



EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING

THURSDAY, APRIL 15, 2021

8:00 A.M. - 9:30 A.M.

Via Zoom

Join Zoom Meeting

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

Meeting ID: 433 224 302

Password: 844577

One tap mobile +13126266799,,433224302# US (Chicago)

Join by Skype for Business <https://zoom.us/skype/433224302>

- I. Call to Order** Chairwoman Kapilango
- II. Roll Call** Secretaries Dietz & Lynch
- III. Joint Meeting Chair for April 2021: Chairwoman Kapilango**
- IV. Approval of Minutes: March 2021**
- V. Treasurer's Report** Finance/Treasurers
- VI. Action Items** (40 min.)
 - A. Regular Action Items**
 - 1. Joint Board Actions**
 - a) FYE2022-24 Budget
 - b) Movies in the Park
 - c) MDA Summer Workshop Sponsorship
 - d) Office Cleaning
 - 2. EDDDA Actions Only**
 - a) Community Garden
 - b) Music in the Park
 - c) Sidewalk Sale
 - d) Silent Disco
 - e) Spring Perennial Exchange Amendment
 - f) WH Canon Contract Amendment for Platform Dining Install and Tree Removals
 - 3. WDDDA Actions Only**
 - a) Commandant's Quarter Marquee Repair/Partnership
 - b) Farmers & Artisans Market
- VII. Old Business**
 - A. Outdoor Dining Amenities
 - B. WDDDA Social District Update
 - C. EDDDA Landscape & Maintenance Schedule
 - D. EDDDA Holiday Décor
 - E. Lightpole Banners
 - F. Open Door Applicants

VIII. Committee Reports

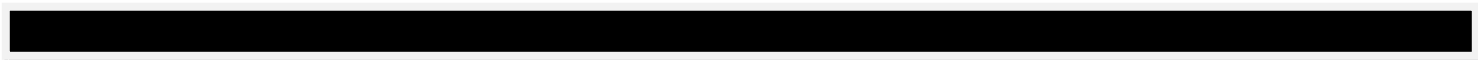
IX. DDDA Executive Management Team & ECD Reports

A. Business View Magazine: American Sustainability Issue

X. Call to Board of Directors

XI. Call to Audience **3 min./guest**

XII. Adjournment



AGENDA OVERVIEW

JOINT ACTIONS

FYE2022-24 Budget Approval

Attached is the FYE2022-24 budget for approval by the DDDA Boards. At the March 2021 meeting, the budget was presented for review and disbursed to the Boards for additional comments or changes. No other comments or changes were received. The presentation is included in the supplemental packet for your files. Once the DDDA Boards approve the budget, the budget is submitted to City Council for approval and then returns to the Boards for adoption.

Movies in the Park

The DDDAs will move forward with hosting Movies in the Park in both Wagner Park and City Hall Park this summer, with four nights in total. Social distancing will be practiced by both using a registration platform and maxing the attendance to 300 participants. Areas will be clearly marked off with orange pylons, and a sanitization station with free face masks will be provided at each event. Resolution is attached authorizing the expenditures.

Movies in Wagner Park

Date: Friday's June 4 and August 13

Time: Dusk

Movies: June - The Lion King (2019); and August - DoLittle

Movies in City Hall Park:

Dates: Friday July 16 and September 3

Time: Dusk

Movies: July - Dora: The Lost of Gold; and September - My Spy

MDA Summer Workshop Sponsorship

The Michigan Downtown Association (MDA) Summer Workshop is planned for June 4 virtually, and the MDA is offering a sponsorship opportunity similar to the one offered for the annual conference in 2020 that the DDDA participated in. For \$250, Downtown Dearborn can be featured as a sponsor and send four volunteers to the workshop. With over 80 participants at the Spring Workshop, the Summer Workshop is sure to be even larger and recognition for Downtown Dearborn will be provided with every session throughout the day.

The workshop is focused on filling vacant buildings. Learn from Michigan downtown organizations that recently re-purposed spaces to accommodate affordable housing demands, new trends in office needs, and entrepreneurs eager to begin a retail endeavor. Attendees can be determined closer to the event date.

Office Cleaning

The EDDDA and WDDDA authorized a contract for cleaning services with Services to Enhance Potential (STEP) for FYE2021 that began October 1, 2020, to March 31, 2021, at a rate of \$35 per weekly cleaning and Bioshield-type application for a contract total not to exceed \$910 to be split equally between the EDDDA and WDDDA. At that time, the DDDAs authorized a six-month contract to allow for evaluation of services. The management team recommends renewing the contract for another six-month contract extension from April 1, 2021, to September 30, 2021, in an amount not to exceed \$910 at a rate of \$35 per weekly cleaning, which will be split equally between EDDDA and WDDDA. The management team is still evaluating their overall quality versus price, and have provided STEP with direction to improve their services.

EAST DDDA ACTION ITEMS ONLY

Community Garden

The EDDDA wishes to offer a community garden in the DDA to improve a landscape area, as well as offer the community an opportunity to have access to fresh foods, community placemaking and networking. Chairwoman Kapilango has secured CWO Farms to install and maintain the community garden. The intent is to also work with Healthy Dearborn to help nurture community involvement. The cost is \$1000 for the season to:

- Clean up of the grow space at Michigan and Schaefer.
- Soil Refreshing (Compost) and woodchips.
- Layout of the Starburst design and planting.
- Maintenance from April 15th to Oct 15th including harvesting, pruning, removal and replacement of certain plants once they are done with the growing cycle.

Music in the Park

This year's Music in the Park series will take place over twelve weeks instead of the normal six weeks as a result of the cancelation of Jazz on the Ave. It will feature varying genres of music from rock to folk, reggae to country, and everything in between. The events will take place every other Wednesday in City Hall Park beginning June 2nd, through August 11th from 7:30pm to 8:30pm.

Social distancing will be practiced by both using a registration platform and maxing the attendance to 300 participants. Areas will be clearly marked off with orange pylons, a sanitization station with free face masks will be provided at each event.

A resolution is attached for the authorization of the service providers. A budget of \$13,000 is anticipated.

Sidewalk Sale

The Promotions Committee recommends adding a Sidewalk Sale event in lieu of the originally planned Ladies Night for the EDDDA. It is slated to take place on Saturday, May 29, from 9am to 6pm as a Memorial Day Sale extravaganza.

The event will take place in the EDDDA and focus on bringing retail sale opportunities to our businesses. The businesses will offer special Memorial Day sales, special activities if desired, and social media promotion.

The cost of the event is minimal to produce, but excels with business participation. Resolution is attached for service providers including posters and signage totaling \$230. The EDDDA has a budget of \$5550 available from City Hall Park events line item.

Silent Disco

This unique and fun event will take place at City Hall Park every other Friday beginning on June 4 through September 24 from 6pm to 10pm. A silent disco is an event where people dance to music listened to on wireless headphones. Rather than using a speaker system, music is broadcast via a radio transmitter with the signal being picked up by wireless headphone receivers worn by the participants. The event consultant will take care of all necessary equipment including the headphones, sanitation of equipment, DJ equipment, sound and lighting.

Social distancing will be practiced by both using a registration platform and maxing the attendance to 300 participants. Areas will be clearly marked off with orange pylons, a sanitization station with free face masks will be provided at each event. Headphones will be sanitized after each event and in between uses.

The budget anticipated for this event is \$13,000 coming from a portion of the originally planned Jazz on the Ave event.

Spring Perennial Exchange

At the March 2021 meeting, the EDDDA tabled this resolution for further inquiry to potentially reduce the cost of the Arab American News ad and additional quotes for a local printer for signage. A cost reduction was not provided by the publication. Additional quotes were secured from local printers in the EDDDA, but all were substantially higher than the provider listed in the resolution attached with this packet.

WH Canon Contract Amendment

At the March 2021 meeting, the EDDDA renewed the contract with WH Canon for landscaping and maintenance services. Two items were not ready to be added at that of the renewal and have since been finalized, including the removal of the trees in the alley behind the AANM for \$4000 to prepare the site for a redesign, and the installation of the platform dining system on Williamson Street adjacent to Good Burger for \$2760. The resolution amendment adds these two items into the contract.

WEST DDDA ACTION ITEMS ONLY

Commandant's Quarter Sign Repair/Partnership

The Historical Society approached the WDDDA to assist with repairing the electronic marquee sign on Monroe Street at the Commandant's Quarters due to budget constraints. The cost is \$1475. They are offering a monthly event/message listing as part of the WDDDA's financial support in repairing the sign for the life of the sign.

Farmers & Artisans Market

Date: Friday's - June 4 thru September 24

Location: West Village Drive between Mason and Monroe Streets

Time: 2pm to 7pm

The Event and its Mission:

The Dearborn Farmers & Artisans Market is managed by the West Dearborn DDA with the intent to bring people together in the community, to strengthen and support local farmers, to support local entrepreneurs and small businesses and to promote healthy living by providing quality, fresh and wholesome food.

The market is home to the Power Of Produce Club (POP) and welcomes over 100 children weekly. The children generally are provided with a taste of a veggie or fruit of the week, and they also receive two \$1 tokens to shop with the market's produce vendors. However due to COVID19 and current MDARD restrictions, the market will not be permitted to provide the sampling. We will however continue to give the tokens to our market kids!

The market participates in EBT, Double Up Food Bucks, Senior Project Fresh, and WIC Project fresh programs. These programs enable community members who have low household incomes to benefit from the healthy, fresh, locally produced goods they can purchase at the farmers market. These programs are also beneficial to the market's farmers and producers with the additional revenue brought in.

Participating Vendors:

The market will host 20 to 30 different vendors weekly. On the roster are over 60 vendors who rotate in and out through the season.

Participating Businesses:

The market also hosts several local for-profit and nonprofit organizations that attend the market throughout the season. Local businesses who are non-profits have always had the option to attend the market during the season at no charge. This is based on having 2 to 3 spots reserved per week for this purpose.

Once a year the market hosts a Community Day. This is where these and other local nonprofits and for-profit businesses that serve some community good have the opportunity to come to market and set up to provide information to the community about their services. This year's event will take place on Friday, September 10.

Partnering with local restaurants:

We will be working at having some of the local restaurant owners to participate in either cooking demos at the market and/or cook at the market.

Advertising Partners:

The market is proud to advertise in the following:

- Michigan Farm Fun Magazine- distributed by Michigan Agritourism Association (MATA)
- Taste the Local Difference
- Chamber Guide
- Times Herald

- Yoga Shala

Entertainment at the market:

The market will contract out musical entertainment from local artists weekly.

Virtual Cooking Demonstrations:

Due to the current COVID19 and MDARD restrictions live cooking demonstrations are not permitted. We will partner with local chefs and area dieticians to host virtual demonstrations throughout the season.

Sponsors:

Our goal is to reach out to several businesses to sponsor the event. Event sponsorship solicitation is underway, and if a Board member would like to participate, please connect with Jean Smith, the Event Manager. The Executive Management team could also benefit from Board members' outreach to other potential sponsors. Below is a list of partners being contacted already:

- Beaumont (confirmed)
- Glass Academy (confirmed)
- Kiwanis
- Rotary
- Henry Ford College
- Saad Smiles Dentistry
- Jack Demmer Lincoln
- Les Stanford Chevrolet

The budget for the event is \$20,000, and a resolution is attached with the first round of service providers for the event season.

OLD BUSINESS

The Executive Committee recommended adding an Old Business section to the Board agendas to provide updates on any previous items the Boards have taken action on or items of discussion brought forth by Board members. If there is an item you would like added to this section for future meetings, please provide those to the Executive Management team before the first of the month.

Outdoor Dining Amenities

Igloos and greenhouses have been distributed to the following businesses:

EAST DDDA (18 igloos/3 greenhouses)

Alano's - 2 igloos

Baba' Grill - declined

Habib's - 2 igloos

Bamboozle's - received 1 igloo and 1 greenhouse is on the way

Good Burger - 2 igloos

Mocha Bistro - declined igloos

Sheeba - 2 igloos

Romantica - 3 igloos

Haraz Coffee - 2 igloos
4 igloos remaining to be distributed for the EDDDA

MCantina - 2 greenhouses (yet to be delivered - held up with Suaz Canal supply)

WEST DDDA (19 igloos/ 4 greenhouses)

Avenue Brunch - 3 igloos
Famous - declined
La Fork - declined
Brome - 2 greenhouses
Sheeba - 2 green houses
Blue Fish - 3 igloos
Milkster - 3 igloos
Dearborn Brewing - 3 igloos being held tentatively
Biergarten - 3 igloos being held tentatively

4 igloos remaining to be distributed for the WDDDA

Platform dining - the request for converting public on-street parking spaces is going before Council on April 27 and purchasing is in process. An agreement with participating businesses and the DDDA is being required prior to purchasing the product to assure business participation. The Police Department has reviewed and approved the locations. Installation is projected for the first week of May.

WDDDA Social District Update

There has been some slow progress with the Social District applicants this past week. As a reminder, a minimum of two businesses per common area are needed to be licensed for the Social District to operate. Four businesses are now applying or have applied, including Dearborn Brewing and Mint 29 for the Commandant's common area, Bar Louie for the West Village Commons Plaza common area (one more is needed to activate it), and Biergarten for the adjacent lot (one more is needed to activate that area). Outreach is underway to Don Taco and Moose's in order to activate these two areas, but if a Board member can reach out to either of them, it would be helpful.

In the meantime, while we continue to confirm applicants for the common areas, Biergarten has renewed the extended outdoor seating application with the City, and Dearborn Brewing is potentially planning to do the same for the private parking lot behind their building.

EDDDA Landscape & Maintenance Schedule

WH Canon provided a landscape and maintenance schedule attached in the supplemental packet. Weekly litter schedule of three times per week has started including Mondays, Wednesdays and Fridays. A walk through is being held Friday, April 9, that Board members have been invited to join. Pansies will be planted in the planter pots as a new addition this year for the spring. Mowing/City Hall Maintenance - each Monday-26 total cuts. Weeding - each Tuesday. Mulch - May 15th. Annual flower installation - week prior to Memorial Day.

EDDDA Holiday Décor

Committee members are being requested of the Board. A meeting will be set up once there is a final committee in place.

Lightpole Brand Banners

New brand banners have been designed and being sent to printer next week, for a tentative installation date of early May. The designs are based on the brand guidelines and a sample has been included in the supplemental packet.

Open Door Applications - Tally

The EDDDA has approved six applicants in total this year, for a commitment of \$47,500. One has completed its project and has been reimbursed. Four more are expected to complete their projects by FYE2021, and one will be from next fiscal year's budget. At this point, any further applications approved will be coming from the FYE2022 expenditures. The Board has budgeted \$40,000 per year. The applicants included Royal Furniture, Al Wissam, Haraz Coffee, T-mobile, Juee Café and Modern Hijab.

The WDDDA has approved two applicants this year totaling \$17,500. One project has been completed and reimbursed, and the other is anticipated by the end of the fiscal year. The Board has budgeted \$40,000 per year. The applicants included Better Health and Black Box.

Business View Magazine: American Sustainability Issue

Downtown Dearborn is going to be featured in an upcoming issue of Business View Magazine. Business View Magazine is a global leader in multi-platform business to business profiles, news and opinion with more than 840,000 subscribers across North America. The 6-8 page feature is going to be the lead municipal feature for the American Sustainability; Michigan issue. It'll be based on an interview between Cristina Sheppard-Decius, Manager of the DDDAs, ECD Director Jeff Watson and Sustainability Coordinator Dave Norwood, and their editor with some focus towards best practices in resiliency and innovation, notable local innovation and success stories, celebrating our community and local businesses, as well as the importance of our strategic vendors and partners.

The feature is free to the DDDAs, but they seek key partners to promote their business with a corporate advertisement to appear within the article and subsequent marketing brochure as a partner of choice to Downtown Dearborn. They ask that we provide a list of 15-20 key partners to potentially solicit. It is not required that advertising support this, however, it is obviously how they support the magazine production.

The Executive Management team wanted to confirm with the Board that they are agreeable to releasing key partner or vendor information to the magazine for this purpose.

Editorial Framework

- Challenges, pivots, innovation and local success stories over the last year.
- Work with front line, synergy with community and local businesses
- Resilience, growth, and development projects
- Local success stories.
- Working with local businesses to promote growth

- How all pillars of sustainability (environmental, economic, social, and community) merge together.
- What the future holds for the community and visitors, as well as new businesses/families looking to relocate to Dearborn.

You can view one of their past issues at <https://businessviewmagazine.com/digital-magazines/sep-2018/HTML/>

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

March 18, 2021

Virtual Meeting via Zoom

Topic: Joint DDDA Board Meeting

Time: March 18, 2021 08:00 AM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/433224302?pwd=bmd2VzZBZ2I2WEY5eDUyVmVCQlQwQT09>

Meeting ID: 433 224 302

Passcode: 844577

One tap mobile

+13126266799,,433224302#,,,,*844577# US (Chicago)

+19292056099,,433224302#,,,,*844577# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington D.C)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

Meeting ID: 433 224 302

Passcode: 844577

Join by Skype for Business

<https://us02web.zoom.us/skype/433224302>

MINUTES

MEMBERS PRESENT

EAST DDA :

Chairperson Julia Kapilango, Vice-Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz (joined 8:19 am and left 9:31 am), Mayor Jack O'Reilly (joined 8:24am), Director Janice Cislo, Director Mark Guido, and Director Kamal Turfah.

WEST DDA :

Chairperson Sam Abbas (left at 10:21 am), Vice-Chairperson Mohammed Hider (left at 10:16 am), Secretary-Treasurer Jeff Lynch (left at 10:14 am),

Mayor Jack O'Reilly (joined 8:24 am), Director Thomas Clark, Director Mark Guido, Director Jackie Lovejoy (left at 9am), and Director John McWilliams.

MEMBERS ABSENT

EAST DDA : Director Jay Kruz, Director Heidi Merino and Director Mary O'Bryan

WEST DDA : Director Karen Nigosian and Director Audrey Ralko.

NON-MEMBERS PRESENT :

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

OTHERS : Samira Hassan and Rafi Rayes (T-Mobile/Juee).

I. Call to Order

WDDDA Chairperson Sam Abbas called the meeting to order at 8:12 am

II. Roll Call

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

EDDDA: A quorum was not present (reached quorum at 8:19 am)

WDDDA: A quorum was present

III. Joint Meeting Chair for March 2021: Chairman Abbas

IV. Approval of Minutes

A. Joint DDDA Board February 2021 Minutes

For the WDDDA, the minutes from the February 2021 Board meeting were presented for approval. It was moved by Director Jackie Lovejoy and it was seconded by Director Mark Guido. Roll call vote: Chairperson Sam Abbas - yes, Vice Chairperson

Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, and Director John McWilliams - yes. Motion passed.

For the EDDDA, the minutes from the February 2021 Board meeting were presented for approval. For EDDDA, motion to approve by Director Mark Guido, seconded by Director Janice Cislo. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion passed.

The minutes were recorded and filed.

B. EDDDA Special Meeting Minutes from March 1, 2021

For the EDDDA, the minutes from the March 1, 2021 Special Board Meeting were presented for approval. For EDDDA, motion to approve by Chairperson Julia Kapilango, seconded by Vice Chairperson Eric Woody. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion passed.

The minutes were recorded and filed.

V. Treasurer's Report

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated February 28, 2021. Revenue to date totaled \$685,986. Total expenditures totaled \$290,284. The current cash position equals \$1,346,387 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$738,049.

WDDDA: Moe Almaliky reviewed the financial statement dated February 28, 2021. Revenue to date totaled \$686,477. Total expenditures totaled \$445,119. The current cash position equals \$1,329,104 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$1,030,387.

The Treasurer's Report was received and filed for both EDDDA and WDDDA.

VI. Action Items

A. Regular Action Items

1. Joint Board Actions

a) Chamber Directory Ad

The 2021 Dearborn Area Chamber of Commerce Membership Directory will be available as a fully interactive digital edition, mobile and 2,000 printed copies. The EDDDA and WDDDA will split the cost of running a full-page inside front cover advertisement totaling \$2725, payable to

Harbour House Publishers. The EDDDA authorizes an expenditure not to exceed \$1362.50 from General Marketing Fund account #297-6100-911-51-00, payable to Harbor House Publishers for a full page ad. The WDDDA authorizes an expenditure not to exceed \$1362.50 from General Marketing Fund account #296-6100-911-51-00, payable to Harbor House Publishers for a full page ad.

The Manager of the DDDAs is authorized to execute a contract on behalf of the EDDDA and WDDDA with Harbor House Publishers, subject to review and approval by Corporation Counsel.

For EDDDA, motion to approve was made by Chairperson Julia Kapilango, seconded by Vice-Chairperson Eric Woody. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion passed.

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

b) Michigan Downtown Association Spring Workshop

The EDDDA and WDDDA will each participate in the Michigan Downtown Association virtual Spring Workshop on March 26, 2021 at a cost of \$50 per participant. For the EDDDA, Chairperson Julia Kapilango and Secretary-Treasurer Matthew Dietz will attend and the EDDDA board approved for the addition of three volunteers to participate. The WDDDA will send two board members, Director Jackie Lovejoy and Chairperson Sam Abbas. The EDDDA authorizes the expenditure up to \$250 from the Training/Transportation budget line item # 297-6100-911-58-10 and the WDDDA authorizes the expenditure up to \$100 from the Training/Transportation budget line item # 296-6100-911-58-10 for participation at the 2021 virtual MDA Spring Workshop.

The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA and WDDDA, subject to review and approval by Corporation Counsel.

For EDDDA, motion to approve by Chairperson Julia Kapilango, seconded by Director Mark Guido. Roll call vote: Chairperson Julia Kapilango - yes,

Vice-Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion passed.

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

Roll call vote: Chairperson Sam Abbas - yes, Vice Chairperson Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, and Director John McWilliams - yes. Motion passed.

c) National Main Street NOW Conference

The EDDDA and WDDDA plans to participate in the National Main Street NOW Conference happening April 12-14, 2021. The cost is \$99 per person or \$25 per person for any business owner. The EDDDA has Chairperson Julia Kapilango and Secretary-Treasurer Matthew Dietz participating. The EDDDA board will also sponsor four guests to participate. The WDDDA will have Director Jackie Lovejoy for one registration and sharing one registration so they can divide up the meetings are Chairperson Sam Abbas, Vice Chairperson Mohammed Hider, and Secretary-Treasurer Jeff Lynch. The EDDDA authorizes the expenditure up to \$594 from the Training/Transportation budget line item # 297-6100-911-58-10 and the WDDDA authorizes the expenditure up to \$198 from the Training/Transportation budget line item # 296-6100-911-58-10 for participation at the 2021 virtual National Main Street NOW Conference.

The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA and WDDDA, subject to review and approval by Corporation Counsel.

For EDDDA, motion to approve by Chairperson Julia Kapilango, seconded by Vice Chairperson Eric Woody. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion passed.

For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Director John McWilliams.

Roll call vote: Chairperson Sam Abbas - yes, Vice Chairperson Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie

Lovejoy - yes, and Director John McWilliams - yes. Motion passed.

d) Landscape & Maintenance Contract Renewals

WDDDA (Fairlane Grounds)

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.

The WDDDA wishes to exercise the option to renew the contract for the second of four one-year renewals with these additions:

- Landscape Installation - Pocket Park (\$3000)
- Landscape Installation - Red Effect Alley (\$1400)
- Landscape Installation - Village Road behind Comerica (\$420)
- Landscape Installation - West Deck (\$4175)
- Landscape Installation - East Deck (\$2470)
- Platform Dining Installation/Removal - (\$9200)
- Additional holiday decorations - materials/labor for 20 additional pots - (\$7155)
- Social District 2x Daily Litter Removal for 12 weeks - (\$14,685; weekly rate \$1223.75); and

A portion of these funds, totaling \$72,740, are expended under the Special Assessing District (SAD) fund which is payable by the Department of Public Works (DPW). The WDDDA authorizes the second of four options to renew the landscape and maintenance contract with Fairlane Grounds starting April 1, 2021-March 31, 2022, in an amount not to exceed \$329,905.

EDDDA (W H Canon)

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 W H Canon starting April 1, 2018, with four one-year renewals.

It was approved 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 in 2020 and the EDDDA wishes to continue this additional service.

A budget of **\$15,000** for additional plant materials/services was approved for the district for 2020 in which some services were not completed, therefore, the EDDDA wishes to continue with these additional materials, including, but not limited to:

- re-topsoil and replace/reinstall perennials in the large planter wells;
- Replacement trees for Michigan Avenue;
- Hanging baskets on Schaefer
- Planter beds in parking lots and key focal points
- Holiday greens for Michigan Avenue raised planter wells

It was recommended to annually powerwash the sidewalks in spring at no additional cost, and since the service was not rendered in 2020, two power washings will be performed in 2021. Also, sixteen additional planter pots will be added by the EDDDA along Schaefer Road with soil and plants and three seasonal material changes provided by W H Canon up to **\$4800**.

In addition, the following special conditions will be applied to the contract with W H Canon for April 1, 2021-March 31, 2022:

1. A three-strike rule performance review with the option for the EDDDA to terminate the contract after three strikes. If the contract is terminated, W H Canon will continue to provide services until another service provider is retained.
2. W H Canon must notify DDDA Office each time service is being performed per week to better track quality of work.
3. Streetpole power assessment will be performed in the summer to allow for adequate time for DTE to address any power issues for upcoming holiday décor installation.
4. W H Canon to provide a map of banner arms and needs assessment for fixing or replacements, as well as inventory.
5. EDDDA to provide a new and improved GIS map with landscape and litter areas defined.
6. EDDDA and W H Canon to conduct a walk-through of the area to pinpoint issues and continue to educate WH Canon team on expectations.
7. Clarification in contract for sweeping curblines.
8. W H Canon will perform one additional power washing from the 2020 contract not completed in the 2021 contract.

A portion of these funds, totaling \$9000, are expended under the Special Assessing District (SAD) fund which is payable by the Department of Public Works (DPW).

The EDDDA authorizes the second of four options to renew the landscape and maintenance contract including special conditions with W H Canon starting April 1, 2021-March 31, 2022, at a base rate of \$102,980 annually plus \$19,800 for additional materials/services.

The EDDDA and WDDDA Boards authorize the Manager of the DDAS to execute the contract, subject to the review and approval of Corporation Counsel.

For EDDDA, motion to approve by Chairperson Julia Kapilango, seconded by Secretary-Treasurer Matthew Dietz. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion passed.

For WDDDA, motion to approve by Mayor John O'Reilly, seconded by Director John McWilliams.

Roll call vote: Chairperson Sam Abbas - yes, Vice Chairperson Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, and Director John McWilliams - yes. Motion passed.

2. EDDDA Actions Only

a) Open Door Dearborn - T-Mobile

The EDDDA and WDDDA established the Open Door Dearborn grant to recruit businesses to Downtown Dearborn and improve the appearance of the districts through storefront and business rehabilitation and expansions. T-Mobile is an existing business, and owned by Rafi Rayes, proposes to improve the exterior, interior and signage, with an estimated project cost of \$30,000 and is located at 14216 Michigan Ave. T-Mobile has applied for Level I sign grant at \$2500 and a Level III grant for \$7,500 for a total of \$10,000. The EDDDA awards a Level I grant for \$2,500, a Level III grant for \$7,500 or up to 50% of construction costs, whichever contingency comes first, funding from the Open Door Dearborn grant program from account #297-6100-911-34-90, subject to review and approval of Corporation Counsel.

For EDDDA, motion to approve by Chairperson Julia Kapilango, seconded by Secretary-Treasurer Matthew Dietz. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion passed.

b) Open Door Dearborn - Juee Cafe

Property owner, Rafi Rayes applied for an Open Door Dearborn Grant to start a new coffee shop, Juee Cafe located at 14220 Michigan Ave. There

are improvements intended for the exterior and interior estimated at \$100,000. The applicant has applied for Level I design grant for \$2,500, a Level II startup grant for \$2,500 and a Level III construction grant in the amount of \$5,000, all totaling \$10,000. The EDDDA awards a Level I grant for \$2,500, a Level II start up grant for \$2,500 and a Level III grant for \$5,000, totaling \$10,000 from the Open Door Dearborn grant program from account #297-6100-911-34-90, subject to review and approval of Corporation Counsel.

For EDDDA, motion to approve by Chairperson Julia Kapilango, seconded by Director Janice Cislo. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion passed.

c) Perennial Exchange Amendment

The Promotions and Organization Committee has recommended hosting a Spring Perennial Exchange in the EDDDA to increase engagement in open spaces in Downtown Dearborn while adhering to COVID-19 protocols. The EDDDA previously approved Beshara Printing for posters (qty. 100) for \$100 and Bewick Publications for two publications to run one ad, one time each for \$150, coming from account #297-6100-911-51-00. The EDDDA asked to table the resolution requesting additional service providers until the April 2021 Joint Board meeting.

For EDDDA, motion to table by Chairperson Julia Kapilango, seconded by Director Janice Cislo. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion tabled.

d) 5050 Alley Planter Tree Well Removal

The EDDDA authorized 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 \$210,717 towards the construction and installation of 82 light poles, 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 Ave from 5050 Schaefer Road to Williamson Street. As part of this project, DTE now needs to remove raised planter beds in the pedestrian alley east of Schaefer Road going into the 5050 Schaefer lot due to them preventing the best possible placement of lighting in the area. The removal cost of

the raised planter beds is \$2999. The EDDDA authorizes the additional expenditure of \$2999 for the removal of the raised planter beds from account #634-6100-435.45-20.

The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA and WDDDA, subject to review and approval by Corporation Counsel.

For EDDDA, motion to approve by Mayor Jack O'Reilly, seconded by Chairperson Julia Kapilango. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson Eric Woody - yes, Secretary-Treasurer Matthew Dietz - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Mark Guido - yes, and Director Kamal Turfah - yes. Motion passed.

3. WDDDA Actions Only

a) Ladies Night Out

The WDDDA is planning Ladies Night Out for May 12, 2021 to highlight the retail shopping experience in Downtown Dearborn. The WDDDA approves expending \$302 to Beshara for posters (\$91.50), 2500 postcards (\$125.50), and yard signs (\$85). These funds are approved to expend from account #296-6100-911-51-00.

The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA and WDDDA, subject to review and approval by Corporation Counsel.

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

b) Tunes at Noon

The Tunes at Noon at Wagner Place event, sponsored by the WDDDA, is created to provide entertainment during the afternoon within the WDDDA district. The WDDDA approves to expend \$2400 for the following musical entertainers, each at \$400, Dearborn School of Music, Amy Loskowski, Jillian Govan, Steve Taylor, Gia Warner, and Bruce Bailey, expending from account # 296-6100-911-51-00 for Tunes at Noon entertainment.

The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA and WDDDA, subject to review and approval by Corporation Counsel.

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

VII. FYE2021-23 Budget Presentation

Cristina Sheppard-Decius will send detail reports after meeting. Moe Almaliky presented highlights from presented report. It contains three year plan, this year's information and last two years actual.

For West: WDDDA is spending more than they are taking in, but a well funded fund balance is helping. Sam Abbas - contractual services jumps in price from \$580,000 to \$935,000. Cristina Sheppard-Decius - the cost increase is due to projects proposed: W. Village Commons Plaza redesign, Farmers Market Shed (estimated at \$200,000), South Connector Streetscape, bike facilities, planning costs, and increase in landscape and maintenance costs. Moe Almaliky to follow up with Aiden on Form A for CIP project which was not reflected in report yet.

For East: Mark Guido would like see budgeting toward a break even approach. Cristina Sheppard-Decius - be sure to plan out large capital projects so you can balance out over the years. Mark Guido - Programming may need to cut back on certain years based on large projects. Moe Almaliky: In 2018-2019 - was at \$815,000. \$457,000 goes to Brownfield Redico project and it is for seven more years. Two-thirds of revenue moves directly to Brownfield so not much left to work with. Moe updating budget project sheet.

Sam Abbas requested all budget items be sent in one email and then boards will vote in April.

VIII. Old Business

A. Outdoor Dining Amenities

Tent in West Village Commons was taken down due to businesses not using. There is desire to remove the Monroe Road tent. The one on West Village Drive Doesn't seem to be used much, as the igloos are being used in that area. Igloos and Greenhouses have partially arrived and are being distributed. Julia - would like Open Door Grant to have businesses purchase outdoor seating. Per Cristina,

it would fall under the Level III at 50% cost. Mark - there needs to be a process set in place (apply, assessment and dollars out based on criteria). Julia would like to have it reviewed that their costs are covered. Review the sidewalk space at corner by Coco Divine.

B. WDDDA Social District Update

We need businesses who are contiguous to apply for Social District. There are 13-14 available and only two have stepped up. Cristina going out to businesses but will reach out for help from board if no inroads made. Businesses need to support neighboring businesses by doing this program.

C. EDDDA TIF

Licia - the funds cannot be spent outside of the district.

D. EDDDA Holiday Decor

DTE doing assessment on lighting to then allow us to finalize upcoming holiday plans so we can finalize plans in Spring and Summer.

IX. Committee Reports

Due to time at meeting and many had to leave for other commitments, attendees were directed to view committee minutes in the Supplemental Materials digital board packet. Cristina Sheppard-Decius asked if there were any questions she could answer for both committee reports and DDDA Executive Management Team reports.

A. Promotion Committee

No updates at this time.

B. Bike Share/Mobility Committee

No updates at this time.

C. Design/EV Committee

No updates at this time.

D. Steering Committee

No updates at this time.

VIII. DDDA Executive Management Team & ECD Reports

A. DDDA Executive Management Team

Cristina Sheppard-Decius - two have applied for Social District. She asked for board support to gain more participation. Licia Yangouyian added a point of clarification that in no case can TIF funds be spent outside of the district.

B. ECD Reports

No updates at this time.

IX. Call to Board of Directors

No questions or comments posed

X. Call to Audience

No questions or comments posed.

XI. Adjournment

Motion to adjourn moved by Director John McWilliams and seconded by Director Mark Guido. Meeting adjourned at 10:25 am.

Approved by:

Matthew Dietz, Secretary-Treasurer, EDDDA

Jeff Lynch, Secretary-Treasurer, WDDDA

Financial Statement Summary		FY2019	FY2020	FY2021					Actual %
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance	
297-0000-311.40-00	Property Tax Capture	\$ 359,405	\$ 366,558	\$ 386,700	\$ 386,700	\$ 717,471	\$ -	N/A	85%
	Brownfield Tax Capture	464,099	448,590	456,900	456,900	-	-	-	
	Tax Revenue Total	\$ 823,504	\$ 815,148	\$ 843,600	\$ 843,600	\$ 717,471	\$ -	\$ -	
297-0000-330.05-14	Local Community Stabilization Authority	23,733	26,223	26,000	26,000	23,965	-	2,035	92%
297-6100-365.90-00	Donations from a Private Source	41,850	7,849	46,000	46,000	10,250	-	35,750	22%
297-0000-361.10-05	Interest Income	27,156	18,330	18,200	18,200	515	-	17,685	3%
297-6100-322.40-10	Events Revenue	-	6,350	3,000	3,000	-	-	3,000	0%
297-6100-369.90-00	Miscellaneous Income	-	14,203	14,205	14,205	-	-	14,205	0%
	Donation Revenue Total	\$ (49,290)	\$ 72,955	\$ 107,405	\$ 107,405	\$ 34,730	\$ -	\$ 72,675	32%
297-0000-391.91-01	Contributions from the General Fund	11,794	11,310	22,620	22,620	16,965	-	5,655	75%
	Contribution Total	\$ 11,794	\$ 11,465	\$ 22,620	\$ 22,620	\$ 16,965	\$ -	\$ 5,655	
	Total Revenue	\$ 786,008	\$ 899,568	\$ 973,625	\$ 973,625	\$ 769,166	\$ -	\$ 78,330	79%
	Expenditure								
297-6100-911.25-00	Unemployment Compensation	\$ -	\$ 5,068	\$ 2,200	2,200	-	\$ -	2,200	0%
297-6100-911.30-40	Audit Services	\$ 763	\$ 800	\$ 800	800	800	\$ -	-	100%
297-2972-463.34-90	Sanitation Contractual Services	\$ 11,794	\$ 2,600	\$ 22,620	22,620	7,545	\$ 12,665	2,410	33%
297-6100-911.34-90	Development Contractual Services	\$ 265,527	\$ 302,415	\$ 426,610	512,077	200,225	\$ 116,024	195,828	39%
297-6100-911.43-82	Copier Repair & Maintenance Services	\$ 362	\$ -	\$ 375	375	-	\$ -	375	0%
297-6100-911.44-10	Building Rental	\$ 10,935	\$ 10,830	\$ 9,000	9,000	7,220	\$ 903	877	80%
297-6100-911.51-00	Community Promotion	\$ 190,668	\$ 112,128	\$ 270,860	355,950	78,660	\$ 114,975	162,315	22%
297-6100-911.52-10	Insurance	\$ 4,110	\$ 6,260	\$ 6,234	6,234	4,680	\$ -	1,554	75%
297-6100-911.53-00	Communications	\$ 281	\$ 1,200	\$ 1,128	1,141	829	\$ 312	-	73%
297-6100-911.58-10	Training & Transportation	\$ 2,539	\$ 1,397	\$ 3,500	3,500	800	\$ -	2,700	23%
297-6100-911.60-10	Office Supplies	\$ 802	\$ 401	\$ 1,487	1,487	63	\$ -	1,424	4%
297-6100-911.60-20	Postage	\$ 154	\$ 214	\$ 350	350	-	\$ -	350	0%
297-6100-911.61-90	Non-Capital Equipment	\$ -	\$ -	\$ 3,500	3,500	-	\$ -	3,500	0%
297-6100-911.62-40	Planting Materials	\$ 18,455	\$ 17,825	\$ 30,000	30,000	23,895	\$ 6,105	-	80%
297-6100-911.65-00	Memberships	\$ 513	\$ 435	\$ 1,190	1,190	148	\$ -	1,042	12%
297-6100-911.68-90	Other Operating Expenses	\$ -	\$ -	\$ 29,660	29,660	14,203	\$ -	15,457	48%
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	\$ 464,099	\$ 448,590	\$ 456,900	456,900	-	\$ -	456,900	0%
	Total Operating Expenditures	972,946	910,163	1,266,414	1,436,984	339,068	250,984	846,932	24%
	Total Expenditure	\$ 972,946	\$ 910,163	\$ 1,266,414	\$ 1,436,984	\$ 339,068	\$ 250,984	\$ 846,932	24%
	Revenues Over/(Under) Expenditures	\$ (186,938)	\$ (10,595)	\$ (237,538)	(463,359)	\$ 430,098	\$ (250,984)	\$ (768,602)	
	Balance Sheet					Current	Beginning of Year		
Equity in Pooled Cash	Cash Position					\$ 1,405,666	\$ 950,332		
Current Assets	Current Receivables					5,450	10,000		
	Unearned Income					78,330	971,740		
Current Liabilities	Current Liabilities					(27,923)	(29,154)		
	Encumbrances					(250,984)	(149,888)		
	Uncommitted Budget					(846,932)	(1,099,629)		
	Estimated Ending Cash Position	\$ 1,042,608	\$ 994,168			\$ 363,607	\$ 653,401		

Expenditure Details		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Beautification								
297-2972-463.34-90	Sanitation Contractual Services	\$ 11,794	\$ 2,600	\$ 22,620	\$ 22,620	\$ 7,545	\$ 12,665	\$ 2,410
297-6100-911.34-90	Holiday Décor & Installation	\$ 17,256	\$ 14,440	10,000	10,000	-	3,477	6,523
297-6100-911.34-90	Landscape & Maintenance	\$ 62,470	\$ 44,841	76,570	93,237	62,003	36,153	(4,919)
297-6100-911.34-90	Snow Removal	\$ 38,536	26538	25,000	25,000	14,288	10,713	(1)
297-6100-911.34-90	On-Street Bike Racks	\$ -	0	15,000	30,000	-	-	30,000
297-6100-911.34-90	Artspace, Public Space Design		\$ 34,581	10,000	30,000	-	-	30,000
297-6100-911.34-90	Streetscape Enhancements		\$ 8,415	16,000	48,000	-	1,800	46,200
297-6100-911.62-40	Planting Materials	\$ 18,455	\$ 17,825	30,000	30,000	23,895	6,105	-
	Total Beautification	\$ 151,331	\$ 151,837	\$ 205,190	\$ 288,857	\$ 107,731	\$ 70,913	\$ 110,213
Development								
297-6100-911.51-00	General Marketing (banners, printing, social media)	\$ 4,705	\$ 4,976	\$ 35,000	\$ 36,500	\$ 1,812	222.00	\$ 34,466
297-6100-911.51-00	Branding	34,210	35,568	30,000	86,537	33,194	70,818.00	(17,475)
297-6100-911.51-00	Photography	1,125	963	5,000	5,000	-	-	5,000
297-6100-911.51-00	Metro Mode / Issue Media	18,000	18,000	19,000	25,000	20,000	12,001.00	(7,001)
297-6100-911.51-00	Website, Constant Contacts	226		230	230	-	-	230
297-6100-911.51-00	Website Hosting & Domain Registration	801	1,828	1,680	1,680	714	-	966
297-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	5,600.00	-
297-6100-911.51-00	Community Art Enhancement	-	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	Dearborn Community Fund Sculpture Initiative	5,900		6,000	6,000	-	-	6,000
297-6100-911.51-00	Art Month	4,480	1,000	1,000	1,000	-	-	1,000
297-6100-911.51-00	Pocket of Perception (student art project)	8,000		5,000	5,000	-	-	5,000
297-6100-911.51-00	Fall Promotions	592		600	600	208	-	392
297-6100-911.51-00	Shop Small Business Saturday	4,581	5,565	7,000	7,000	8,075	1,986.00	(3,061)
297-6100-911.51-00	Restaurant Week	15,583	1,050	16,500	31,553	1,145	5,263.00	25,145
297-6100-911.51-00	Homage to Black Excellence		43	-	40,000	5,360	10,589.00	34,640
297-6100-911.51-00	Movies in the Park	2,582	1,511	2,200	2,200	2,308	12.00	(120)
297-6100-911.51-00	Music in the Park	5,177	316	4,500	4,500	-	-	4,500
297-6100-911.51-00	Art Crawl (Place Holder)	-	-	2,500	2,500	-	-	2,500
297-6100-911.51-00	City Hall Park Events	-	-	5,550	5,550	-	-	5,550
297-6100-911.51-00	Way Finding	-	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	Build Institute	-	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	Jazz on the Ave	51,136	25,088	55,000	30,000	-	-	30,000
297-6100-911.51-00	Eastborn Clean Up	448	-	1,000	1,000	-	-	1,000
297-6100-911.51-00	Covid Comeback Marketing	-	-	20,000	26,000	5,318	7,418.00	13,264
297-6100-911.51-00	Other Community Development	8,922	750	2,500	2,500	525	1,066.00	909
	Total Development	\$ 182,948	\$ 111,402	\$ 270,860	\$ 355,950	\$ 78,659	\$ 114,975	\$ 172,905
Planning & Administration								
297-6100-911.34-90	Pow Strategies	106,038	114,019	193,140	193,140	112,133	61,842	19,165
297-6100-911.34-90	Communications Manager, Public Relations	38,430	39,130	40,000	41,800	3,900	1,537	36,363
297-6100-911.34-90	Building/Business Incentive	-	7,760	40,000	40,000	7,500	-	32,500
	Total Directors Expenses	144,468	160,909	273,140	274,940	123,533	63,379	88,028
	Unemployment Compensation			2,200	2,200	-	-	-
various (comment)	Wages & Benefits	-	-	-	-	-	-	-
various (comment)	Other Office Expenses	10,924	10,707	15,064	15,077	7,320	312	7,445
297-6100-911.34-90	Office Cleaning	825	750	900	900	400	505	(5)
297-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	7,220	903	877
297-6100-911.61-90	Non-Capital Equipment (light poles)	-	-	3,500	3,500	-	-	3,500
297-6100-911.68-90	Other Operating Expenses (utilities)	-	-	15,455	15,455	-	-	15,455
297-6100-911.68-90	DCC Gun Range ArtSpace Loan Payment	-	-	14,205	14,205	14,203	-	2
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	464,566	448,590	456,900	456,900	-	-	456,900
	Total Planning & Administration	\$ 631,718	\$ 631,786	\$ 790,364	\$ 792,177	\$ 152,676	\$ 65,099	\$ 572,202
	Expenditures	\$ 975,689	\$ 887,265	\$ 1,266,414	\$ 1,436,984	\$ 339,066	\$ 250,987	\$ 846,931

Contractual Services
Other Operating Expenses
Community Promotions

Financial Statement Summary		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Revenue								
296-0000-311.40-00	Property Tax Capture	\$ 611,157	810,083	\$ 888,400	\$ 888,400	\$ 860,930	\$ -	\$ 27,470
	Brownfield Tax Capture	132,940	208,118	243,700	243,700	-	-	-
	Tax Revenue Total:	\$ 744,097	\$ 1,018,201	\$ 1,132,100	\$ 1,132,100	\$ 860,930	\$ -	\$ 27,470
296-0000-330.05-14	Local Community Stabilization Authority	25,313	-	25,000	25,000	-	-	25,000
296-6110-330.01-90	Farmer's Market Federal Grant	1,424	607	1,500	1,500	-	-	1,500
296-6110-369.90-00	Farmer's Market Miscellaneous	18,865	7,265	23,500	23,500	11,745	-	11,755
296-6100-365.90-00	Donations from a Private Source	48,348	16,659	52,500	52,500	250	-	52,250
296-6100-322.40-10	Events Revenue	-	6,545	4,000	4,000	(3,900)	-	7,900
296-0000-361.10-05	Interest Income	19,928	15,928	15,755	15,755	535	-	15,220
296-0000-369.90-00	Miscellaneous Income	6,194	-	-	-	4,669	-	N/A
	Donations & Farmer's Market Total:	\$ 120,072	\$ 47,004	\$ 122,255	\$ 122,255	\$ 13,299	\$ -	\$ 113,625
296-0000-391.91-01	Contributions from the General Fund	37,913	35,000	35,105	35,105	26,325	-	8,780
	General Fund Contribution Total:	37,913	35,000	35,105	35,105	26,325	-	8,780
Total Revenues:		\$ 902,082	1,100,205	\$ 1,289,460	\$ 1,289,460	\$ 900,554	\$ -	\$ 149,875
Expenditure								
296-6100-911.30-40	Audit Services	382	400	400	400	400	-	-
296-2972-463.34-90	Sanitation Contractual Services	25,920	19,620	25,920	25,920	22,480	3,440	-
296-6100-911.34-90	Development Contractual Services	399,227	381,813	522,540	564,425	305,102	201,094	58,229
296-6110-911.34-90	Farmer's Market Contractual Services	16,509	10,924	20,000	20,000	15,345	3,617	1,038
296-6100-911.41-75	WATER/SEWAGE	-	683	-	3,190	3,110	80	-
296-6100-911.43-82	Copier Repair & Maintenance Services	362	-	375	375	-	-	375
296-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	7,220	903	877
296-6100-911.51-00	Community Promotion	264,955	175,184	241,225	391,187	81,454	115,984	193,749
296-6100-911.52-10	Insurance	2,670	3,730	5,344	5,344	4,005	-	1,339
296-6100-911.53-00	Communications	225	1,011	1,140	1,140	829	311	-
296-6100-911.58-10	Training & Transportation	2,836	175	3,500	3,500	500	-	3,000
296-6100-911.60-10	Office Supplies	802	395	1,487	1,487	63	-	1,424
296-6100-911.60-20	POSTAGE	-	203	350	350	-	-	350
296-6100-911.61-90	Non-Capital Equipment	-	-	18,600	18,600	4,426	1,000	13,174
296-6100-911.62-40	Planting Materials	6,798	577	40,000	40,000	2,014	37,986	-
296-6100-911.65-00	Memberships	513	435	940	940	148	-	792
296-6100-911.68-90	Other Operating Expenses	-	-	1,250	1,250	-	-	1,250
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	132,940	208,118	243,700	243,700	-	-	243,700
296-6100-980.96-34	Facilities Fund	-	-	-	37,500	37,500	-	-
Total Expenditure		\$ 866,561	\$ 814,098	\$ 1,135,771	\$ 1,368,308	\$ 484,596	\$ 364,415	\$ 519,297
Revenues Over/(Under) Expenditures		\$ 35,521	286,107	\$ 153,689	\$ (78,848)	\$ 415,958	\$ (364,415)	\$ (369,422)
Balance Sheet						Current	Beginning of Year	
Equity in Pooled Cash Position						\$ 1,525,598	1,083,008	
Current Assets	Current Receivables					9,320	14,800	
	Unearned Income					149,875	1,289,460	
Current Liabilities	Current Liabilities					(14,620)	(16,076)	
	Encumbrances					(364,415)	(140,107)	
	Uncommitted Budget					(519,297)	(952,912)	
	Estimated Ending Cash Position	\$ 906,009	1,083,008			\$ 786,461	\$ 1,278,173	
Expenditure Details		FY2018	FY2019	FY2020				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Beautification								
296-2972-463.34-90	Sanitation Contractual Services	\$ 25,920	19,620	\$ 25,920	\$ 25,920	\$ 22,480	\$ 3,440	\$ -
296-6100-911.34-90	Holiday Décor & Installation	17,350	15,017	10,000	10,000	-	1,350	8,650
296-6100-911.34-90	Landscape & Maintenance	55,820	193,459	188,000	225,885	158,497	108,662	(41,274)
296-6100-911.34-90	Snow Removal	38,250	39,678	36,500	36,500	13,564	22,999	(63)
296-6100-911.34-90	On-Street Bike Racks	516	-	4,000	8,000	-	-	8,000
296-6100-911.34-90	Master Plan/Vision, Art in Public Spaces	-	-	10,000	10,000	-	-	10,000
296-6100-911.62-40	Planting Materials	6,798	577	40,000	40,000	2,014	37,986	-
	Total Beautification	\$ 144,654	268,351	\$ 314,420	\$ 356,305	\$ 196,555	\$ 174,437	\$ (14,687)

Development

296-6100-911.51-00	General Marketing (banners, printing, social media)	10,258	10,649	\$ 35,000	\$ 35,000	\$ 3,458	\$ 230	\$ 31,312
296-6100-911.51-00	Branding	118,371	84,932	30,000	138,262	28,955	28,009	81,298
296-6100-911.51-00	CTM Brochure Distribution	2,339	438	-	-	2,403	1,202	(3,605)
296-6100-911.51-00	Photography	1,850	963	5,000	5,000	-	-	5,000
296-6100-911.51-00	Metro Mode / Issue Media	18,000	18,000	19,000	25,000	6,000	1	18,999
296-6100-911.51-00	Website, Constant Contacts	226	-	230	230	-	-	230
296-6100-911.51-00	Website Hosting & Domain Registration	801	2,188	1,680	1,680	714	-	966
296-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	5,600	-
296-6100-911.51-00	Community Art Enhancement	-	-	4,000	4,000	-	-	4,000
296-6100-911.51-00	Art month, Art Spark, Pocket Park Mural, POP-Student	5,500	1,000	1,000	1,000	-	-	1,000
296-6100-911.51-00	Fall Promotions	193	-	300	300	150	-	150
296-6100-911.51-00	Holiday Promotions, Holly Berry Brunch Program	16,144	13,590	14,665	14,665	14,120	300	245
296-6100-911.51-00	Shop Small Business Saturday	3,665	6,480	7,000	7,000	7,790	1,986	(2,776)
296-6100-911.51-00	Restaurant week	17,581	1,050	16,500	31,553	-	49,829	(18,276)
296-6100-911.51-00	Tunes at Noon	-	3,024	3,700	3,700	-	-	3,700
296-6100-911.51-00	Friday Nites Concert Series & Winterfest	32,876	8,468	38,000	38,000	7,038	5	30,957
296-6100-911.51-00	Movies In the Park	-	1,488	3,100	3,100	1,786	12	1,302
296-6100-911.51-00	Ladies Night Out	-	-	3,400	3,400	-	-	3,400
296-6100-911.51-00	Pernennail	-	360	550	550	-	-	550
296-6100-911.51-00	Kids Day	1,457	8,945	12,500	12,500	-	-	12,500
296-6100-911.51-00	Way Finding	-	-	10,000	10,000	-	-	10,000
296-6100-911.51-00	Build Institute Program/Entrepreneur	-	-	10,000	10,000	-	-	10,000
296-6100-911.51-00	Farmer's Market Contractual Services	16,509	13,564	20,000	20,000	15,345	3,617	1,038
296-6100-911.34-90	Building / Business Incentives	-	-	40,000	40,000	7,500	-	32,500
296-6100-911.51-00	Covid Comeback Marketing	-	-	20,000	36,221	9,038	28,810	(1,627)
296-6100-911.51-00	Other Community Development	4,479	798	-	-	-	-	-
	Total Development	\$ 259,784	181,837	\$ 301,225	\$ 446,761	\$ 104,297	\$ 119,601	\$ 222,863

Planning & Administration

296-6100-911.34-90	Pow Strategies	128,820	95,242	193,140	193,140	121,241	66,041	5,858
296-6100-911.34-90	Communications Manager, Public Relations	30,064	40,680	40,000	40,000	3,900	1,537	34,563
	Total Directors Expenses	158,884	135,922	233,140	233,140	125,141	67,578	40,421
various (comment)	Wages & Benefits	87	-	-	-	-	-	-
various (comment)	Other Office Expenses	9,277	7,585	13,536	16,726	9,055	391	7,280
296-6100-911.34-90	Office Cleaning	-	975	900	900	400	505	(5)
296-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	7,220	903	877
296-6100-911.61-90	Non-Capital Equipment (lighting, repairs)	-	-	18,600	23,026	4,426	1,000	17,600
296-6100-911.68-90	Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	132,940	208,118	243,700	243,700	-	-	243,700
296-6100-980.96-34	Facilities Fund-Bryant Library	-	-	-	37,500	37,500	-	-
	Total Planning & Administration	\$ 462,123	363,430	\$ 286,986	\$ 332,102	\$ 183,742	\$ 70,377	\$ 311,123

Expenditures	\$ 866,561	814,098	\$ 1,135,771	\$ 1,368,308	\$ 484,594	\$ 364,415	\$ 519,299
--------------	------------	---------	--------------	--------------	------------	------------	------------

Contractual Services

Community Promotions

Other Operating Expenses

City of Dearborn
West Dearborn Downtown Development Authority Fund
Revenue and Fund Balance Trend

Prepared by Finance Department
As of March 16, 2021

	Actual 2018-2019	Actual 2019-2020	Amended Budget 2020-2021	Projected Budget 2020-2021	Proposed Budget 2021-2022	Proposed Budget 2022-2023	Proposed Budget 2023-2024
<u>Revenue</u>							
Property Taxes	\$ 819,275	\$ 1,018,201	\$ 1,132,100	\$ 1,132,100	\$ 1,163,220	\$ 1,185,920	\$ 1,209,120
Intergovernmental Revenue							
Federal Sources	1,424	607	1,500	1,500	1,500	1,500	1,500
State, Local Community Stabilization Authority	25,313	-	25,000	-	-	-	-
Interest on Investments	19,928	15,928	15,755	564	524	1,375	2,227
Private Source Contributions	48,348	16,659	52,500	15,000	51,500	51,500	51,500
Miscellaneous Revenue	25,059	13,810	27,500	25,000	24,000	24,000	24,000
Transfers In							
General Fund	11,993	15,380	9,185	4,380	9,185	9,185	9,185
General Fund, Sanitation Millage	25,920	19,620	25,920	30,720	25,920	25,920	25,920
Workers' Compensation	-	11	-	-	-	-	-
Total financing sources	977,260	1,100,216	1,289,460	1,209,264	1,275,849	1,299,400	1,323,452
<u>Expenditures</u>							
Personnel Services	88	-	-	-	-	-	-
Professional & Contractual Services	416,118	393,136	584,825	584,400	935,825	685,825	565,825
Sanitation Contractual Services	25,920	19,620	25,920	30,720	25,920	25,920	25,920
Utilities, Communications	225	1,694	4,330	4,330	4,297	4,297	4,297
R&M Services, Copiers	362	-	375	375	375	375	375
Building Rental	10,935	10,830	9,000	9,000	7,500	7,500	7,500
Supplies	9,001	1,175	60,437	50,437	75,450	75,450	75,450
Other Operating Expenses	270,974	179,524	402,221	400,221	291,233	287,741	287,851
Capital Improvements & Infrastructure (projects)	-	-	-	-	-	-	-
Transfers Out							
Brownfield Redevelopment Authority	132,940	208,118	243,700	243,700	252,400	252,400	252,400
Facilities	-	-	37,500	37,500	-	-	-
Total financing uses	866,563	814,097	1,368,308	1,360,683	1,593,000	1,339,508	1,219,618
Estimated Financing Sources Over (Under) Uses	110,697	286,119	(78,848)	(151,419)	(317,151)	(40,108)	103,834
<u>Fund Balance</u>							
Beginning Balance	517,491	717,795	945,533	945,533	952,920	635,769	595,661
Prior Year Encumbrances & Advances	190,032	100,425	158,806	158,806	-	-	-
Encumbrances at Fiscal Year End	(100,425)	(158,806)	-	-	-	-	-
Ending Fund Balance	\$ 717,795	\$ 945,533	\$ 1,025,491	\$ 952,920	\$ 635,769	\$ 595,661	\$ 699,495

City of Dearborn
East Dearborn Downtown Development Authority Fund
Revenue and Fund Balance Trend

Prepared by Finance Department
As of March 16, 2021

	Actual 2018-2019	Actual 2019-2020	Amended Budget 2020-2021	Projected Budget 2020-2021	Proposed Budget 2021-2022	Proposed Budget 2022-2023	Proposed Budget 2023-2024
<u>Revenue</u>							
Property Taxes	\$ 807,995	\$ 815,148	\$ 843,600	\$ 843,600	\$ 866,600	\$ 883,900	\$ 901,600
Intergovernmental Revenue							
Federal Sources	(142,029)	-	-	-	-	-	-
State, Local Community Stabilization Authority	23,733	26,223	26,000	23,965	24,000	24,000	24,000
Interest on Investments	27,156	18,330	18,200	575	534	1,402	2,271
Private Source Contributions	41,850	7,849	46,000	5,000	90,000	100,000	100,000
Miscellaneous Revenue	-	6,350	17,205	7,000	34,909	34,909	34,909
Transfers In							
General Fund	-	8,710	-	-	-	-	-
General Fund, Sanitation Millage	11,794	2,600	22,620	22,620	37,620	37,620	37,620
Workers' Compensation	-	155	-	-	-	-	-
Total financing sources	770,499	885,365	973,625	902,760	1,053,663	1,081,831	1,100,400
<u>Expenditures</u>							
Personnel Services	543	5,069	2,200	2,200	-	-	-
Professional & Contractual Services	266,290	303,215	512,877	512,877	396,895	331,895	321,895
Sanitation Contractual Services	11,794	2,600	22,620	22,620	37,620	37,620	37,620
Utilities, Communications	281	1,200	1,141	1,141	1,107	1,107	1,107
R&M Services, Copiers	362	-	375	375	375	375	375
Building Rental	10,935	10,830	9,000	9,000	7,500	7,500	7,500
Supplies	20,812	18,440	35,337	34,650	60,175	39,350	39,350
Other Operating Expenses	197,829	120,220	396,534	394,144	295,920	250,546	225,672
Capital Improvements & Infrastructure (projects)	-	-	202,980	197,286	-	-	-
Transfers Out							
Brownfield Redevelopment Authority	464,099	448,590	456,900	456,900	457,000	457,000	457,000
Total financing uses	972,945	910,164	1,639,964	1,631,193	1,256,592	1,125,393	1,090,519
Estimated Financing Sources Over (Under) Uses	(202,446)	(24,799)	(666,339)	(728,433)	(202,929)	(43,562)	9,881
<u>Fund Balance</u>							
Beginning Balance	982,269	813,436	705,302	705,302	277,469	74,540	30,978
Prior Year Encumbrances & Advances	250,878	217,265	300,600	300,600	-	-	-
Encumbrances at Fiscal Year End	(217,265)	(300,600)	-	-	-	-	-
Ending Fund Balance	\$ 813,436	\$ 705,302	\$ 339,563	\$ 277,469	\$ 74,540	\$ 30,978	\$ 40,859

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

FYE2022-24 BUDGET APPROVAL

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The Executive Director/Manager of the East Dearborn Downtown Development Authority (EDDDA) is required by Public Act 57 to prepare and submit an operating budget for the EDDDA to approve each year and submit to City Council; and

WHEREAS: The EDDDA has reviewed a 3-year budget for FYE2022-24 as submitted by the Manager of the DDDA; therefore, let it be

RESOLVED: That the EDDDA approves submitting to City Council the FYE2022-24 budget as presented by the Manager of the DDDA.

Yes:

No:

Abstain:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

FYE2022-24 BUDGET APPROVAL

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The Executive Director/Manager of the West Dearborn Downtown Development Authority (WDDDA) is required by Public Act 57 to prepare and submit an operating budget for the WDDDA to approve each year and submit to City Council; and

WHEREAS: The WDDDA has reviewed a 3-year budget for FYE2022-24 as submitted by the Manager of the DDDA; therefore, let it be

RESOLVED: That the WDDDA approves submitting to City Council the FYE2022-24 budget as presented by the Manager of the DDDA.

Yes:

No:

Abstain:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Movies in the Park (City Hall Park) 2021- EDDDA

Date Approved:

Motioned by:

Seconded by:

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

WHEREAS: The EDDDA values programming events and activities to engage the community and grow the economy and still maintain COVID-19 safety protocols; and

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs for programs that sustain and increase business activity within the district; and

WHEREAS: The EDDDA reviewed a specific budget of \$2,350 for Movies in the Park for 2021 event season and Stardust Theatre Rentals is provided the screen and sound, Swank is providing movie license and Beshara is providing the posters, which the cost of \$100 will be split with WDDDA; therefore, be it

RESOLVED:

1. That the EDDDA obligates \$2350 in expenditures for the Movies in the Park event for 2021 event season, for one date in July and one date in September, from the Community Promotions Budget account # 297-6100-911-51-00 for the vendors as listed; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with the vendors listed below for Movies in the Park, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Stardust Theatre Rentals	screen/sound (two dates)	\$ 816
Swank	movies/movie license	\$ 790
Beshara	posters (qty 100) - \$100 - split	\$50

Yes:
No:
Abstained:
Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Movies in the Park (Wagner Park) 2021 - WDDDA

Date Approved:

Motioned by:

Seconded by:

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 grow the economy and still hold this event practicing COVID-19 safety protocols; and

WHEREAS: The WDDDA reviewed a specific budget of \$2,350 for Movies in the Park for 2021 event season and Stardust Theatre Rentals is provided the screen and sound, Swank is providing movie license and Beshara is providing the posters, which the cost of \$100 will be split with EDDDA ; therefore, be it

RESOLVED:

1. That the WDDDA obligates \$2350 in expenditures for the Movies in the Park event for 2021 event season, for one date in June and one date in August, from the Community Promotions Budget account # 296-6100-911-51-00; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the vendors listed below for Movies in the Park, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Stardust Theatre Rentals	screen/sound (two dates)	\$ 896.00
Swank	movies/movie license	\$ 830.00
Beshara	posters (qty 100) - \$100 - split with EDDDA	\$50

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

MDA Summer Workshop 2021 - WDDDA

Adopted:

Motioned by:

Seconded by:

WHEREAS: The WDDDA and EDDDA collaborate with state-level organizations which focus on downtown revitalization; and

WHEREAS: The Michigan Downtown Association (MDA) is a state-wide, non-profit organization whose mission is to strengthen downtowns in Michigan through education, resources, networking and advocacy; and

WHEREAS: The WDDDA and EDDDA have the opportunity to attend the 2021 MDA Summer Workshop being held virtually on June 4, 2021, in the amount of \$250 sponsorship which includes 4 attendees, and this cost would be split equally with EDDDA and WDDDA; and

WHEREAS: The listed individuals for WDDDA will attend the workshop: _____ and _____, so let it

RESOLVED: The WDDDA authorizes the expenditure up to \$125 for WDDDA board members to participant at the 2021 Virtual MDA Summer Workshop from the Training/Transportation budget line item account # 296-6100-911-58-10; and further

RESOLVED: The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA for the MDA Summer Workshop, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

MDA Summer Workshop 2021 - EDDDA

Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA and WDDDA collaborate with state-level organizations which focus on downtown revitalization; and

WHEREAS: The Michigan Downtown Association (MDA) is a state-wide, non-profit organization whose mission is to strengthen downtowns in Michigan through education, resources, networking and advocacy; and

WHEREAS: The EDDDA and WDDDA have the opportunity to attend the 2021 MDA Summer Workshop being held virtually on June 4, 2021, in the amount of \$250 sponsorship which includes 4 attendees, and this cost would be split equally with EDDDA and WDDDA; and

WHEREAS: The listed individuals for the EDDDA will attend the workshop: _____ and _____; and

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) A) Planning, Administration and Staffing, which supports expending on soft costs to implement and carry out activities within the district; therefore, let it be

RESOLVED: The EDDDA authorizes the expenditure up to \$125 for EDDDA board members to participate in the 2021 Virtual MDA Summer Workshop from the Training/Transportation budget line item account # 297-6100-911-58-10; and further

RESOLVED: The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA for the MDA Summer Workshop, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

OFFICE CLEANING CONTRACT EXTENSION FOR PORTION OF FYE21- EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA and WDDDA boards requested at the July 2020 Joint Board meeting that the DDDA office cleaning services be reviewed and obtain quotes to see if a cost savings could be obtained while maintaining the same level of service of sanitizing and cleanliness; and

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) A) Planning, Administration and Staffing which allow activities under this category for related office and operational costs as well as soft costs necessary to cover office occupancy costs; and

WHEREAS: The EDDDA and WDDDA currently split the office space cost at Artspace and would therefore, split the cost of the office cleaning service; and

WHEREAS: The EDDDA and WDDDA authorized a contract for cleaning services with Services to Enhance Potential (STEP) for FYE2021 beginning October 1, 2020, to March 31, 2021, at a rate of \$35 per weekly cleaning and Bioshield-type application for a contract total not to exceed \$910 to be split equally between the EDDDA and WDDDA; therefore, let it be

RESOLVED: The EDDDA authorizes a six month contract extension from April 1, 2021 to September 30, 2021 with Services to Enhance Potential (STEP) in an amount not to exceed \$910 at a rate of \$35 per weekly cleaning, which will be split equally between EDDDA and WDDDA, from account #297-6100-911-34-90; and let it be further

RESOLVED: That the Manager of the DDDAs is authorized to execute a contract with STEP on behalf of the EDDDA, subject to the review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

OFFICE CLEANING CONTRACT EXTENSION FOR PORTION OF FYE21- WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The WDDDA and EDDDA boards requested at July 2020 Joint Board meeting that DDDAs office cleaning services be reviewed and obtain quotes to see if a cost savings can be obtained while maintaining the same level of service of sanitizing and cleanliness; and

WHEREAS: The WDDDA and EDDDA currently split the office space cost at Artspace and would therefore, split the cost of the office cleaning service; and

WHEREAS: The WDDDA and EDDDA authorized a contract for cleaning services with Services to Enhance Potential (STEP) for FYE2021 from October 1, 2020, to March 31, 2021, at a rate of \$35 per weekly cleaning and Bioshield-type application for a contract total not to exceed \$910 to be split equally between the EDDDA and WDDDA; therefore, let it be

RESOLVED: The WDDDA authorizes a six-month contract extension from April 1, 2021, to September 30, 2021 with Services to Enhance Potential (STEP) in an amount not to exceed \$910 at a rate of \$35 per weekly cleaning, which will be split equally between EDDDA and WDDDA, from account #296-6100-911-34-90; and let it be further

RESOLVED: That the Manager of the DDDAs is authorized to execute a contract with the listed service provider on behalf of the WDDDA, subject to the review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Courtyard Community Garden - EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) recognizes the benefit of Marketing and Promoting activities in the District; and

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs for programs that sustain and increase business activity within the district; therefore, be it

WHEREAS: The EDDDA Executive Committee has recommended coordinating a Community Garden in the EDDDA to increase engagement in open spaces in Downtown Dearborn while adhering to COVID-19 protocols; and

WHEREAS: The EDDDA approves expenditures of \$1000 to CWO Farms who will:

1. Clean and prepare the grow space at the southwest corner of Michigan Avenue and Schaefer Road;
2. Complete soil refreshing (compost) and woodchips;
3. Create the layout of the Starburst design, purchase and install plantings of vegetables/flowers/herbs;
4. Maintain the garden during the grow season of April 15 - October 15; therefore, let it be

RESOLVED: That the EDDDA obligates \$1000 to CWO Farms for the Courtyard Community Garden from the Community Promotions Budget # 297-6100-911-51-00 for 2021; subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Music in the Park 2021_Service Providers -EDDDA

Date Adopted:

Moved by:

Seconded by:

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

WHEREAS: The Music in the Park events sponsored by the EDDDA has been extended to twelve (12) weeks to replace Jazz on the Ave this year and those funds are supporting this event with the goal to bring visitors to the District and promote diverse entertainment; and

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs for programs that sustain and increase business activity within the district; and

WHEREAS: Plan B LLC has been requested to be the booking agent to secure the entertainment for the 12 weeks and Bruce Bailey Entertainment has been requested to be the lights and sound technician for Music in the Park, and Beshara to do the posters, so let it be

RESOLVED:

1. That the EDDDA obligates \$13,000 from the Community Promotions Budget #297-6100-911-51-00 to fund the event costs for the 2021 Music in the Park events; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with the companies listed below for Music in the Park, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Plan B LLC	Booking agent services (12 weeks)	\$9,000
Bruce Bailey Entertainment	sound and lights	\$2998
Beshara	Posters (split 3 ways: Music in the Park, Silent	\$30.50

	Disco, & Tunes at Noon)	
--	-------------------------	--

Yes:
No:
Abstained:
Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Sidewalk Sale 2021- EDDDA

Date Approved:

Motioned by:

Seconded by:

WHEREAS: The EDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District to grow the economy and still maintain COVID-19 safety protocols; and

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs for programs that sustain and increase business activity within the district; and

WHEREAS: The Promotions Committee has replaced the EDDDA Ladies Night event for a Sidewalk Sale event for 2021, occurring in May; and

WHEREAS: The EDDDA budgeted of \$5,550 for City Hall Park Events and will utilize a portion of those funds for the 2021 Sidewalk Sale event; therefore, be it

RESOLVED:

1. That the EDDDA obligates \$230 in expenditures for the May 2021 Sidewalk Sale event from the Community Promotions Budget account # 297-6100-911-51-00; and
2. The Manager of the DDAs is authorized to execute contracts on behalf of the EDDDA with the vendors listed below for Movies in the Park, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Beshara	posters (qty. 50)	\$ 60
Beshara	20 yard signs (\$8.50 each)	\$ 170

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Silent Disco 2021_Service Providers -EDDDA

Date Adopted:

Moved by:

Seconded by:

WHEREAS: The EDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District to bring visitors to the District and promote a diverse culture; and

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs for programs that sustain and increase business activity within the district; and

WHEREAS: The EDDDA is replacing Jazz on the Ave this year with a nine-week Silent Disco on select Fridays from June 4 - September 24, 2021, utilizing the funds budgeted for Jazz on the Ave to support this new event; and

WHEREAS: Bruce Bailey Entertainment has been requested to be the entertainment booking agent ,as well as to provide lights and sound for the events; for City Hop to provide the Silent Disco headphones and accompanying equipment; and Beshara to print the posters; therefore, let it be

RESOLVED:

1. That the EDDDA obligates \$13,000 from the Community Promotions Budget #297-6100-911-51-00 to fund the event costs for the 2021 Silent Disco events; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with the companies listed below for Silent Disco, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Bruce Bailey Entertainment	Booking agent services	\$5000
Bruce Bailey Entertainment	sound and lights	\$2998

City Hop	Headphones/equipment rental (800 qty)	\$2400
Beshara	Posters (split 3 ways: Music in the Park, Silent Disco, & Tunes at Noon)	\$30.50

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Spring Perennial Exchange 2021 - Amendment I - EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs for programs that sustain and increase business activity within the district; therefore, be it

WHEREAS: The Promotions and Organization Committee has recommended hosting and coordinating a Spring Perennial Exchange in the EDDDA to increase engagement in open spaces in Downtown Dearborn while adhering to COVID-19 protocols; and

WHEREAS: The EDDDA approves expenditures of \$1030 for the Spring Perennial Exchange for posters from Beshara, newspaper ads from Bewick Publications and Arab American News, and yard signs from Beshara; therefore, let it be

RESOLVED: That the EDDDA obligates \$1030 in expenditures for the Spring Perennial Exchange event from the Community Promotions Budget # 297-6100-911-51-00 for 2021; and

RESOLVED: The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with the companies listed below for the Spring Perennial Exchange, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Beshara Printing	Posters (qty. 50)	\$60
Bewick Publications	newspaper advertisement	\$150
Arab American News	advertisement	\$470
Beshara Printing	yard signs (6 qty)	\$70

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

WH Canon Landscape/Maintenance Contract 2021- Amendment I

Date Adopted:

Motioned by:

Seconded by:

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 was approved 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 in 2020 and the EDDDA wishes to continue this additional service; and

WHEREAS: A budget of **\$15,000** for additional plant materials/services was approved for the district for 2020 in which some services were not completed, therefore, the EDDDA wishes to continue with these additional materials, including, but not limited to:

- re-topsoil and replace/reinstall perennials in the large planter wells;
- Replacement trees for Michigan Avenue;
- Hanging baskets on Schaefer
- Planter beds in parking lots and key focal points

- Holiday greens for Michigan Avenue raised planter wells; and

WHEREAS: It was recommended to annually powerwash the sidewalks in spring at no additional cost, and since the service was not rendered in 2020, two power washings will be performed in 2021; and

WHEREAS: Sixteen additional planter pots will be added by the EDDDA along Schaefer Road with soil and plants and three seasonal material changes provided by WH Canon up to **\$4800**; and

WHEREAS: The following special conditions will be applied to the contract with WH Canon for April 1, 2021-March 31, 2022:

1. A three-strike rule performance review with the option for the EDDDA to terminate the contract after three strikes. If the contract is terminated, WH Canon will continue to provide services until another service provider is retained.
2. WH Canon must notify DDDA Office each time service is being performed per week to better track quality of work.
3. Streetpole power assessment will be performed in the summer to allow for adequate time for DTE to address any power issues for upcoming holiday décor installation.
4. WH Canon to provide a map of banner arms and needs assessment for fixing or replacements, as well as inventory.
5. EDDDA to provide a new and improved GIS map with landscape and litter areas defined.
6. EDDDA and WH Canon to conduct a walk-through of the area to pinpoint issues and continue to educate WH Canon team on expectations.
7. Clarification in contract for sweeping curblines.
8. WH Canon will perform one additional power washing from the 2020 contract not completed in the 2021 contract; and

WHEREAS: A portion of these funds, totaling \$9000, are expended under the Special Assessing District (SAD) fund which is payable by the Department of Public Works (DPW);

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs for programs that sustain and increase business activity including maintenance within the district; and

WHEREAS: The EDDDA authorized the second of four options to renew the landscape and maintenance contract including special conditions with WH Canon starting April 1, 2021-March 31, 2022, at a base rate of \$102,980 annually plus \$19,800 for additional materials/services;

WHEREAS: **WH Canon provided a proposal to have a four trees removed in the alleyway off Schaefer Road to facilitate a DTE project currently in progress for \$4000; and**

WHEREAS: **WH Canon provided a proposal to install and remove seasonally one platform dining system in the amount of \$2760 each; therefore, let it be**

RESOLVED: **The EDDDA authorizes the additional expenditure of \$6760 to W H Canon and amending the April 1, 2021- March 31, 2022, contract to include this additional fee; and let it further be**

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

Yes:

No:

Abstain:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Commandant's Quarters Marquee Repair/Partnership - WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The WDDDA and EDDDA promote and market Downtown Dearborn to consumers to improve the economy of the districts; and

WHEREAS: The Commandant's Quarters Marquee is in need of repair and the Dearborn Historical Museum management has offered the WDDDA monthly use of listing WDDDA district events in partnership for assisting in the cost of repair of the digital sign; and

WHEREAS: The cost of the repair that WDDDA is covering is \$1475; therefore, be it

RESOLVED: The WDDDA approves an expenditure not to exceed \$1475 from General Marketing Fund account #296-6100-911-51-00, payable to the Dearborn Historical Museum for the partial costs of the repair of the Commandant's Quarters Marquee sign; and further be it

RESOLVED: The Manager of the DDDAs is authorized to execute a contract on behalf of the WDDDA with the Dearborn Historical Museum for this repair, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Farmers Market 2021_Service Providers_ WDDDA

Date Adopted:

Motioned by:

Seconded by:

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

WHEREAS: The WDDDA authorized a budget of \$20,000 in expenditures for the 2021 Farmers & Artisans Market; and

WHEREAS: The Promotions Committee recommends restarting the Farmers Market back to its usual schedule of Fridays running June 4, 2021 to September 24, 2021, and create a welcoming environment and encourage consumers to visit the downtown; and

WHEREAS: The WDDDA budgeted \$2500 for entertainment, and entertainment is now at \$2550 for 2021, increasing \$50; and shelving and bins need to be purchased for the storage area and expending from Farmers Market budget line item account # 296-6110-911-34-90; so let it be

RESOLVED:

1. The WDDDA authorizes the expenditure of an additional \$50 for entertainment to the listed service providers for a total of \$2550 for the Farmers & Artisans Market from the Farmers Market budget line item account # 296-6110-911-34-90 for 2021; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the performers listed below for the Farmers & Artisans, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Steven Taylor	6/4/21 - entertainment	\$300
AJ Lynn (Amy Loskowski)	6/11/21, 7/9/21, 7/23/21, 8/13/21, 8/27/21, 9/10/21, and 9/24/21 - entertainment	\$1050
Dearborn School of Music	6/18/21, 7/16/21, 8/6/21, and 9/3/21 - entertainment	\$600
Visual Ronin	7/30/21, 8/20/21, and 9/17/21 - entertainment	\$450

TBD	6/25/21-entertainment	\$150
TBD	storage room shelving and bins	\$500

Yes:

No:

Abstained:

Absent:

**APRIL 2021
SUPPLEMENTALS**



DEARBORN
Downtown

FYE 2022-24 BUDGET

EAST & WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITIES



001

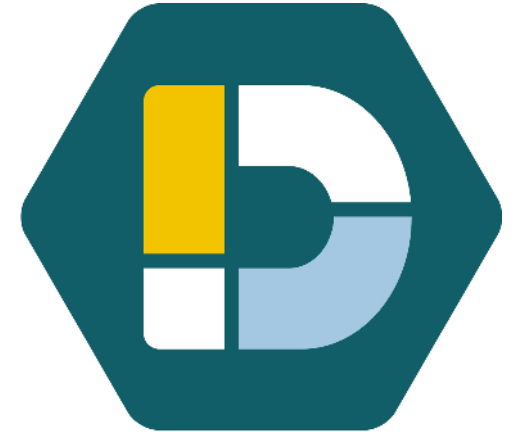
CITY OF DEARBORN BUDGET PROCESS

THREE-YEAR BUDGET PROJECTION

DUE DATE: MARCH - APRIL

DDA PROCESS:

- ☐ STAFF AND EXECUTIVE COMMITTEE DEVELOP DRAFT BUDGET
- ☐ APPROVAL OF DRAFT BUDGET BY BOARD
- ☐ APPROVAL BY CITY
- ☐ FINAL ADOPTION BY BOARD



DEARBORN
Downtown

Transform Michigan Avenue from east to west to increase economic vitality of the whole community in order to be one of the most desirable cities in the United States in which to live using 5 key transformational strategies:

- Image
- Mobility
- Cohesive Community
- Next-Generation Appeal
- Innovative Retail Diversity



KEY FOR GROWTH

Physical Improvements: Landscape, Maintenance, Façade Improvements, Holiday Décor, Lighting, Streetscape Amenities, Bike Facilities, EDDDA Parking Lot and Alley Improvements, Expand Multi-modal Options, Sidewalk Cafes And Public Spaces

Downtown Vision Plan

Plan for the Future: Art in Public Spaces Plan and Specific Public Spaces/Streets

Business Retention

Business Incentives to Assist Recruitment Efforts & Build Entrepreneurial Ecosystem

Branding Dearborn Initiative

Cultural **Attractions/Events**/Community Programming

DISTRICT FUTURE NEEDS

EDDDA

Michigan Avenue
Tree Wells &
Lighting

Schaefer
Streetscape

Mural Parklet

City Hall Park
Redesign

Infill Projects

Wayfinding

WDDDA

Michigan Avenue
Streetscape &
Lighting

South Connector
Streetscape

W. Village
Commons Plaza
Redesign

Wayfinding

Farmers Market
Shed

FUNDING RECOMMENDATION

Recommend a Diverse Mix of the Following Funding:

- Stable/Conservative Funding (PSD, 2 Mill, and/or TIF)
- Moderate Funding (Memberships, Service and Participation Fees)
- Aggressive Funding (Sponsorships, Grants, Foundations)
 - ✓ Projections must be attainable
 - ✓ Board must be active in solicitation

FUNDING OVERVIEW – FYE2022

TYPE	EDDDA	WDDDA
TIF*	\$386,700	\$884,900
BRA TIF*	\$456,900	\$252,400
2 MILL LEVY**	0	0
LOCAL STABILIZATION	\$24,000	\$0
SPONSORSHIP	\$90,000	\$51,500
INTEREST	\$534	\$524
SANITATION FUND	\$37,620	\$25,920
Event Participation Fees	\$3,000	\$10,000
WDDDA - FARMERS MARKET – FED GRANT		\$1,500
WDDDA - FARMERS MARKET		\$24,000
WDDDA-OUTDOOR SEATING		\$9,185
EDDDA - ARTSPACE LOANS	\$31,909	

*Current Year Amounts – Final Projections Due This Month

**Evaluating Instituting a 2 Mill Levy for EDDDA

REMINDER:

- BRA Is A Pass-through

EDDDA

- 1st Artspace Loan/DCC of \$142,029.20 Repayment Began September 2019 At 10% Annually
- 2nd Artspace Loan of \$177,035 Begins Repayment In 2022 At 10% Annually
- **NEW: Recommend Delaying 2 Mill Levy due to COVID-19

2 MILL LEVY

	EDDDA		
	CAPTURED TV	2 MILL LEVY	TOTAL
Captured Value	32,328,577	0.002	\$ 64,657.15
Parcels	353		
Average of Parcels Captured			\$ 183.16

HIGHEST VALUE PROPERTIES	2 MILL ESTIMATE
DEARBORN PROPERTY MANAGEMENT GROUP	\$ 4,114.16
HISTORIC SCHAEFER PROPERTIES LLC	\$ 2,285.46
DEARBORN SCHAEFER OFFICE CO LLC	\$ 25,260.03
THE TURFAH PROPERTIES LLC	\$ 1,800.89
NEW AVERAGE PER PARCEL AFTER HIGHS REMOVED	\$89.39

COMMUNITY PROMOTIONS

GENERAL MARKETING

INCOME ITEM	EDDDA BUDGET	WDDDA BUDGET
General Marketing/Co-Op Advertising/Banners/Social Media/Printing	\$30,000	\$45,000
Metromode Partnership	\$9,000	\$9,000
Branding Partnership	\$30,000	\$30,000
SEO Marketing	\$5,000	\$10,000
Photography/Video	\$2,500	\$5,000
Eblast	\$250	\$250
Web Hosting/Maint.	\$1,430	\$1,430
Henry Ford Package	\$5,600	\$5,600
Translation Services (volunteer time)	\$500	\$0
Art Month	Included in general marketing	\$1,000
Community Art	\$5,000	\$10,000

COMMUNITY PROMOTIONS JOINT PROGRAMS

INCOME ITEM	EDDDA COST/BUDGET	WDDDA COST/BUDGET
Shop Small	\$7,750	\$7,750
Winterfest Market/Open House	\$38,000	\$7500
Restaurant Week	\$10,000	\$16,500
Perennial Exchange	\$700	\$700
Movies in the Park	\$2300	\$2300
Fall Promotions: Trick or Treat/Pumpkin Carving Adopt a Tree	\$600	\$600

COMMUNITY PROMOTIONS

DISTRICT SPECIFIC PROGRAMS

INCOME ITEM	EDDDA COST/BUDGET	WDDDA COST/BUDGET
Friday Nites		\$30,000
Social District		\$50,000
Tunes @Noon		\$4,700
Kids Days		\$6,000
Ladies Night		\$3,700
Farmers Market	\$10,000	\$20,000
Jazz on Ave	\$25,000	
City Hall Park Events	\$1,500	
Music in the Park	\$30,000	
Diversity, Equity & Inclusion	\$40,000	
Community Garden	\$1,000	
Eastborn Cleanup	\$500	

DISTRICT MAINTENANCE & AMENITIES 2021

COST ITEM	EDDDA	WDDDA
LANDSCAPE & MAINTENANCE	\$62,500	\$179,580
LITTER	\$37,620	\$25,920
SNOW REMOVAL	\$25,000	\$36,500
FLOWERS/PLANTS	\$50,000	\$40,000
HOLIDAY DÉCOR ITEMS	\$10,000	\$50,000
STREETSCAPE AMENITIES	\$45,000	\$40,000

PUBLIC SPACE & BUILDING/BUSINESS IMPROVEMENTS 2021

COST ITEM	EDDDA	WDDDA
INCENTIVES - BUILDING/FAÇADE/BUSINESS	\$40,000	\$40,000
PLANNING (South Connector Streetscape, Market Shelter & Building Conversions)		\$70,000
PUBLIC SPACES - CIP		
-City Hall Park.....	Deferred Until Concept Developed & Funds Available	
-Market Shelter.....	\$200,000
-Bike Lanes/MMTP Implementation.....	(\$100,000 needed) Potentially Use Streetscape Enhancements Budget	

ADMINISTRATION EXECUTIVE MANAGEMENT

COST ITEM	EDDDA	WDDDA
Executive Management Services (Fixed)	\$137,373	\$150,873
Executive Management Services (Supplemental-SmithGroup)	\$41,517.50	\$41,517.50
Executive Management Services (Social Media Ad Buys)	\$3,750	\$3,750
Communications/ Social Media Management	\$20,000	\$20,000



Cristina Sheppard-Decius <csdecius@gmail.com>

Sponsorship Opportunity

5 messages

Michigan Downtown Association <director@michigandowntowns.com>

Thu, Apr 8, 2021 at 12:23 PM

Reply-To: Dana Walker <director@michigandowntowns.com>

To: Cristina Sheppard-Decius <csdecius@gmail.com>

**MICHIGAN
DOWNTOWN
ASSOCIATION****Summer Workshop
June 4, 2021**MDA Annual Summer Workshop
Virtually Held
Friday, June 4, 2021**Filler' Up, Creating New Places in
Your Empty Spaces**

Filling vacant buildings is challenging and perhaps a downtown manager's most important job. No matter the size of your community or budget, filling the empty spaces in your downtown with viable and sustainable businesses can happen. Learn from Michigan downtown organizations that recently re-purposed spaces to accommodate affordable housing demands, new trends in office needs, and entrepreneurs eager to begin a retail endeavor.

**Registration is now open for this
virtually held event.**
\$50 per individual member
**\$75 per individual non-member of
the MDA**
**\$250 Sponsorship (includes 4
registrations)**

[Register here...](#)


**Friend of the MDA
Summer Workshop Sponsorship
\$250**

Offer: **Tip - Creating Plans from Your Supply Sources**
Friday, June 4, 2021
Virtual Experience

Get the offering in a \$250 sponsorship package with promotional pieces beginning immediately.

Promotional Pieces Include:

- One promotional registration to a virtual workshop session via email and text (benefit from the workshop)
- Logo on email address (22 per session) (benefit from the workshop)
- One promotional piece for the workshop from your business website (benefit from the workshop)
- An email address (benefit from the workshop)
- Logo on your website (benefit from the workshop)
- One promotional piece for the workshop from your business website (benefit from the workshop)
- One promotional piece for the workshop from your business website (benefit from the workshop)
- One promotional piece for the workshop from your business website (benefit from the workshop)
- One promotional piece for the workshop from your business website (benefit from the workshop)

Benefits of the Virtual Workshop Include:

- Access to a virtual workshop session via email and text (benefit from the workshop)
- Access to a virtual workshop session via email and text (benefit from the workshop)
- Access to a virtual workshop session via email and text (benefit from the workshop)
- Access to a virtual workshop session via email and text (benefit from the workshop)
- Access to a virtual workshop session via email and text (benefit from the workshop)
- Access to a virtual workshop session via email and text (benefit from the workshop)
- Access to a virtual workshop session via email and text (benefit from the workshop)
- Access to a virtual workshop session via email and text (benefit from the workshop)

Please register as a member or contact Dana at director@michigandowntowns.com or 248-828-6731 by Monday, April 12, 2021, to ensure your place in all promotional pieces.



Summer Workshop Sponsorships Available

Want to reach potential customers from around the State? During our recent Spring Workshop, our sessions each averaged 70 attendees representing downtown managers and stakeholders from Hancock to Monroe, Port Huron to Holland, and every point in between!

Sponsors receive promotional pieces that begin immediately and 4 registrations to the Summer Workshop (a \$200 value!).

Please contact the MDA for more information or register using the link found below.

[Register here...](#)

[Click here to unsubscribe](#) | [Click here to forward](#)

Message sent by Dana Walker, director@michigandowntowns.com
Michigan Downtown Association | P.O. Box 3591 | North Branch, MI 48461



 **Friend of MDA Sponsorship Package Summer Workshop.pdf**
333K

Cristina Sheppard-Decius <csdecius@gmail.com>

Thu, Apr 8, 2021 at 12:37 PM

To: Denguhlana Julia Kapilango <denguhlana@gmail.com>, Sam Abbas <sam@aforconcepts.com>, Eric Woody <eric.woody@beaumont.org>, Jeffrey Lynch <jlynch11@ford.com>, Matthew Dietz <BlickDearbornGM@dickblick.com>, Mohammed Hider <mohammedhider1@gmail.com>

Cc: "Janet Bloom (DDDA Info)" <info@downtowndearborn.org>

Hello Executive Committee! Just received this time-sensitive opportunity for the MDA Summer Workshop which is virtual. Wondering if we want to go ahead and proceed with the \$250 sponsorship which would provide us 4 registrations plus the marketing during the workshop sessions which are promoted with every session.

Let me know today, and we will add to the agenda for next week.

[Quoted text hidden]

--



Cristina Sheppard-Decius, CMSM

Owner & Wonder Woman

POW! Strategies, Inc.

csdecius@gmail.com

mobile: 248-760-9265



MDA Chairwoman



Friend of MDA Sponsorship Package Summer Workshop.pdf

333K

Woody, Eric M <Eric.Woody@beaumont.org>

Thu, Apr 8, 2021 at 12:40 PM

To: Cristina Sheppard-Decius <csdecius@gmail.com>, Denguhlanga Julia Kapilango <denguhlanga@gmail.com>, Sam Abbas <sam@aforconcepts.com>, Jeffrey Lynch <jlynch11@ford.com>, Matthew Dietz <BlickDearbornGM@dickblick.com>, Mohammed Hider <mohammedhider1@gmail.com>

Cc: "Janet Bloom (DDDA Info)" <info@downtowndearborn.org>

Cristina,

If you are recommending the \$250 cost then I support.

Eric

Eric M. Woody - Regional Community Affairs Manager –

Beaumont Dearborn, Farmington Hills, Royal Oak, and Troy Regions

Government Relations and Community Affairs

Beaumont Hospital, Dearborn

[18101 Oakwood Blvd., Dearborn, MI 48124](#)

P: 313-436-2444 - Cell: 586-604-2669



From: Cristina Sheppard-Decius <csdecus@gmail.com>

Sent: Thursday, April 8, 2021 12:38 PM

To: Denguhlanga Julia Kapilango <denguhlanga@gmail.com>; Sam Abbas <sam@aforconcepts.com>; Woody, Eric M <Eric.Woody@beaumont.org>; Jeffrey Lynch <jlynch11@ford.com>; Matthew Dietz <BlickDearbornGM@dickblick.com>; Mohammed Hider <mohammedhider1@gmail.com>

Cc: Janet Bloom (DDDA Info) <info@downtowndearborn.org>

Subject: Fwd: Sponsorship Opportunity

WARNING: This email originated from **outside** of Beaumont Health.

Do not click on any links or open any attachments unless you recognize the sender and are expecting the message.

[Quoted text hidden]

Confidentiality Notice:

This e-mail, including any attachments is the property of Beaumont Health and is intended for the sole use of the intended recipient(s). It may contain information that is privileged and confidential. Any unauthorized review, use, disclosure, or distribution is prohibited. If you are not the intended recipient, please delete this message, and reply to the sender regarding the error in a separate email.

Nothing in this message is intended to constitute an electronic signature unless a specific statement to the contrary is included in this message.

Sam Abbas <sam@aforconcepts.com>

Thu, Apr 8, 2021 at 2:04 PM

To: "Woody, Eric M" <Eric.Woody@beaumont.org>, Cristina Sheppard-Decius <csdecus@gmail.com>, Denguhlanga Julia Kapilango <denguhlanga@gmail.com>, Jeffrey Lynch <jlynch11@ford.com>, Matthew Dietz <BlickDearbornGM@dickblick.com>, Mohammed Hider <mohammedhider1@gmail.com>

Cc: "Janet Bloom (DDDA Info)" <info@downtowndearborn.org>

Do we have volunteers to actually attend? If so, I support.

Regards,

Sam Abbas

Afor Concepts, LLC

1165 Monroe St.

Dearborn, MI 48124

(o) 313.427.3500

(c) 313.350.3500

www.aforconcepts.com

[Quoted text hidden]

Cristina Sheppard-Decius <csdecus@gmail.com>

Thu, Apr 8, 2021 at 2:08 PM

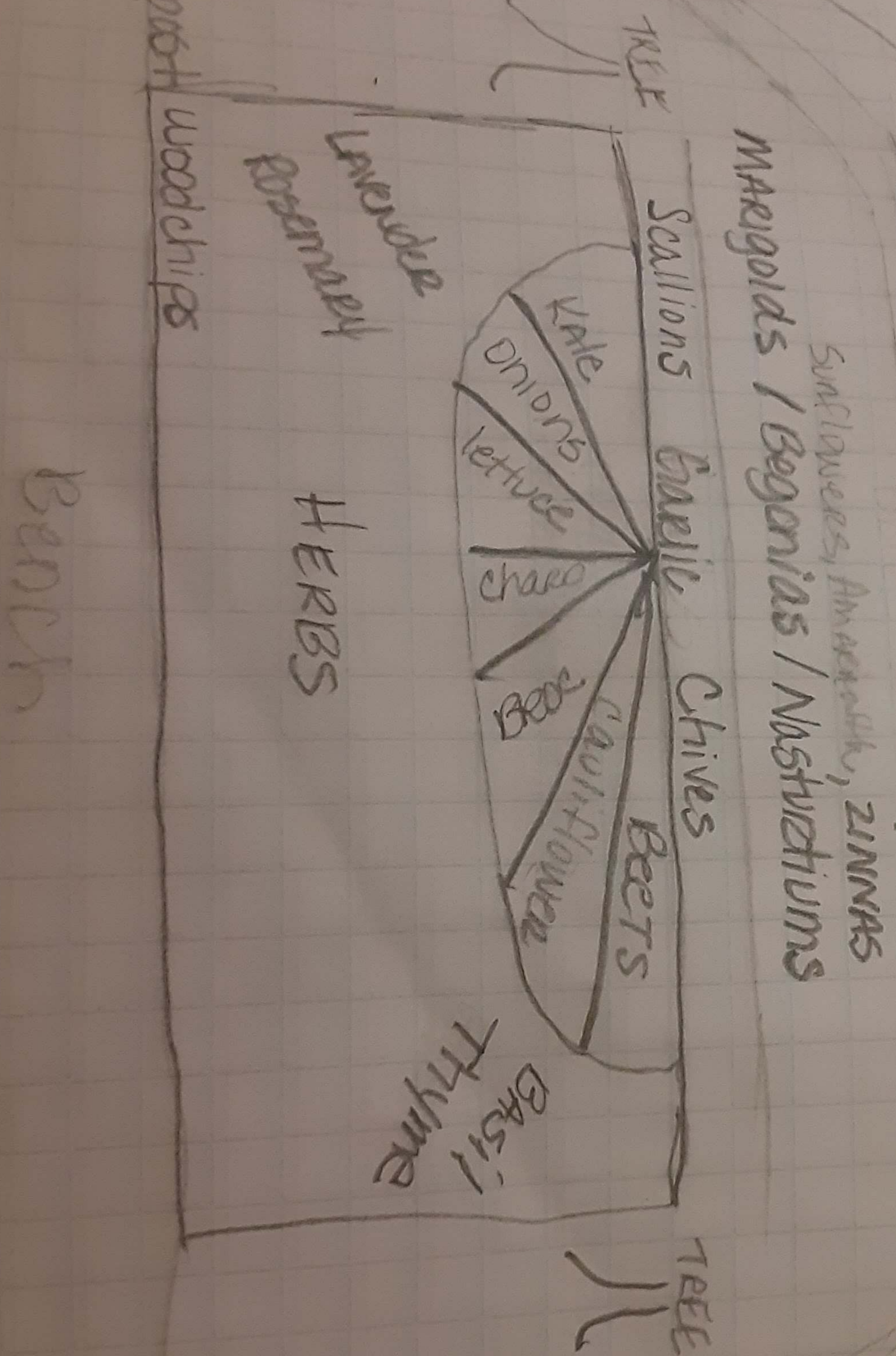
To: Sam Abbas <sam@aforconcepts.com>

Cc: "Woody, Eric M" <Eric.Woody@beaumont.org>, Denguhlanga Julia Kapilango <denguhlanga@gmail.com>, Jeffrey Lynch <jlynch11@ford.com>, Matthew Dietz <BlickDearbornGM@dickblick.com>, Mohammed Hider <mohammedhider1@gmail.com>, Janet Bloom (DDDA Info) <info@downtowndearborn.org>

We will still need to determine who is going...2 from east, 2 from west or from our joint committees.

[Quoted text hidden]

Courtyard Community Garden





ELECTRONIC KIOSK REPAIR PROPOSAL

Spring 2021



Dearborn Historical Museum
915 S. Brady St.
Dearborn, MI 48124

Downtown Dearborn
13615 Michigan Ave #2,
Dearborn, MI 48126
020

EXECUTIVE SUMMARY



Several weeks ago, about a quarter of the Dearborn Historical Museum's electronic kiosk on Monroe Street failed. The kiosk, which is in a prominent position featuring both foot traffic and car traffic, has traditionally been used by the Museum to promote its events and programs.

With warm weather and the opening of Dearborn's downtown social district fast approaching, the Dearborn Historical Museum is seeking assistance funding the cost of repairs. Repair estimates diagnosed that the problem with the sign was five failed power supplies, and that the cost of repairing the sign to working order would be \$1,475. Owing to budget cuts in the current fiscal year and even further budget cuts announced in the upcoming fiscal year, the Dearborn Historical Museum is unable to fund the repair of the sign on its own and is asking Downtown Dearborn to sponsor the project.

As part of the sponsorship, the Dearborn Historical Museum proposes jointly sharing use of the kiosk to promote events and programs between the Museum and Downtown Dearborn. With the upcoming opening of the social district and increased foot traffic in the area, this arrangement would provide Downtown Dearborn with an effective way to promote its activities. Programs to be promoted could be sent to the Museum staff, who would manage creating the message to be displayed on the kiosk using the system's interface.

PROJECT BUDGET



Kiosk Repair Quote- ThinkSIGN

Power Supplies:
\$258.00 x 5

Diagnostics & Labor:
\$185.00

Total Cost:
\$1,475.00

IMPORTANT INFORMATION



Submitting Information For Events

The Dearborn Historical Museum asks that information to be added to the kiosk be sent to Museum staff no more than once per month, and to allot one week for the message to be added to the kiosk display. Event details can be submitted to museum@ci.dearborn.mi.us

Sponsorship Period

The sponsorship period will extend for the lifetime of the kiosk display.

Museum Guild

Should Downtown Dearborn agree to sponsor the project, please make payment to the "Museum Guild of Dearborn." The Museum Guild is a 501(c)(3) nonprofit which financially supports the Dearborn Historical Museum.

Contact Information

For any questions regarding this sponsorship opportunity, please contact:

Paul Talpos
ptalpos@ci.dearborn.mi.us
(313) 565-3000

SPONSORSHIP AGREEMENT



Electronic Kiosk Repair Sponsorship

The Dearborn Downtown Development Authorities agree to sponsor the cost of repairs to the Dearborn Historical Museum's electronic kiosk sign, located at the Museum's Commandant's Quarters building on 21950 Michigan Avenue, Dearborn, MI 48124, at a cost of _____, In return, the Dearborn Historical Museum offers use of the repaired electronic kiosk to promote all Downtown Dearborn events and programs for the lifetime of the display.

The Dearborn Historical Museum agrees to the terms set forth in this sponsorship agreement:

Date: _____ **Signature:** _____

The Dearborn Downtown Development Authorities agree to the terms set forth in this sponsorship agreement:

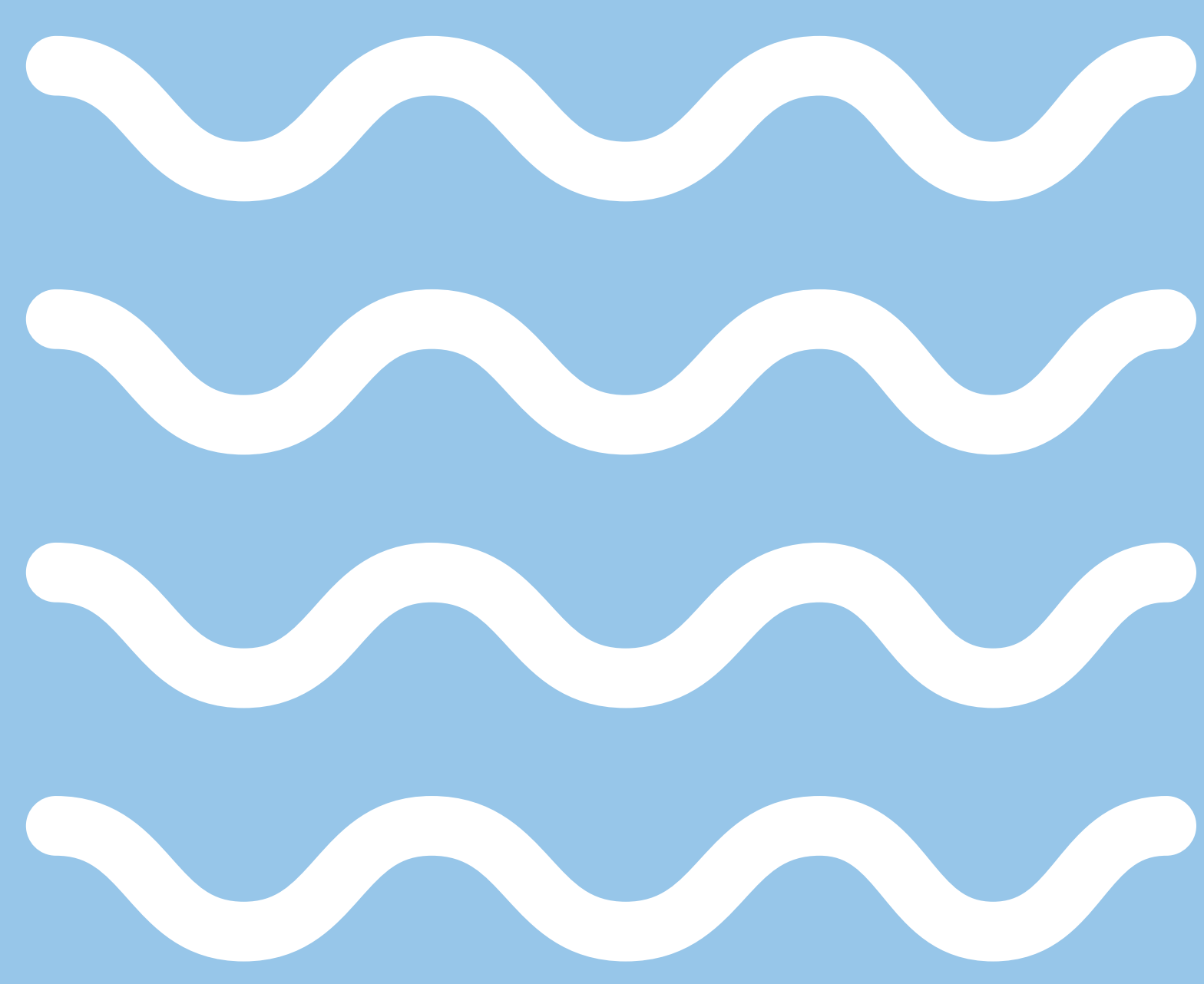
Date: _____ **Signature:** _____

[illegible]025

DEARBORN

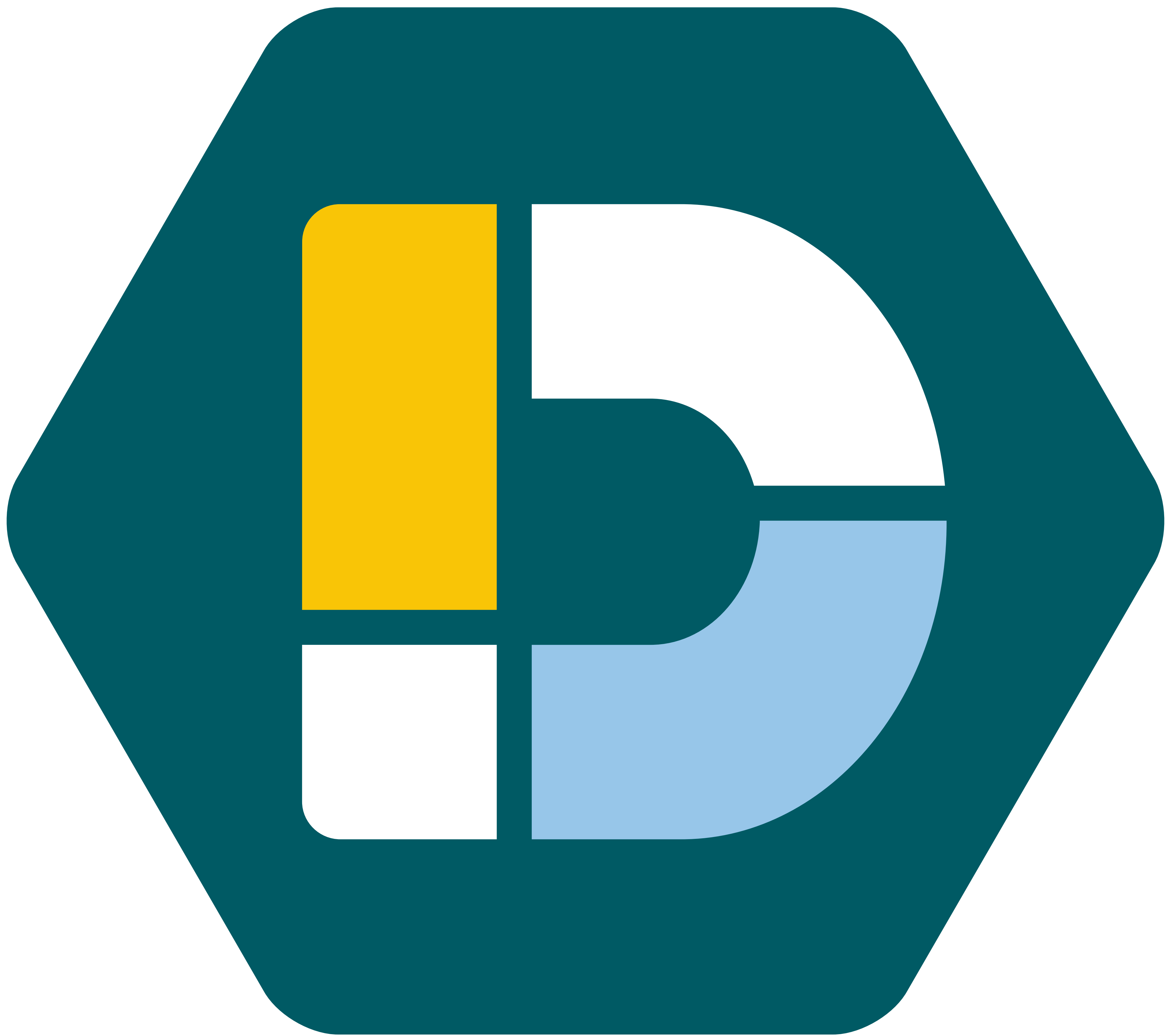


West Downtown





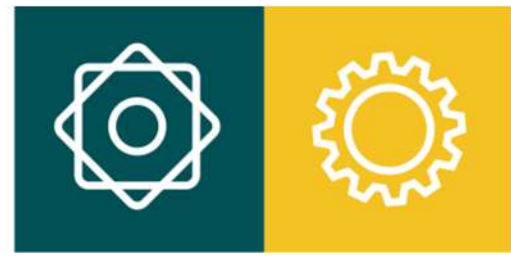
East Downtown



DEARBORN



MOBILITY MEETING MINUTES



March 25, 2021

10 a.m.

Attendees: George Moroz, David Norwood, Steve Deisler, Julia Kapilango, Tracy Besek, Steve Horstman, Jackie Lovejoy, Marie Aducci, Tim Harrison, Cristina Sheppard-Decius, and Janet Bloom.

I. Bike Share RFP Update

Working on finding cooperative agreements we could. Only one proposal came through and determined it was not a viable option. Working to get connected with Shift via Ann Arbor. Also working with City of Detroit and those along Woodward corridor who use MOGO and Shift. Will review what cooperative agreement works best. Cristina is working with Purchasing to review options and process guidance.

Need bike share and scooter company - may need to use two companies, each providing separate service.

Look at a pilot program with University.

Ford is Spin. Steve Deisler connected with Byrd.

Supply chain is also where troubles are happening.

Chat note: The original Dearborn bike share system was 50 bikes and 10 stations.

Eventually, the system grew to 14 stations and 70 bikes. Our preliminary discussions with Zagster anticipated 250 scooters to start.

a. Scooter Options

II. Mobility Options

a. SMARTFlex

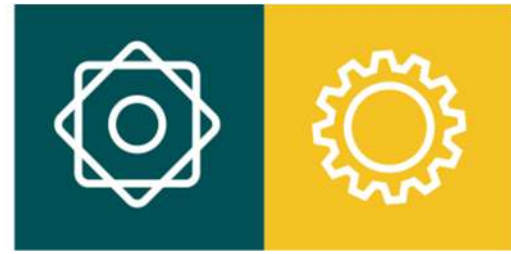
7 days a week, 6am - 9pm, Collaboration with SMART and VIA. Doing a “last mile” mission. Dearborn, Troy, and Macomb Co. around Hall Rd. 30 operating across those 3 regions. Another presentation April 16.

b. ZipCar

Mark connected Cristina to ZipCar - they do have on campus. Look at train station, and one in each downtown and southend area. It is like a bikeshare where you can rent a car for short periods of time.

III. Communications/Events

a. Bike Lane/Biking Safety Flyer



Brochure rack cards to educate people on new bike lanes and how bikes and cars must ride together. Did edits online of brochure content.

b. Healthy Streets

Kickoff April 22, Earth Day, pilot run 30 days. Info on healthydearborn.org/dearbornhealthystreets. Blitz media. Livestreamed on website and Facebook via Zoomlink.

c. Juneteenth

Tie in Healthy Streets with Juneteenth. Built out a route, 7 staging stations. Chief Haddad will give a speech during event. Latinx and African-American representatives to add components to event to encourage participation in those communities. Have logo. Plugged in with Al Wissam. Seeking sponsor support. Working on marketing materials now.

IV. MMTP Updates

Need to connect with Wayne County to help move plans forward.

V. Committee Updates

Tim Harrison - Rack by LA Bistro is moved and needs to be addressed.

#



DOWNTOWN DEARBORN DESIGN/EV COMMITTEE MINUTES



Join Zoom Meeting
[kwsv=22}rrp kv28656578897Bsz g@QgkqQnYQVH4wWgKQnYP dn<4gF<q\] }3<](#)
P hhwtqj IG=656 578 897
Sdvz rug=598656
Gldoe | rxuαfdwtq .4 645 959 9:<< XV Fkfdjr, .4 <5< 538 93<< XV Qhz \run,
P hhwtqj IG=656 578 897 Mrqe | Vn|sh iruExvqhvv=

March 24, 2021
2 p.m.

Attendees: Mark Guido, Mike Kirk, Yousaf (USAF Construction), Jeff Watson, Steve Deisler, Steve Horstman, and Janet Bloom

AGENDA ITEMS	TASKS/ACTIONS	ASSIGNMENTS
A. Open Door Dearborn	<ul style="list-style-type: none">SG Block Renderings/DesignApplicant: USAF Construction	<ul style="list-style-type: none">-Block Renderings/Budget (see conditions at end of document)-Connect with Muirhead Owners (not pursuing this area as of now)USAF Construction Grant - 25% done up to this point. Identify balance value and get two quotes to finish the project. Go through permit for signage. USAF needs to reach out to Design Review Committee for exterior work. Permit received was for interior work only. Window was included with Modern Hajabi.Mike Kirk - don't want grant applicants to start work before applying for grant.

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

		City has problem with people doing work without permit.
B. COVID-19 Business Support	<ul style="list-style-type: none"> • Social District • Economic Study Update • Small Business Grant 	<p>-SD - Business licensing/agreements (need more participants to activate)</p> <p>-Economic Survey - UofM have closed survey - 29 submissions. Only 15 were useable. Draft report end of April. Wanted more feedback.</p> <p>Small Business Grants: feedback - paperwork too burdensome - pared it back and will relaunch. No awards yet. Close to awarding first 3-4. Max available \$15K.</p>
C. Sidewalk Cafés	<ul style="list-style-type: none"> • Tree Well Removal Bid • Outdoor Use Amendment Mtg • Future Items: <ul style="list-style-type: none"> ○ Design Manual: Lighting & Signage 	<p>-Bid for installation and removal of platforms. Bids are going out this week. Includes in front of Top Dog and MCantina.</p> <p>-Participation agreements. Outdoor Use: short term/long term. Need to sit down and work out guidelines. Future use of outdoor areas in two districts. Businesses need to provide more of a commitment.</p>
D. Business Assistance Team	<ul style="list-style-type: none"> • Webinar Schedule/DDA Talks 	2021 Schedule - rethinking webinar program. Want something through social media options to cover what a DDDA is and what we do and talk about key topics -

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

		what it TIF, available programs. Social media/eCommerce. Comarketing. Partner with Chamber on expert sessions on different topics.
E. Bike Facilities Implementation Plan	<ul style="list-style-type: none"> • Bike Racks for EDDDA – potential funding 2021 • Bike Lane Education Flyer • Healthy Streets – Spring 2021 	<ul style="list-style-type: none"> -Bike Lane Flyer Draft - wrapping up and will be sending out to promote -Bike Share RFP - working on cooperative contracts at this point.
F. Public Art	<ul style="list-style-type: none"> • Public Art Plan 2021 • POP Art Project 	<ul style="list-style-type: none"> -Kick off on hold until Vision Plan completed -Determine POP Location - looking at sites in East and West.
G. Recruitment/Tackling Vacancies	<ul style="list-style-type: none"> • Property Updates & Key Property Mtgs • Broker Roundtable - KW/DABOR • Property Owner Roundtable – push to 2021 • FBC Marketing Piece (Tom, Kaileigh, Steve & Steve) 	<ul style="list-style-type: none"> Just completed West Property Updates. -Schedule Roundtable with Webinar Series -Content for FBC marketing piece -Development Sites: CBRE Contract
H. Public Spaces & Amenities	<ul style="list-style-type: none"> • Michigan Avenue (CAVnue Project) • Spec for Seating at Fishnet • REQ Library Lot – Survey & Engineering • City Hall Park Redesign Architects: Follow Up • EDDDA Parking Lots – Lighting Underway – Alley Demo Schedule • Vision Plan – • Vacant Land – Due Diligence • Farmers Market Shelter 	<ul style="list-style-type: none"> -Vision Plan -In Draft Review -CHP survey closed -REQ for Library Lot -Alley Demo Schedule -Farmers Market Shelter engineering/design/location- looking at needs and wants. <p>CHP Utility - staked out, start in next week or so. Notify residents. Need “As Builts” to provide to Beckett & Raeder.</p>

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



		Parking lot project underway.
--	--	-------------------------------

The DEV Committee voted to approve the proposal of design services from Smithgourp for the EDDA Commercial Block between Calhoun and Bingham with a maximum fee of \$5500, with two conditions:

- 1) the rendering should show **on the drawing** the relationship and benefits of utilizing Form Based Code strategies & guidelines (as are in place for the WDDA).
- 2) complete the draft study and present it to DEV Committee by April 15, 2021.
See proposal for full details.

Motioned by: Jeff Watson

Seconded by: Mark Guido with amendments.

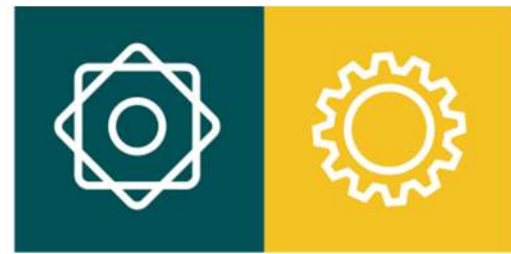
Voice vote - all ayes. Motioned passed.

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



DOWNTOWN DEARBORN PROMOTIONS COMMITTEE



MINUTES

March 24, 2021

10 a.m.

Attendees: Matthew Dietz, Katie Merritt, Julie Schaefer, Julia Kapilango, Maryanne Bartles, Cristina Sheppard-Decius, Helen Lambrix, Jean Smith, and Janet Bloom.

A. Sponsorships & Assignments

Jean: Beaumont: Signed up for 2021 events: DFM-West- JOA - Music in the Park - DFM-East. Jean to speak to Eric with Beaumont on event changes and how it will impact sponsorship dollars.

Jean reaching out to previous sponsors to line them up for event sponsorships this year.

B. Communications

a. Social Media Report

Helen: Impressions: Feb. 2021 is 103,738. Total for 2021: 1,619, 394. Target is 1.65 million. 98% to goal. Twitter up 22%. Engagement: 30% to goal. To boost, have great messaging and content. Questions haven't been a draw yet. 20% of our audience engage which is industry standard. Looks at all partner sites to see what to push.

Julie invited Helen to Library's social media meeting to build partnership. Katie - "pic of the week" from employee picks and tag all concerned with product and it grows exponentially. Cristina - requested taking report data and put into chart. Audience growth: February 2021: 15,464. Goal: 18K, 85.3% to goal. Added 192 new followers. Growth: 4K, 15% to goal. Notes: haven't had a lot to boost recently and events will be picking up. Need to have all businesses in our downtowns link back to our sites.

b. Calendar Listings

Finalize event list. Jean completed list of events with Jack, the intern. Jack will work with Helen and Janet on posting on media outlets. Janet to send out media list to

MrLq# rrp #P hhwlgj#
kwsv=22}rrp kv2063;
<:6388Bsz g@V|<JQo
E [dJ] 7Xp j {Ud w}
n6Z WgKTW3<#

P hhwlgj #G #63; # :6#
388#
Sdvz rug #156;44#

Rqh#ds#p relh#
.4<5<53893<< //63; <
:6388&#XV#Qhz #
\run#
.46459599: << //63; <
:6388&#XV#Fklfdjr #

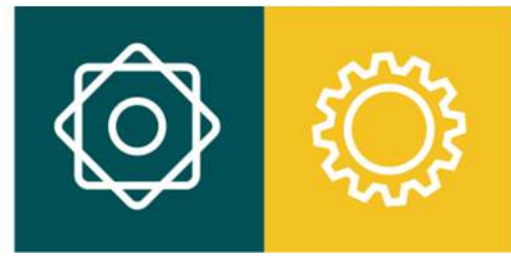
Gldc |#|rxu#rfdwlrq#
#####.4#5<#538#3<<#
XV#Qhz #\run#
#####.4#645#59#>: <<#
XV#Fklfdjr #
#####.4#634# 48#; 8<5#
XV#

P hhwlgj #G #63; # :6#
388#
Ilg#|rxu#rfdc#
qxp eh#kwsv=22}rrp
kv2x2dgmx<qt |u#

MrLq# |#n|sh#ru#
Exvqhvv#

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



Promo Committee to add anything that might be missed. Pure Michigan/Detroit Visitor's Bureau.

c. Advertising Plan (In Development)

Branded swag - tumblers, bumper stickers, clothes items, work events, selling T-shirts. MIFMA - Jean will ask if farmers market's bag ; consider engaging local artists to design as contest. Busses, train and airport large digital display boards. Bus wraps/interiors. SMART and DDOT. Billboards. Fairlane Mall. College radio stations.

C. Committee Chair, Committee Members & Assignment Gaps

Julia and Matt have volunteered to co-chair. Janet to send out to committee list - full list and who is assigned to what task (name, phone, email, org.bus.). Katie - survey to see what date and time works for committee list - maybe move. Maryanne - keep meeting to an hour or hour and a half max.

D. Volunteer Management – Subcommittees Needed (neighborhood associations/High Schools/Colleges - student council):

- a. Volunteer Subcommittee (branded tent)
- b. Holiday Décor Subcommittee- pull group together and set meeting
- c. Beautification Subcommittee - meet with Beautification group in city- what do they do currently/set up East and West awards.

E. 1st Quarter Events/Promotions

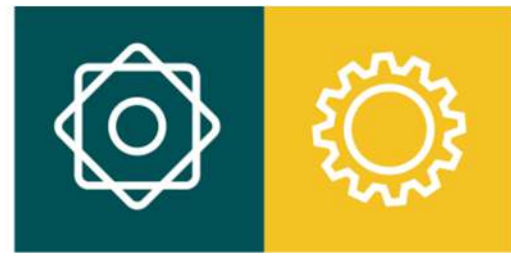
- a. Homage to Black Excellence – March Recap

F. 2nd Quarter Events/Promotions

- a. Social District Recruitment-need more participation to activate
- b. Ramadan - City led activity - trying to activate the tents city has out. Looking to do two food vendors per tent. Must monitor areas. Partner with police. Treat as a pilot that can grow in each downtown next area.
- c. Ladies Night- working on securing participants
- d. Sidewalk Sale - working on securing participants
- e. Perennial Exchange
- f. Preservation Month - tours will be posted on social media
- g. Farmers Market - applications out, getting vendors. Review Eastern Market component.
- h. Juneteenth

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



- i. AOC Educational Programming-time exhibition tours, masters courses with AOC artists, and activities with kids.
 - j. DE&I Educational and Literary Programming
 - k. Summer Music Concert Series
 - i. Music in the Park-extending to cover JOA timeline. June through Sept., Wednesdays.
 - ii. Silent East Disco - Bruce Bailey consultant. Everyone given headphones listening to same soundtrack. Fridays.
 - l. Healing Arts Programming
 - i. Drumming circle
 - ii. Meditation
 - iii. Tai Chi
 - m. Movies in the Park - Jean's suggestions: give final suggestions by Friday morning. "Soul" is not available yet.
- G. 2nd/3rd Quarter Events/Promotions
- a. Final Schedule
 - b. Subcommittees Needed?
- H. Storytelling Time– What's Happening Around Town

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.

DOWNTOWN DEARBORN EVENT MANAGEMENT NOTES MARCH 2021

REPORT ON RECENT EVENTS

- H2BE:
 - Planning meetings are happening weekly between the 3 events as well as Social meetings w/ Helen
 - Working on Sponsorship recruitment, updating packages as well.
- DE&I Panel Discussions- Consultant- Dr. Robbya Green-Weir
- Advertisements with the Times Herald have been donated by them and will run monthly one week before each forum.
- March 20: Community Safety Issues
 - Total of 12 panelists

Helen, provide social media updates.

- Several call outs to individuals to share stories have been made via eblast, social media, personal socials from committee members
 - Topics, dates, times for Town Hall Discussion:
 - April 17: Real Estate Development
 - May 15: Healthcare, Education & Other Resources
 - All will run virtually from noon to 1:30p
 - Call to potential panelists for the April town hall has been sent out
- Mobility Stroll- Juneteenth - Saturday, June 19th, 2021
 - Consultant- Rozenia Johnson
 - Budget approved by board
 - Had meetings with both Dearborn and Detroit PD's to discuss logistics.
 - Currently working on completing the Detroit Special Events Application- Jean & Frank Woods
 - Sponsorship package has been approved and working on acquiring sponsors

- Have had several meetings to determine logistics of events
 - Estimated 12 to 15 mile route- Route will begin at City Hall Park, move along Michigan Ave to Roosevelt Park/ Train Station and then shift back to CHP
 - Connect with MDOT, Ddot, Smartbus
 - Looking into permits, policing, safety protocols

UPCOMING EVENTS 2021:

UPCOMING EVENTS

- Historic Preservation Month- May 2021
 - Partnered with Historical Museum- **HELEN DISCUSS**
- Ladies Night Out - May 12, 2021
 - Business letters/invitations to participate were sent out
 - Two separate emails- one to in district which will be free to participate, and out of district- fee to participate will be \$20.
 - Sponsorship letters have been sent out to all previous sponsors.
 - Steven Bernard is on board w/ Sponsorship
 - Light RX showed interest in sponsorship- will be chatting with them this week.
 - Task list for assets has been sent to Octane
 - Social graphics, advertisements, are in the process of being completed
- Spring Perennial Exchange May 22, 2021
 - Octane completed social and print graphics
 - TH ad has been sent
 - Posters have been sent and getting printed
 - Social graphics have been completed
 - Looking into quotes for yard signs
 - Advertisement quotes have been received from:
 - Arab American National News- \$470 for a 5.333x3 inch ad
 - Times Herald Ad.
- **JOA: CANCELLED FOR 2021**
- MIP/ Silent disco
 - Music in the Park - Frank Wood Consultant
 - Every Wednesday from June 2, 9, 16, 23, 30, July 7, 14, 21, 28, August 4, 11, 18 7:30 - 8:30pm
 - Silent East Disco - Bruce Bailey
 - Fridays June 4, 18, July 2,16, 30, August 13, 27, Sept 10, 24 6pm - 10pm
 -
 -
- Tunes at Noon
 - All entertainment has been booked.

- DFM
 - Due to the current EO we will have to manage the market similarly as in 2020.
 - No live cooking demos
 - No kids activities
 - No sampling from vendors
 - No POP Club Tent
 - Currently working on setting up EBT platform
 - Reaching out to both SPF and WicPF programs to register
 - Registering with DUFEB
 - Have secured advertisements with both
 - Taste the Local Difference
 - Michigan Agritourism Council- Family Farm Fun advertisement placement
 - Email has been sent out to all previous years participants.
 - Apprx 12 vendors have sent in their applications
 - Emails to all other vendors was sent out
 - Email to MSU ListServ sent
 - All entertainers have been booked.
 - Sponsorship letters currently being worked on
 - Invite will also be sent out via
 - social media
 - Website
 - Enewsletter
 - MSU Farmers Market ListServ platform
 - I will begin onsite recruiting in the upcoming weeks
 - Asset tasks will be sent over to Octane next week
- Edible WOW- Digital Marketing Campaign Proposal- See at end for notes:

- Movies in the Park: Please click this link to review to discuss.

Disney Windows

- Attached is our confirmed list of Disney Windows for this summer, there are a few different ones so let me know if you have any questions on it!

§ No Disney Animation (does not include Pixar)
2/19-3/29, 11/12-12/31

§ No Pixar 6/4-7/12

- No Marvel 4/23-5/31, 6/18-8/2, 10/22-11/29

Top Films for 2021

- [Click here](#) to view a listing of our top new releases and throwbacks for this year.
-
- East Sidewalk Sale
 - Currently working on new application to send out.

EDIBLE WOW; DFM DIGITAL CAMPAIGN OPPORTUNITY

Good morning Jean,

Thank you again for taking the time to chat the other day. Although Dearborn may not be advertising in the printed version of edible WOW, I'd like to offer the following in digital and social media packages for \$500.00

1 year front page banner on the edible WOW website, value \$1400.00

Quarterly notation in the edible WOW newsletter of the Dearborn Farmers Market or a Dearborn business after the Market season. Value \$1200.00

3 Virtual cooking demos to highlight the Dearborn Farmers Market and your vendors. This video can be streamed on your Facebook page along with the edible WOW Facebook page.

A feature story in the July edible WOW news letter written by Jean Smith.

Any and all Dearborn Market or a Dearborn business noted in the edible WOW calendar of events.

Jean, these are just a few items to share with your board in relations to working with edible WOW.

Please let me know if this meets with your approval and I will put together a sponsorship agreement for you.

Warmest regards,

Robb

Metrics for Comcast ad for H2BE:

Campaign ran from 2/4-2/19

Using the demo of Adults ages 25-64 below are the impressions totals for the campaign of people reached;

120,916 impressions for adults 25-64

Reach- 77%

Frequency- 2.6x

Cost per thousand (CPM)- \$10.31

Downtown Dearborn Social Media Metrics - February 2021

IMPRESSIONS

February 2021: 103,738

Total for 2021: 1,619,394

- Goal: 1.65 Million, 98% to goal
- 2020 Comparison: 1,464,858

Impressions per Platform:

Facebook: 65,468

Instagram: 32,506

Twitter: 5,764 (22% increase)

ENGAGEMENT

February 2021: 2,788

Total Engagement 2021: 17,292

- Goal: 58K, 30% to goal

Engagement per Platform:

Facebook: 2,307

Instagram: 415

Twitter: 66

AUDIENCE

February 2021: 15,464

- Goal: 18K, 85.3% to goal
- New Followers: 192 (New Followers (2021 total: 608)
- Goal: 4K growth, 15% to goal

Audience Growth per Platform:

Facebook: 81

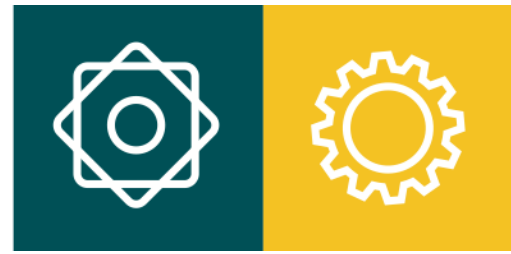
Instagram: 91

Twitter: 20



DOWNTOWN DEARBORN

STEERING COMMITTEE



March 10, 2021

9 a.m.

Attendees: Mike Kirk, Mark Guido, Jeff Watson, Peggy Richard, Julia Kapilango, Jackie Lovejoy, Eric Woody, Steve Deisler, Cristina Sheppard-Decius, and Janet Bloom.

I. Actions/Updates for Main Street Application

a. To Do:

i. Application Timeline – July 31, 2021 — Completed applications due at MEDC by 4pm

ii. Letters of Support – Review and Finalize Any Needed

Cristina - 18 received to date; more may be received from list generated.

iii. Application Progress

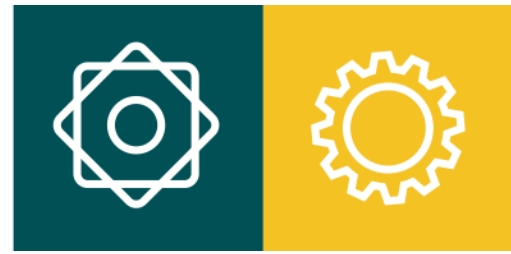
Steve - almost done with East DDDA with business inventory; Getting started on WDDDA. Working to map historic structures with Mike Kirk. Working with SmithGroup. Received information on redevelopment ready status from the City. Kaileigh is preparing the city's master plan for inclusion. Will have a draft of the entire document in a couple weeks. Will share to the committee when complete.

iv. Update Communications Plan

Cristina - Further refined with brand messaging. Target one is funders. Goal was \$300,000 pre-Covid. Might be closer to \$100,000 for 2021. Jackie - capital campaign, legacy giving, own your downtown, or a program such as buy a park bench. Mark - if doing capital campaign, suggest to hire a

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



professional. Jackie - will locate information on fundraiser contact. Cristina - need to uncover other fundraising methods from DDDAs or other organizations. Committee provided examples to include: Royal Oak, Wyandotte, Birmingham, Ferndale, Gross Pointes (trolley system), Kalamazoo (community foundation support and large single tax payer system example), Battle Creek (Kellogg), tourism destination examples, Muskegon, and Flint Farmers Market, Holland Streetscapes, and Brighton.

Leverage and tap the Henry Ford College and U of M Dearborn (comparables with East Lansing).

Volunteer portion - Janet to review and prepare for application; formalize pitch and program; profile and targets of organizations/people who volunteer. Single family homes/seniors/empty nesters. Discover the tools we are going to use to capture volunteers.

Engage 30% of businesses/property owners/organizations. Open House, meet and greets, community activities that connects DDDAs with businesses, etc.

v. Update Budget

Provide a budget which reflects what we are currently doing and also be aspirational on what we are working to raise and accomplish.

Cristina - review if we are doing Pure Michigan or advertise in larger markets (Chicago, etc.). Co-op with The Henry Ford for billboards was declined but Cristina will ask to see if other opportunities. Peggy: include Ann Arbor. Jackie - Chicago/Visitors Bureau. Advertising in Union train station and along route. Back panel of THF ticket.

Art installation - will be partnering with local arts organizations.

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



Bike facilities - researching available options since many evaporated with Covid. Infrastructure - need to sit with Dave Norwood and Kaileigh to see what is planned moving forward.

Lighting/ Tech - might separate; Mark - no updates on smart technology yet.

Incubators - East exploring options.

Streetscape improvements - adjust as Cavenue information received.

Capital Improvement Projects - Mark - Meet with Corey Jawrocki on updates on funds.

vi. Mapping/Inventory

II. Next Steps for DDI Creation

- a. Vision Plan
- b. Service Agreement –Meeting needs to be set in 1st quarter of 2021 with Legal (Julia, Eric, Jackie and Mark) – start in January (6-8 month process)



JOINT DDDA EXECUTIVE COMMITTEE



April 5, 2021

9 a.m.

Attendees: Julia Kapilango, Eric Woody, Moe Hider (joined 9:15 am), Hassan Sheikh, Helen Lambrix, Cristina Sheppard-Decius, Steve Deisler, and Janet Bloom.

1. JOINT BOARD MEETING AGENDA ITEMS
 - a. FYE2022-24 Budget Approval
If there is an item not expended on yet, so a project is contracted but won't be completed by end of June, those dollars can be "carried forward" to next year's budget. Moe had no changes.
 - b. Purchasing Policy (potentially ready)
Other DDDAs are at varying levels (\$5K, \$10K, etc.). Hope to have Travis' component this week. Eric- provide other similar size DDDA's benchmarks. Julia - move this topic to updates for this meeting.
 - c. Office Cleaning Contract
\$35 a week with STEP; it was a six month trial. Contract start April 1.
 - d. Movies in the Park
\$1800 for Stardust Theater to be split equally (two dates East and two dates West).
2. WDDDA ONLY ITEM
 - a. Farmers Market
Entertainment list provided - \$2500 was budgeted, now \$2550.
 - b. Commandant's Quarter Marquee Repair/Partnership
\$1475 - provide assistance to help repair sign; in exchange for listing of WDDDA events on a monthly basis. One message, twelve times a year.
3. EDDDA
 - a. Open Door Grant – 13746 Michigan Ave. (USAF Construction)
Discover acronym. Working on building permit.
 - b. Music in the Park
Julia sent poster which lists 13 live bands. Sound and lighting for both. Julia to send Janet list of entertainment and vendors for resolution purposes.
 - c. Silent Disco
Julia to send Janet list of entertainment and vendor with costs.
 - d. Sidewalk Sale
Send out Executive Committee; Janet to debrief with Jean- event summary; who is going to be involved.
 - e. Platform Dining Installation
Install one platform. Met with business owners in Alcamo's strip retail area. The DDDA should remove rose bushes in beds and cement over and Alcamo's would do tables/chairs/umbrellas for the space. DDDA will check with Engineering and



Purchasing to see if this project can be added to planter tree well project since they are pouring concrete.

Steve to follow up with Najib. Cristina to follow up with Junior on MCantina to see if they want platform dining.

- f. Community Garden (potentially ready)
CWO Farms - they are setting up and maintaining garden. CWO Farms did ask for an engagement flyer. Keep Growing Detroit connected with project. Connect with Healthy Dearborn and Dave Norwood sustainability. Consider a food stand for any extra produce.

4. OLD BUSINESS FOR AGENDA

- a. EDDDA Holiday Décor
Janet - set up initial meeting this week. Develop group.
- b. WDDDA Social District Update
Moe to reach out to Moose's and Red's to see if they will move forward with doing Social District.
- c. Outdoor Dining Amenities (Igloos & Platforms)
April 27 City Council agenda; Janet provide list of igloo recipients/who's installed at this point.
- d. Lightpole banners
Banner install - end of April for receipt of banners. Install first week of May. Octane doing design. Julia asked to see the banners before going to printer. Cristina will provide.

5. UPDATES/DISCUSSION

- a. America Sustainability Issue of Business View Magazine
Podcast - Cristina Sheppard-Decius and Jeff Watson to do podcast and Mary Laundroche suggested Dave Norwood to do since Mayor will be out of town.
- b. Board/Volunteer Training Policy
Set up eligibility parameters for volunteers.
- c. By-Laws – Mtg Date
Janet to send out meeting request today
- d. Art – POP! Installation for 2021 in EDDDA - Emmajean would like to see a POP art piece up this Summer, EDDDA pays out of community art. Julia said a mural artist (Marlo - Artspace artist) and location has been selected. She will follow up with Cristina on details. Also a 3-D art installation; Bloomberg Street Art Grant 2022 both East & West DDDA. Was looking at pedestrian crossings as art pieces. Cristina to follow up with Julia and Emmajean. Three applications - Art of Courage (get funding for 2022), mural, and DE&I Community Forums. Rozenia committed to submit grant applications.

6. CALL TO EXEC COMMITTEE

#

**DDDA BOARD OF DIRECTORS
ADOPTED RESOLUTIONS
MARCH 2021**

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Dearborn Area Chamber of Commerce Membership Directory - EDDDA

Date Adopted: March 18, 2021

Motioned by: Chairperson Julia Kapilango

Seconded by: Vice-Chairperson Eric Woody

WHEREAS: The EDDDA and WDDDA promote and market Downtown Dearborn to consumers to improve the economy of the districts; and

WHEREAS: The 2021 *Dearborn Area Chamber of Commerce Membership Directory* will be available in a fully interactive digital edition, mobile and 2,000 print copies distributed; and

WHEREAS: The EDDDA and WDDDA are interested in sharing the cost of a full-page inside front cover advertisement in the yearly print publication and digital advertisement totaling \$2725, payable to Harbor House Publishers, a Chamber Member that has partnered with the Dearborn Area Chamber of Commerce to produce the directory; and

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs for programs that sustain and increase business activity within the district; therefore, be it

RESOLVED: The EDDDA approves an expenditure not to exceed \$1362.50 payable to Harbor House Publishers for a full-page advertisement in partnership with the WDDDA in the 2021 *Dearborn Area Chamber of Commerce Membership Directory* from the General Marketing Fund 297-6100-911-51-00; and further be it

RESOLVED: The Manager of the DDDAs is authorized to execute a contract on behalf of the EDDDA with Harbor House Publishers for a full-page advertisement in the 2021 *Dearborn Area Chamber of Commerce Membership Directory*, subject to review and approval by Corporation Counsel.

Yes: Chairperson Julia Kapilango, Vice-Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice Cislo, Director Mark Guido, and Director Kamal Turfah.

No:

Abstained:

Absent: Director Jay Kruz, Director Heidi Merino, and Director Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Dearborn Area Chamber of Commerce Membership Directory - WDDDA

Date Adopted: March 18, 2021

Motioned by: Secretary-Treasurer Jeff Lynch

Seconded by: Director John McWilliams

WHEREAS: The WDDDA and EDDDA promote and market Downtown Dearborn to consumers to improve the economy of the districts; and

WHEREAS: The 2021 *Dearborn Area Chamber of Commerce Membership Directory* will be available in a fully interactive digital edition, mobile and 2,000 print copies distributed; and

WHEREAS: The WDDDA and EDDDA are interested in sharing the cost of a full-page inside front cover advertisement in the yearly publication totaling \$2725, payable to Harbor House Publishers, a Chamber Member that has partnered with the Dearborn Area Chamber of Commerce to produce the directory; therefore, be it

RESOLVED: The WDDDA approves an expenditure not to exceed \$1362.50 from General Marketing Fund 296-6100-911-51-00, payable to Harbor House Publishers for a full-page advertisement in partnership with the EDDDA in the 2021 *Dearborn Area Chamber of Commerce Membership Directory*; and further be it

RESOLVED: The Manager of the DDDAs is authorized to execute a contract on behalf of the WDDDA with Harbor House Publishers for a full-page advertisement in the 2021 *Dearborn Area Chamber of Commerce Membership Directory*, subject to review and approval by Corporation Counsel.

Yes: Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas Clark, Director Mark Guido, and Director John McWilliams.

No:

Abstained: Director Jackie Lovejoy

Absent: Director Karen Nigosian and Director Audrey Ralko.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Ladies Night Event 2021_Service Providers

Adopted on: March 18, 2021
Motioned by: Director Thomas Clark
Seconded by: Secretary-Treasurer Mohammed Hider

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 12, 2021, to occur in the WDDDA downtown district to highlight the retail shopping experience in Downtown Dearborn; and

WHEREAS: The WDDDA anticipates \$2800 in expenditures, \$750 in income from participating businesses and \$1150 from sponsorships for Ladies Night for WDDDA; so let it be

RESOLVED: The WDDDA approves expending \$302 to Beshara for posters, postcards and yard signs with WDDDA expending from account # 296-6100-911-51-00; and, let it be

RESOLVED: The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA for the 2021 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
Beshara Printing	2500 postcards	\$125.50
Beshara Printing	18x24 yard signs (dbl-sided, corrugated) w stakes	\$85

Yes: Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas Clark, Director Mark Guido, and Director John McWilliams.

No:

Abstained:

Absent: Director Jackie Lovejoy, Director Karen Nigosian and Director Audrey Ralko.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Fairlane Grounds Landscape/Maintenance Contract 2021 - WDDDA

Date Adopted: March 18, 2021

Motioned by: Mayor Jack O'Reilly

Seconded by: Director John McWilliams

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 second of four one-year renewals with these additions:

- Landscape Installation - Pocket Park (\$3000)
- Landscape Installation - Red Effect Alley (\$1400)
- Landscape Installation - Village Road behind Comerica (\$420)
- Landscape Installation - West Deck (\$4175)
- Landscape Installation - East Deck (\$2470)
- Platform Dining Installation/Removal - (\$9200)
- Additional holiday decorations - materials/labor for 20 additional pots - (\$7155)
- Social District 2x Daily Litter Removal for 12 weeks - (\$14,685; weekly rate \$1223.75); and

WHEREAS: A portion of these funds, totaling \$72,740, are expended under the Special Assessing District (SAD) fund which is payable by the Department of Public Works (DPW); and therefore, be it

RESOLVED: The WDDDA authorizes the second of four options to renew the landscape and maintenance contract with Fairlane Grounds starting April 1, 2021-March 31, 2022, in an amount not to exceed \$329,905, furthermore; let it be further

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

Yes: Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas Clark, Director Mark Guido, Director Jackie Lovejoy, and Director John McWilliams.

No:

Abstained:

Absent: Director Karen Nigosian and Director Audrey Ralko.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

WH Canon Landscape/Maintenance Contract 2021

Date Adopted: March 18, 2021
Moted by: Chairperson Julia Kapilango
Seconded by: Secretary-Treasurer Matthew Dietz

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 was approved 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 in 2020 and the EDDDA wishes to continue this additional service; and

WHEREAS: A budget of **\$15,000** for additional plant materials/services was approved for the district for 2020 in which some services were not completed, therefore, the EDDDA wishes to continue with these additional materials, including, but not limited to:

- re-topsoil and replace/reinstall perennials in the large planter wells;
- Replacement trees for Michigan Avenue;
- Hanging baskets on Schaefer
- Planter beds in parking lots and key focal points

- Holiday greens for Michigan Avenue raised planter wells; and

WHEREAS: It was recommended to annually powerwash the sidewalks in spring at no additional cost, and since the service was not rendered in 2020, two power washings will be performed in 2021; and

WHEREAS: Sixteen additional planter pots will be added by the EDDDA along Schaefer Road with soil and plants and three seasonal material changes provided by WH Canon up to **\$4800**; and

WHEREAS: The following special conditions will be applied to the contract with WH Canon for April 1, 2021-March 31, 2022:

1. A three-strike rule performance review with the option for the EDDDA to terminate the contract after three strikes. If the contract is terminated, WH Canon will continue to provide services until another service provider is retained.
2. WH Canon must notify DDDA Office each time service is being performed per week to better track quality of work.
3. Streetpole power assessment will be performed in the summer to allow for adequate time for DTE to address any power issues for upcoming holiday décor installation.
4. WH Canon to provide a map of banner arms and needs assessment for fixing or replacements, as well as inventory.
5. EDDDA to provide a new and improved GIS map with landscape and litter areas defined.
6. EDDDA and WH Canon to conduct a walk-through of the area to pinpoint issues and continue to educate WH Canon team on expectations.
7. Clarification in contract for sweeping curblines.
8. WH Canon will perform one additional power washing from the 2020 contract not completed in the 2021 contract; and

WHEREAS: A portion of these funds, totaling \$9000, are expended under the Special Assessing District (SAD) fund which is payable by the Department of Public Works (DPW);

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs for programs that sustain and increase business activity including maintenance within the district; therefore, let it be

RESOLVED: The EDDDA authorizes the second of four options to renew the landscape and maintenance contract including special conditions with WH Canon starting April 1, 2021-March 31, 2022, at a base rate of \$102,980 annually plus \$19,800 for additional materials/services; let it be further

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

Yes: Chairperson Julia Kapilango, Vice-Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice Cislo, Director Mark Guido, and Director Kamal Turfah.

No:

Abstained:

Absent: Director Jay Kruz, Director Heidi Merino, and Director Mary O'Bryan.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

MDA Spring Workshop 2021 - EDDDA

Adopted: March 18, 2021

Motioned by: Chairperson Julia Kapilango

Seconded by: Director Mark Guido

WHEREAS: The EDDDA and WDDDA collaborate with state-level organizations which focus on downtown revitalization; and

WHEREAS: The Michigan Downtown Association (MDA) is a state-wide, non-profit organization whose mission is to strengthen downtowns in Michigan through education, resources, networking and advocacy; and

WHEREAS: The EDDDA and WDDDA have the opportunity to attend the 2021 MDA Spring Workshop being held virtually on March 26, 2021, in the amount of \$50 per person; and

WHEREAS: The listed individuals for the EDDDA will attend the workshop: Julia Kapilango and Matthew Dietz, and the EDDDA has asked for an allotment for three volunteers; and

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) A) Planning, Administration and Staffing, which supports expending on soft costs to implement and carry out activities within the district; therefore, let it be

RESOLVED: The EDDDA authorizes the expenditure up to \$250 for EDDDA board members and volunteers to participate in the 2021 Virtual MDA Spring Workshop from the Training/Transportation budget line item account # 297-6100-911-58-10; and further

RESOLVED: The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA for the MDA Spring Workshop, subject to review and approval by Corporation Counsel.

Yes: Chairperson Julia Kapilango, Vice-Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice Cislo, Director Mark Guido, and Director Kamal Turfah.

No:

Abstained:

Absent: Director Jay Kruz, Director Heidi Merino, and Director Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

MDA Spring Workshop 2021 - WDDDA

Adopted: March 18, 2021

Motioned by: Director Jackie Lovejoy

Seconded by: Director Mark Guido

WHEREAS: The WDDDA and EDDDA collaborate with state-level organizations which focus on downtown revitalization; and

WHEREAS: The Michigan Downtown Association (MDA) is a state-wide, non-profit organization whose mission is to strengthen downtowns in Michigan through education, resources, networking and advocacy; and

WHEREAS: The WDDDA and EDDDA have the opportunity to attend the 2021 MDA Spring Workshop being held virtually on March 26, 2021, in the amount of \$50 per person; and

WHEREAS: The listed individuals for WDDDA will attend the workshop: Jackie Lovejoy and Sam Abbas; so let it

RESOLVED: The WDDDA authorizes the expenditure up to \$100 for WDDDA board members to participant at the 2021 Virtual MDA Spring Workshop from the Training/Transportation budget line item account # 296-6100-911-58-10; and further

RESOLVED: The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA for the MDA Spring Workshop, subject to review and approval by Corporation Counsel.

Yes: Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas Clark, Director Mark Guido, Director Jackie Lovejoy, and Director John McWilliams.

No:

Abstained:

Absent: Director Karen Nigosian and Director Audrey Ralko.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 National Main Street Conference - EDDDA

Adopted: March 18, 2021
Motioned by: Chairperson Julia Kapilango
Seconded by: Vice-Chairperson Eric Woody

WHEREAS: The EDDDA and WDDDA Board of Directors follow the Main Street Approach to revitalizing downtowns and downtown management; and

WHEREAS: The EDDDA and WDDDA Board of Directors encourage volunteers, Board members and staff to attend trainings and conferences that educate the practice of the Main Street Approach; and

WHEREAS: The National Main Street NOW Conference is April 12-14, 2021, being held virtually, and the EDDDA and WDDDA Board of Directors intend for interested board members and volunteers; and

WHEREAS: The cost is \$99 per person or \$25 per person for any business owner; and

WHEREAS: The EDDDA Board members of Julia Kapilango and Matthew Dietz plan to attend the NOW Conference virtually, and the EDDDA has allotted for four guests to attend; and

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) A) Planning, Administration and Staffing, which supports soft costs to implement and carry out activities within the district; therefore, let it be

RESOLVED: The EDDDA approves expending up to \$594 for the EDDDA board members and volunteers registration costs associated with the Main Street NOW Conference 2021 from Account #297-6100-911-58-10; and further

RESOLVED: The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA for the National Main Street Conference, subject to review and approval by Corporation Counsel.

Yes: Chairperson Julia Kapilango, Vice-Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice Cislo, Director Mark Guido, and Director Kamal Turfah.

No:

Abstained:

Absent: Director Jay Kruz, Director Heidi Merino, and Director Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 National Main Street Conference - WDDDA

Adopted: March 18, 2021
Motioned by: Director Jackie Lovejoy
Seconded by: Director John McWilliams

WHEREAS: The WDDDA and EDDDA Board of Directors follow the Main Street Approach to revitalizing downtowns and downtown management; and

WHEREAS: The WDDDA and EDDDA Board of Directors encourage volunteers, Board members and staff to attend trainings and conferences that educate the practice of the Main Street Approach; and

WHEREAS: The National Main Street NOW Conference is April 12-14, 2021, being held virtually, and the WDDDA and EDDDA Board of Directors intend for interested board members and volunteers; and

WHEREAS: The cost is \$99 per person or \$25 per person for any business owner; and

WHEREAS: The WDDDA Board members of Jackie Lovejoy, and as one registrant: Mohammed Hider, Sam Abbas, and Jeff Lynch as they'll split the conference schedule, plan to attend the NOW Conference virtually; so let it be

RESOLVED: The WDDDA approves expending up to \$198 for the WDDDA board members and volunteers registration costs associated with the Main Street NOW Conference 2021 from Account #296-6100-911-58-10; and let it be

RESOLVED: The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA for the National Main Street Conference, subject to review and approval by Corporation Counsel.

Yes: Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas Clark, Director Mark Guido, Director Jackie Lovejoy, and Director John McWilliams.

No:

Abstained:

Absent: Director Karen Nigosian and Director Audrey Ralko.

EAST DEARBORN

DOWNTOWN DEVELOPMENT AUTHORITY

Open Door Dearborn Business Incentives Program - Grant Application: T Mobile - Rafi Rayes

Date Adopted: March 18, 2021

Motioned by: Chairperson Julia Kapilango

Seconded by: Secretary-Treasurer Matthew Dietz

WHEREAS: The EDDDA and WDDDA are committed to promoting the downtown districts by aiding in efforts to address vacancies, beautification, and attraction within the districts; and

WHEREAS: The EDDDA and WDDDA established the Open Door Dearborn business incentive to recruit businesses to Downtown Dearborn and improve the appearance of the districts through storefront and business rehabilitation and expansions at its April 18, 2019 joint Board meeting; and

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the Development and TIF Plan Section (2) (e) C) Private Sector Improvement Incentives, which supports incentives to attract and retain appropriate businesses within the district, as determined by EDDDA Board and to the extent permitted by law; and

WHEREAS: T- Mobile, an existing retail small business in the EDDDA district located at 14216 Michigan Avenue, applied for an Open Door Dearborn Grant to improve the exterior, interior and signage, with an estimated project cost of \$30,000. The applicant is eligible for a Level I sign grant at \$2,500 and a Level III construction grant in the amount of \$7,500 totaling \$10,000; and

WHEREAS: Mr. Rayes has received City of Dearborn building permit approval and has secured three quotes for construction as required by the Open Door Dearborn Grant; and

WHEREAS: At the January 27, 2021, meeting of the Design/EV Committee, the committee approved recommending to the EDDDA Board funding Rafi Rayes for the T-Mobile improvements for **Level I sign grant of \$2,500** and **Level III building improvements up to \$7,500 or up to 50% of construction costs, whichever contingency comes first.** It was motioned by Mike Kirk and seconded by Mark Guido. Roll Call Vote was unanimous in favor of awarding the grant; therefore, let it be

RESOLVED: The EDDDA awards a Level I grant for \$2,500, and a Level III grant up to \$7,500 or up to 50% of construction costs, whichever contingency comes first, funding from the Open Door Dearborn grant program from account #297-6100-911-34-90 to Rafi Rayes for the T-Mobile location at 14216 Michigan Avenue, and subject to review and approval of Corporation Counsel.

Yes: Chairperson Julia Kapilango, Vice-Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice Cislo, Director Mark Guido, and Director Kamal Turfah.

No:

Abstained:

Absent: Director Jay Kruz, Director Heidi Merino, and Director Mary O'Bryan.

EAST DEARBORN

DOWNTOWN DEVELOPMENT AUTHORITY

Open Door Dearborn Business Incentives Program - Grant Application: Juee Cafe - Rafi Rayes

Date Adopted: March 18, 2021

Motioned by: Chairperson Julia Kapilango

Seconded by: Director Janice Cislo

WHEREAS: The EDDDA and WDDDA are committed to promoting the downtown districts by aiding in efforts to address vacancies, beautification, and attraction within the districts; and

WHEREAS: The EDDDA and WDDDA established the Open Door Dearborn business incentive to recruit businesses to Downtown Dearborn and improve the appearance of the districts through storefront and business rehabilitation and expansions at its April 18, 2019 joint Board meeting; and

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to Development and TIF Plan Section (2) (e) C) Private Sector Improvement Incentives, which supports expending on incentives to attract and retain appropriate businesses within the district, as determined by EDDDA Board and to the extent permitted by law; and

WHEREAS: Property owner Rafi Rayes applied for an Open Door Dearborn Grant to start a new coffee shop, Juee Cafe, located at 14220 Michigan Avenue in the EDDDA district, with improvements intended for the exterior and interior estimated at \$100,000. The applicant is eligible for a Level I design grant for \$2,500, a Level II startup grant for \$2,500 and a Level III construction grant in the amount of \$5,000 totaling \$10,000; and

WHEREAS: Mr. Rayes has received City Building permit approval on November 20, 2020, and has secured three quotes for construction; and

WHEREAS: At the January 27, 2021, meeting of the Design/EV Committee, the committee approved recommending to the EDDDA Board funding Rafi Rayes for the Juee Cafe improvements for **Level I design grant of \$2,500, a Level II start-up grant for \$2,500 and a Level III building improvements for \$5,000** motioned by Mark Guido and seconded by Jackie Lovejoy. Roll Call Vote was unanimous in favor of awarding the grant. Jeff Watson abstained; therefore, let it be

RESOLVED: The EDDDA awards a Level I grant for \$2,500, a Level II start-up grant for \$2,500 and a Level III grant for \$5,000 totaling \$10,000 from the Open Door Dearborn grant program from account #297-6100-911-34-90, subject to review and approval of Corporation Counsel.

Yes: Chairperson Julia Kapilango, Vice-Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice Cislo, Director Mark Guido, and Director Kamal Turfah.

No:

Abstained:

Absent: Director Jay Kruz, Director Heidi Merino, and Director Mary O'Bryan.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

CIP #M20017 Parking Lots - Lighting – Detroit Edison- Amendment I

Date Adopted: March 18, 2021
Motioned by: Mayor Jack O'Reilly
Seconded by: Chairperson Julia Kapilango

- 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; and
- WHEREAS:** The EDDDA Board authorized 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
- WHEREAS:** The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) (D) (2) Reconstruction/Beautification of Parking Lots to do improvements designed to create a functional yet pedestrian friendly vehicular accessible environment within the district; and
- WHEREAS:** It has been determined DTE now needs to remove the raised planter beds in the pedestrian alley that is east of Schaefer Road going into the 5050 Schaefer lot due to it preventing the best possible placement of lighting in that area; and the removal cost of the raised planter beds is \$2999; so let it be
- RESOLVED:** The EDDDA Board authorizes the additional expenditure of \$2999 for the removal of the raised planter beds by DTE as part of this project, expending from Contract

Services account #634-6100-435.45-20; and let it be

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

Yes: Chairperson Julia Kapilango, Vice-Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice Cislo, Director Mark Guido, and Director Kamal Turfah.

No:

Abstained:

Absent: Director Jay Kruz, Director Heidi Merino, and Director Mary O'Bryan.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Spring Perennial Exchange 2021 - Amendment I - EDDDA - Tabled

Date Tabled: March 18, 2021

Motioned by: Chairperson Julia Kapilango

Seconded by: Director Janice Cislo

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs for programs that sustain and increase business activity within the district; therefore, be it

WHEREAS: The Promotions and Organization Committee has recommended hosting and coordinating a Spring Perennial Exchange in the EDDDA to increase engagement in open spaces in Downtown Dearborn while adhering to COVID-19 protocols; and

WHEREAS: The EDDDA approves expenditures of \$1030 for the Spring Perennial Exchange for posters from Beshara, newspaper ads from Bewick Publications, Arab American News, and yard signs (vendor TBD); and

WHEREAS: The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with the companies previously approved below (Beshara Printing and Bewick Publications) for the Spring Perennial Exchange, subject to review and approval by Corporation Counsel; let it be

RESOLVED: That the EDDDA tables this resolution obligating \$1030 in expenditures for the Spring Perennial Exchange event from the Community Promotions Budget # 297-6100-911-51-00 for 2021 and will bring back to the Joint Board meeting April 2021.

Vendor	Purpose	Amount
Beshara Printing	Posters (qty. 100)	\$100
Bewick Publications	newspaper advertisement (2 pubs in one week)	\$150
Arab American News	advertisement (1x, 5.33"x3")	\$470

TBD	yard signs (10 qty)	TBD
-----	---------------------	-----

Yes: Chairperson Julia Kapilango, Vice-Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice Cislo, Director Mark Guido, and Director Kamal Turfah.

No:

Abstained:

Absent: Director Jay Kruz, Director Heidi Merino, and Director Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Tunes at Noon at Wagner Place 2021_Service Providers

Approved: March 18, 2021
Motioned by: Vice-Chairperson Mohammed Hider
Seconded by: Director Thomas Clark

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

WHEREAS: The Tunes at Noon at Wagner Place event, sponsored by the WDDDA, is created to provide entertainment during the afternoon to employees of Wagner Place, surrounding businesses, and the community; and

WHEREAS: The WDDDA authorized a budget of \$3700 in expenditures for the 2021 Tunes at Noon at Wager Place events; therefore, let it be

RESOLVED: The WDDDA approves to expend \$2400 for the listed service providers from account #296-6100-911-51-00; and let it be

RESOLVED: The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA for the listed service providers, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Dearborn School of Music	musical entertainment	\$400
Amy Loskowski	musical entertainment	\$400
Jillian Govan	musical entertainment	\$400
Steve Taylor	musical entertainment	\$400
Gia Warner	musical entertainment	\$400
Bruce Bailey	musical entertainment	\$400

Yes: Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas Clark, Director Mark Guido, and Director John McWilliams.

No:

Abstained:

Absent: Director Jackie Lovejoy, Director Karen Nigosian and Director Audrey Ralko.