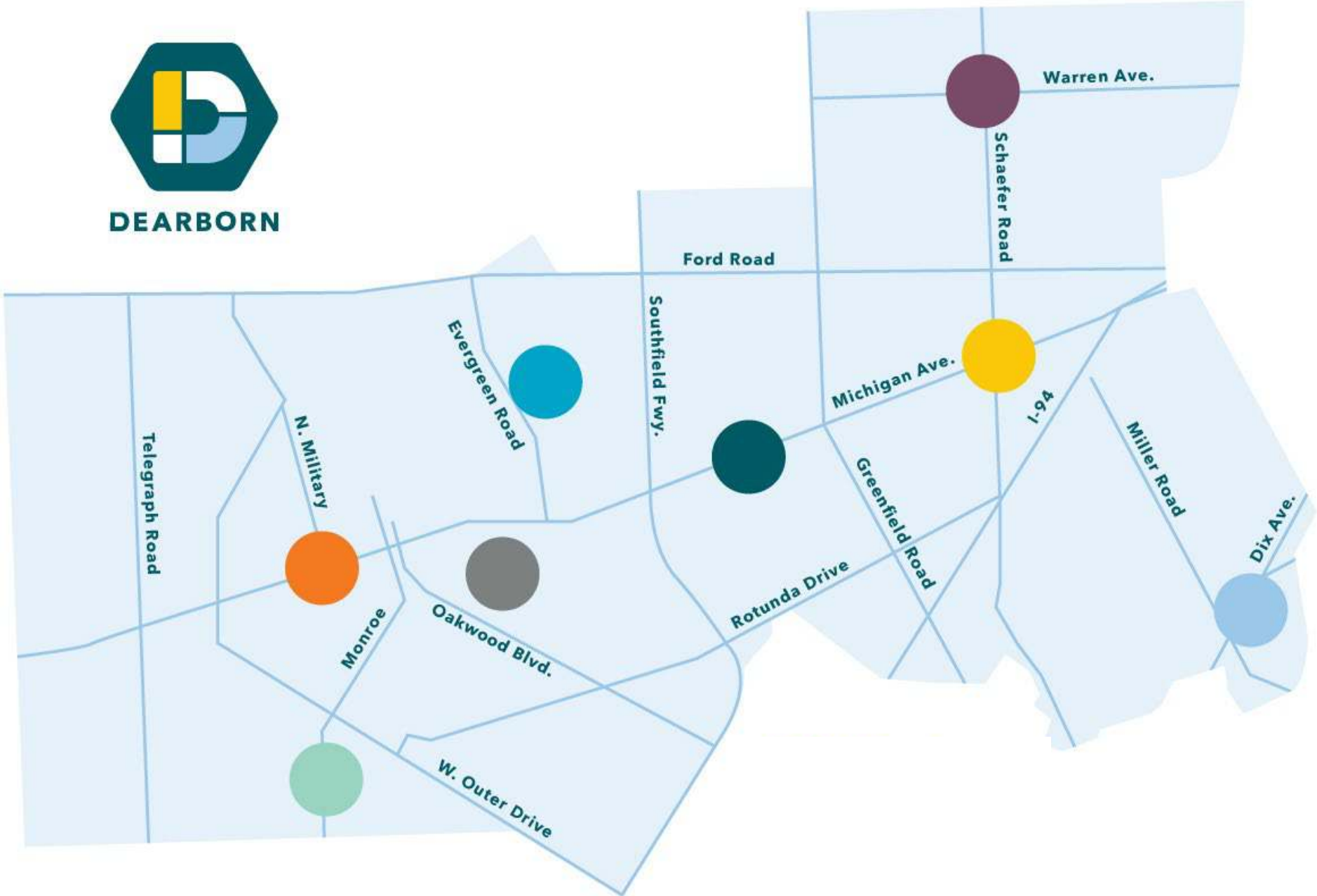
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Steve Deisler
Project Manager
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DEARBORN



- East Downtown
- West Downtown
- Civic District
- Innovation District
- MoCa
- Souk
- South End
- University-Fairlane

Mission:
Collaborating to
create a vibrant
Downtown
Dearborn
experience for all.



Make Your Mark.



**DDDA's BOARD OF DIRECTORS
ADOPTED RESOLUTIONS
MARCH 2020**

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Branding Launch Print Items 2020_Amendment I

Adopted on: March 19, 2020
Motioned by: Director Mark Guido
Seconded by: Director Janice Cislo

- WHEREAS:** As part of the branding initiative launch, the EDDDA and WDDDA is integrating the brand into marketing and promotional materials for the districts, as well as engaging the community, businesses and stakeholders in brand adoption; and
- WHEREAS:** Print production is necessary for distribution of these marketing and promotional materials; and
- WHEREAS:** The EDDDA and WDDDA produced flyers and display boards for the branding launch totaling \$243.50 to be split equally; and
- WHEREAS:** The EDDDA authorized expenditures of \$121.75 for flyers and display boards from
account # 297-6100-911-51-00; and
- WHEREAS:** In addition, the EDDDA and WDDDA produced posters for the branding launch totaling \$42.50 to be split equally; therefore, let it be
- RESOLVED:** The EDDDA authorizes expenditures of an additional \$21.25 for posters printed by Beshara from account #297-6100-911-51-00; and let it be further
- RESOLVED:** The EDDDA Executive Director is authorized to execute contracts on behalf of the EDDDA for the service providers and amounts below, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Total Cost	EDDDA Amount
Beshara Printing	Flyers - 3 version (50 qty each, total 150 qty)	\$153.50	\$ 76.75
Malko Media	4 display boards (24"x36")	\$90.00	\$45.00
Beshara Printing	posters	\$42.50	\$21.25

Yes: Chairperson Dan Merritt, Secretary-Treasurer Julia Kapilango, Mayor Jack O'Reilly, and Director Judith McNeeley.

No:

Abstained:

Absent: Vice-Chairperson Jay Kruz, Director Mary O'Bryan, and Director Kamal Turfah.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Branding Launch Print Items 2020_Amendment I

Adopted on: March 19, 2020
Motioned by: Director Thomas Clark
Seconded by: Director Jackie Lovejoy

WHEREAS: As part of the branding initiative launch, the WDDDA and EDDDA is integrating the brand into marketing and promotional materials for the districts, as well as engaging the community, businesses and stakeholders in brand adoption; and

WHEREAS: Print production is necessary for distribution of these marketing and promotional materials; and

WHEREAS: The WDDDA and EDDDA produced flyers and display boards for the branding launch totaling \$243.50 to be split equally; and

WHEREAS: The WDDDA authorized expenditures of \$121.75 for flyers and display boards from account # 296-6100-911-51-00; and

WHEREAS: In addition, the WDDDA and EDDDA produced posters for the branding launch totaling \$42.50 to be split equally; therefore, let it be

RESOLVED: The WDDDA authorizes expenditures of an additional \$21.25 for posters printed by Beshara from account #296-6100-911-51-00; and let it be further

RESOLVED: The WDDDA Executive Director is authorized to execute contracts on behalf of the WDDDA for the service providers and amounts below, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Total Cost	WDDDA Amount
Beshara Printing	Flyers - 3 version (50 qty each, total 150 qty)	\$153.50	\$ 76.75
Malko Media	4 display boards (24"x36")	\$90.00	\$45.00
Beshara Printing	posters	\$42.50	\$21.25

Yes: Chairperson Sam Abbas, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Mark Guido, and Director Audrey Ralko.

No:

Abstained:

Absent: Vice-Chairperson Mohammed Hider, Director John McWilliams, and Director Karen Nigosian.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Consent Agenda

Date Adopted: March 19, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Janice Cislo

WHEREAS: The East and West Dearborn Downtown Development Authorities (DDDA's) jointly hold Board meetings monthly; and

WHEREAS: In order to improve the efficiency of the joint DDDA Board meetings, the Executive Committees recommend using a consent agenda; and

WHEREAS: A consent agenda is an instrument under Robert's Rules of Order that enables the DDDAs to consider and approve a grouping of routine items that do not require board discussion and to take action through a single agenda item; and

WHEREAS: The Executive Committees will determine items for consent at their regular monthly meeting prior to the joint DDDA Board meetings; therefore, let it be

RESOLVED: The EDDDA agrees to use the consent agenda method at each joint DDDA Board meeting starting at its next regular meeting on April 16, 2020, and thereafter; and let it be further

RESOLVED: That the EDDDA agrees that the DDDA's Executive Director is authorized to execute this consent agenda method on behalf of the EDDDA board, after the Executive Committee has determined which items are appropriate for the consent agenda, subject to Corporation Counsel approval.

Yes: Chairperson Dan Merritt, Secretary-Treasurer Julia Kapilango, Director Mark Guido, and Director Judith McNeeley.

No: none

Abstained: none

Absent: Vice-Chairperson Jay Kruz, Director Mary O'Bryan, and Director Kamal Turfah.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Consent Agenda

Date Adopted: March 19, 2020

Motioned by: Director Thomas Clark

Seconded by: Chairperson Sam Abbas

WHEREAS: The East and West Dearborn Downtown Development Authorities (DDDA's) jointly hold Board meetings monthly; and

WHEREAS: In order to improve the efficiency of the joint DDDA Board meetings, the Executive Committees recommend using a consent agenda; and

WHEREAS: A consent agenda is an instrument under Robert's Rules of Order that enables the DDDAs to consider and approve a grouping of routine items that do not require board discussion and to take action through a single agenda item; and

WHEREAS: The Executive Committees will determine items for consent at their regular monthly meeting prior to the joint DDDA Board meetings; therefore, let it be

RESOLVED: The WDDDA agrees to use the consent agenda method at each joint DDDA Board meeting starting at its next regular meeting on April 16, 2020, and thereafter; and let it be further

RESOLVED: That the WDDDA agrees that the DDDA's Executive Director is authorized to execute this consent agenda method on behalf of the WDDDA board, after the Executive Committee has determined which items are appropriate for the consent agenda, subject to Corporation Counsel approval.

Yes: Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Mark Guido, Director Jackie Lovejoy, and Director Audrey Ralko.

No:

Abstained:

Absent: Vice-Chairperson Mohammed Hider, Director John McWilliams, and Director Karen Nigosian.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Jazz on the Ave 2020

Date Adopted: March 19, 2020
Motioned by: Secretary-Treasurer Julia Kapilango
Seconded by: Director Mark Guido

WHEREAS: The EDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: 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

WHEREAS: The EDDDA authorized a budget of \$55,000 in expenditures for the 2020 Jazz on the Ave events with revenue anticipated of \$25,000; and

WHEREAS: Hi-Falutin' Music is the booking agent, providing the following services for 2020: music lineup for six weeks, sound reinforcement, lighting and roof for stage for 6 weeks, all expenses related to national acts (hotel, ground transportation, backline equipment, hospitality), be onsite for all performances, and marketing and advertising consisting of major local radio, press releases to local print, radio and TV, radio and TV spots, flyers passed out at other jazz events, rack cards, email blasts, and listed on artist website and Alexander Zonjic website; therefore, let it be

RESOLVED:

1. That the EDDDA obligates \$51,820 from the Community Promotions Budget # 297-6100-911-51-00 to fund the event costs for the 2020 Jazz on the Ave events; and
2. The EDDDA Executive Director is authorized to execute contracts on behalf of the EDDDA with following list of companies below for Jazz on the Ave, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
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Hi Falutin Music!	booking agent services	\$ 42,500.00
Recreation	stage set up and tear down	\$ 750.00
Beshara	Printing - Posters (qty. 100) and event brochure	\$320.00
Malkomedia	Street Pole/Banner patches	\$800

Yes: Chairperson Dan Merritt, Mayor Jack O'Reilly, Director Janice Cislo, and Director Judith McNeeley.

No:

Abstained:

Absent: Vice-Chairperson Jay Kruz, Director Mary O'Bryan, and Director Kamal Turfah.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Kids Days 2020

Date Adopted: March 19, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Chairperson Sam Abbas

WHEREAS: The WDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The WDDDA values programming events and activities to engage the community and open space to grow the economy; and

WHEREAS: The WDDDA reviewed a specific budget of \$10,000 for Kids Days in Wagner Park for 2020 event season scheduled for June 5, July 10, and August 14; therefore, let it be

RESOLVED:

1. That the WDDDA obligates \$10,445 in expenditures for the Kids Days in Wagner Park events for 2020 event season from the Community Promotions Budget # 296-6100-911-51-00; and
2. The WDDDA director is authorized to execute contracts on behalf of the WDDDA with the companies listed below for Kids Day, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Recreation	stage, chairs, set up/ tear down	\$ 600.00
Gail & Rice	entertainment booking	\$ 7,000.00
Inflatable Play Space	photo booth	\$ 450.00
Pebbles the Clown (Dana Woods)	face painter	\$ 1125.00
Ann Arbor Symphony	Instrument Petting Zoo	\$ 200.00
Beshara Printing	posters (qty.100)/event brochures	\$ 320.00

Yes: Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas Clark, Director Mark Guido, and Director Audrey Ralko.

No:

Abstained:

Absent: Vice-Chairperson Mohammed Hider, Director John McWilliams, and Director Karen Nigosian.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Ladies Night Event 2020_Service Providers_Amendment I

Adopted on: March 19, 2020
Motioned by: Director Jackie Lovejoy
Seconded by: Mayor Jack O'Reilly

WHEREAS: The WDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The WDDDA is planning the Ladies Night Event on May 6, 2020, to occur in the WDDDA downtown district to highlight the retail shopping experience in Downtown Dearborn; and

WHEREAS: The WDDDA anticipates \$4500 in expenditures, \$750 in income from participating businesses and \$3500 from sponsorships for Ladies Night for WDDDA; with WDDDA expending from account # 296-6100-911-51-00; and

WHEREAS: Replacement of the yard signs and banners for the event are needed for branding purposes and miscellaneous supplies for badges, buttons and decor; therefore, let it be

RESOLVED: The WDDDA Executive Director is authorized to execute contracts on behalf of the WDDDA for the 2020 Ladies Night event with the list of service providers and amounts below, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Beshara Printing	Posters	\$ 91.50
Rocket Printing	5000 postcards	\$200.00
Malko Media	Banners and yard signs	\$ 150.00
TBD	Photography	\$ 500.00
Jean Smith	Misc. supplies: badges, buttons, décor	\$275.00
Mama Mia	Direct mail	\$2999.00

Yes: Chairperson Sam Abbas, Secretary-Treasurer Jeff Lynch, Director Thomas Clark, Director Mark Guido, and Director Audrey Ralko.

No:

Abstained:

Absent: Vice-Chairperson Mohammed Hider, Director John McWilliams, and Director Karen Nigosian.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Landscape and Maintenance Contract Extension

Date Adopted: March 19, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Chairperson Sam Abbas

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) wishes to advocate and promote a clean, safe and attractive downtown; and

WHEREAS: A competitive proposal process for landscaping and outdoor maintenance services was performed by the City of Dearborn Finance Department Purchasing Division on behalf of the WDDDA; and

WHEREAS: Fairlane Grounds submitted the top proposal with a responsive and responsible bid for services to include: landscaping, maintenance, litter/debris/graffiti removal, materials and décor/banner installation and takedown; and

WHEREAS: At its March 15, 2018 meeting, the WDDDA Board authorized the Executive Committee to act on behalf of the full Board to negotiate and enter into an agreement with Fairlane Ground for a comprehensive landscape/maintenance contract with Fairlane Grounds for two years with four one-year renewals in an amount not to exceed \$275,000 annually starting April 1, 2018; and

WHEREAS: The WDDDA wishes to exercise the option to renew the contract for the first of four one-year renewals with an increase to the annual materials cost for the new streetscapes on Howard, Mason and Monroe Streets, and additional winter materials; therefore, be it

RESOLVED: The WDDDA authorizes the first of four options to renew the landscape and maintenance contract with Fairlane Grounds starting April 1, 2020-March 31, 2021, in an amount not to exceed \$286,465.36, furthermore; let it be further

RESOLVED: The WDDDA Board authorizes the Executive Director to execute the contract, subject to the review and approval of Corporation Counsel.

Yes: Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas Clark, Director Mark Guido, and Director Audrey Ralko.

No:

Abstained:

Absent: Vice-Chairperson Mohammed Hider, Director John McWilliams, and Director Karen Nigosian.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

WH Canon Landscape/Maintenance Contract 2020

Date Adopted: March 19, 2020

Motioned by: Secretary-Treasurer Julia Kapilango

Seconded by: Director Janice Cislo

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) wishes to advocate and promote a clean, safe and attractive downtown; and

WHEREAS: A competitive proposal process for landscaping and outdoor maintenance services

was performed by the City of Dearborn Purchasing Office on behalf of the EDDDA;

and

WHEREAS: WH Canon submitted the most responsive and responsible bid for services which

include: landscaping, maintenance, litter/debris/graffiti removal, materials and décor/banner installation and takedown; and

WHEREAS: The EDDDA authorized a two-year contract of \$130,000 per year (\$98,480 base services at \$32 per man hour and \$30,000 for additional materials/services) with WH Canon starting April 1, 2018, with four one-year renewals; and

WHEREAS: It is recommended to increase the number of litter pick-ups per week from one to 2.5 days per week at an additional cost of \$4500 annually to the base services;

and

WHEREAS: A budget of \$12,000 for additional plant materials/services as needed for the district for 2020, including, but not limited to:

- re-topsoil and replace/reinstall perennials in the large planter wells;
- Replacement trees for Michigan Avenue;

- Hanging Baskets for Schaefer;
- Planter beds in parking lots and key focal points; and

WHEREAS: It is recommended to annually powerwash the sidewalks in spring of 2020 at no additional cost; therefore; let it be

RESOLVED: The EDDDA authorizes the first of four options to renew the landscape and maintenance contract with WH Canon starting April 1, 2020-March 31, 2021, at a base rate of \$104,380 annually plus \$12,000 for additional materials/services; furthermore, let it be further

RESOLVED: The EDDDA Board authorizes the Executive Director to execute the contract, subject to the review and approval of Corporation Counsel.

Yes: Chairperson Dan Merritt, Mayor Jack O'Reilly, Director Mark Guido, and Director Judith McNeeley.

No:

Abstain:

Absent: Vice-Chairperson Jay Kruz, Director Mary O'Bryan, and Director Kamal Turfah

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Memorial Day Parade 2020 Sponsorship

Date Adopted: March 19, 2020

Motioned by: Director Janice Cislo

Seconded by: Mayor Jack O'Reilly

WHEREAS: The EDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The annual Memorial Day Parade is an important event honoring those who have served in the armed forces that brings visitors and community members within the area to the district; and

WHEREAS: The EDDDA recognizes the importance of the Memorial Day Parade that starts in the EDDDA district and travels west towards the Veterans Memorial, and the EDDDA has been a longtime financial supporter of the event to market the district; therefore be it

RESOLVED: The EDDDA approves an amount of \$500 from the Community Promotions budget account #297-6100-911-51-00 in support of the 2020 Memorial Day Parade to be held May 25, 2020; and be it further

RESOLVED: The EDDDA authorizes the Executive Director to issue a funds transfer for the \$500 to the Department of Public Information in support of the 2020 Memorial Day Parade.

Yes: Chairperson Dan Merritt, Secretary-Treasurer Julia Kapilango, Director Mark Guido, and Director Judith McNeeley.

No:

Abstained:

Absent: Vice-Chairperson Jay Kruz, Director Mary O'Bryan, and Director Kamal Turfah.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

CIP #M20017 Parking Lots - Lighting – Detroit Edison

Date Adopted: March 19, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Janice Cislo

WHEREAS: The East Dearborn Downtown Development Authority wishes to improve vehicular parking lots, alleys and a pedestrian corridor along the alley north of Michigan Avenue from 5050 Schaefer Road to Williamson Street, as well as the Wellesley parking lot and alley south of Michigan Avenue between Maple and Schlaff as part of the Parking Lot Improvement Project M20017; and

WHEREAS: The EDDDA goal is to improve the overall walkability and pedestrian connection, as well as providing a safe and visually appealing environment in the public parking lots for the downtown business district; and

WHEREAS: There is \$998,465 remaining in the CIP M20017; and

WHEREAS: A lighting plan from Detroit Edison has been prepared to address the need of improved safety and adequate light levels, changing out 82 lightpoles, including 110 LED luminaires and adding seven hanging basket/banner arms to seven of the fixtures in the pedestrian alleys; and

WHEREAS: The construction cost is \$315,114 minus a 3-year energy-back revenue of \$104,367 for a total contribution of \$210,747; and cutting the annual costs for the City of Dearborn in half to \$34,789; therefore, let it be

RESOLVED: The EDDDA Board authorizes entering into a contract with Detroit Edison, a DTE Energy Company, for the Parking Lot Capital Improvement Project M20017 in an amount not to exceed \$210,747.00 towards the construction and installation of 82 lightpoles, including 110 LED luminaires and adding seven hanging basket/banner arms to seven of the fixtures in the parking lots, alleys and pedestrian alleys north of Michigan Avenue from 5050 Schaefer Road to Williamson Street using Contract Services account #634-6100-435.45-20; and be it further

RESOLVED: The EDDDA Board authorizes the Executive Director to execute the contract, subject to the review and approval of Corporation Counsel.

Yes: Chairperson Dan Merritt, Secretary-Treasurer Julia Kapilango, Director Mark Guido, and Director Judith McNeeley.

No:

Abstain:

Absent: Vice-Chairperson Jay Kruz, Director Mary O'Bryan, and Director Kamal Turfah.