



EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING

THURSDAY, DECEMBER 19, 2019

8:00 A.M. – 9:30 A.M.

Dearborn Administrative Center

16901 Michigan Avenue, Dearborn, MI

- I. Call to Order** **Chairmans J. Scott Saionz & Sam Abbas**
- II. Roll Call** **Secretaries Kruz & Lynch**
- III. Joint Meeting Chair for December 2019: Sam Abbas**
- IV. Approval of the November 2019 Meeting Minutes**
- V. Treasurer's Report** **Finance/Treasurers**
- VI. Action Items**
 - A. WDDDA Actions Only**
 - 1. none**
 - B. EDDDA Actions Only**
 - 1. Open Door Dearborn Grant Application: Alderwish CPA**
 - 2. Unemployment Payments for 2019/2020**
 - C. Joint Board Actions**
 - 1. Art Month Partnership**
 - 2. Chamber Membership Directory Ad Amendment**
 - 3. Conference Room AV Equipment**
 - 4. Branding Print Items: Stickers & Window Clings**
 - 5. Tanner Friedman Contract Extension**
 - 6. Executive Management Contract 2020-2023**
- VII. Committee Reports**
- VIII. DDDA Executive Management Team & ECD Reports**
- IX. Call to Board of Directors**
 - A. Branding**
- X. Call to Audience** **3 min./guest**
- XI. Adjournment**

AGENDA OVERVIEW

Action Items

WDDDA ACTIONS ONLY

None

EDDDA ACTIONS ONLY

Open Door Dearborn Grant Application – Alderwish CPA

Alderwish CPA submitted a grant application for the Open Door Dearborn incentive for Level 1 funding for signage up to \$2500. They are adding new signage to the property in the EDDDA located 14224 Michigan Avenue which they purchased this past year. Over the last year, they have been renovating the inside of the building expending over \$35,000. The Design/EV Committee reviewed their application on December 11, 2019, and recommends funding contingent upon a resubmittal of drawings that includes a revision to the sign design so that it is on one backer board, as opposed to two separate sign cavities; and contingent upon City of Dearborn approval of sign permit. Revised drawings have not been submitted yet, but we are anticipating those prior to the Board meeting, and the business owner would like to be able to install the sign in January. The application and original drawings are attached in the supplemental materials.

Unemployment Payments for FYE2020

Unemployment costs for 2018/19 for former Executive Director Michael Bewick are expected late this fall 2019 in the amount of \$5,068. The EDDDA Executive Committee recommends amending the EDDDA budget to accurately reflect these costs for FYE2020, which will provide full transparency and not take away from current programs and projects still planned for this year.

This expense will be allocated back to the EDDDA when incurred. The State will bill the City of Dearborn each fall for the prior calendar year. Since, the expense can be incurred from up to 1 year (July 1, 2018 – June 30, 2019) we will have to budget for this expense in FY21 budget seasons as well.

JOINT ACTIONS

Art Month Partnership

For the last few years, the EDDDA and WDDDA have supported the Dearborn Community Fund and Dearborn Recreation Cultural Arts Committee to promote Dearborn Art Month through a contribution of \$2,000 split equally. Art Month brings the community together to celebrate arts and culture throughout Dearborn, with many events like Gallery Rally and local business activities. There is a request to continue funding again this year which has been budgeted for FYE2020.

Chamber Membership Directory Ad Amendment

At the November Joint DDDA Board meeting, the Boards approved advertising in the Dearborn Area Chamber of Commerce's Annual Directory at an amount of \$2475, split equally. The directory has a print distribution of 2,000 copies and thousands of online views. Since the Board meeting, Harbor House brought it to our attention that the inside cover page is available and they could offer it an additional amount of \$66.25, split equally between the East and West DDDAs.

Conference Room AV Equipment

To improve meeting room functionality of the DDDA office, it is recommended to add AV Equipment that will allow attendees to present and display content on a Smart TV, similar to that of the meeting room at the Dearborn Administrative Center. City of Dearborn MIS is assisting in finding the appropriate TV and supporting equipment/supplies needed for the installation, estimated at \$800, split equally between EDDDA/WDDDA. Funds are available through office supplies fund line item.

Branding Printing: Stickers & Window Clings

As part of the Brand Campaign roll out, it is recommended to produce stickers and window clings for both businesses and individuals alike to help push the new messaging out to our audiences. Printing of 1,000 stickers to start, and another 1,000 static window clings are estimated to not exceed \$675 including shipping. The stickers will be used at individual and group meetings with corporations and organizations to hand out and events, functions. The window clings will be handed out to each business in the DDDA districts.

Tanner Friedman Contract Extension

The Tanner Friedman Contract for communications management expires January 19, 2020. A solicitation for future communications management for the DDDAs will be released in early 2020, and generally takes a few months to vet and review proposals. Therefore, Purchasing Department is recommending that the Boards extend the current contract with Tanner Friedman through June 30, 2020, to allow for adequate time for the solicitation and continue to maintain services. Tanner Friedman manages the marketing and communications strategy, providing things such as public relations, social media strategy and web content development. Their current contract is \$80,000 annually split equally between EDDDA and WDDDA, at an hourly blended rate of \$150/hour. The extension would be \$35,000 through the end of June 2020, split equally East/West (\$17,500 each).

Their recent quarterly report is attached with some of the most recent Shop Small and Winterfest Market media results included. For quick and easy access, I have included the news links here:

Branding Media Coverage:

- Press and Guide: http://www.pressandguide.com/news/new-city-logo-a-dud-according-to-some-dearborn-residents/article_f22a8b72-1d45-11ea-bc8f-eb50d33066bf.html
- Deadline
Detroit: https://www.deadlinedetroit.com/articles/23919/people_are_hating_on_the_city_of_dearborn_s_new_logo_for_whatever_reason
- WXYZ: http://us.vocuspr.com/ViewNewsOnDemand.aspx?Email=plong%40tannerfriedman.com&Date=12%2f13%2f2019+9%3a06%3a04+AM&ArticleID=3534782_27104_91922680

- WDIV: http://archive.tveyes.com/18120/3534782-52936/4480547b-835e-4faa-8acc-a485d52f109c/WDIV_12-12-2019_06.11.57.mp4
- Patch: <https://patch.com/michigan/dearborn/poll-do-you-dearborns-new-logo>
- Metromode: <https://www.secondwavemedia.com/metromode/features/dearborn-branding-partner-content.aspx>
- <https://www.freep.com/story/news/local/michigan/wayne/2019/12/11/dearborn-city-logo/4398234002/>
- WDIV: <https://www.clickondetroit.com/news/local/2019/12/12/community-members-voice-opinions-on-social-media-after-city-of-dearborn-unveils-new-logo/>
- Fox 2: <https://www.fox2detroit.com/news/new-logo-for-city-of-dearborn-sparks-uproar>

Shop Small Media Coverage:

- Patch: <https://patch.com/michigan/dearborn/your-guide-small-business-saturday-dearborn>
- Press & Guide: http://www.pressandguide.com/news/shop-small-win-big-event-to-return-to-dearborn/article_3df4a94c-04c9-11ea-994f-4f8904a3288c.html
- WDIV: <https://www.clickondetroit.com/consumer/help-me-hank/2019/11/30/small-business-saturday-where-to-shop-local-around-metro-detroit/>
- <https://www.clickondetroit.com/live-in-the-d/2019/12/05/discover-unique-gifts-in-downtown-dearborn/>
- WWJ http://archive.tveyes.com/18120/3534782-52678/a37d01e1-c3d4-4fec-a294-a2685f8d88d3/RADWWJ_11-29-2019_14.08.14.mp3
- Little Guide Detroit: <https://www.littleguidedetroit.com/top-things-to-do-with-kids-in-dearborn/> and <https://www.littleguidedetroit.com/event/winterfest-2/>
- Raising Little Princes: <https://raisinglittleprinces.com/downtown-dearborn-shop-small/>

Shop Small Calendar Listings:

- Eventful: <https://detroit.eventful.com/events/downtown-dearborn-shop-small-/E0-001-132115753-3@2019113009>
- Metro Times: <https://www.metrotimes.com/detroit/downtown-dearborn-shop-small/Event?oid=23054107>
- SpinGo: <http://www.spingo.com/calendar/event/8118813-downtown-dearborn-shop-small?location=near-me§ions=all&date=today>
- WXYZ: <https://www.wxyz.com/entertainment/around-town#/?i=2>
- On Detroit: <https://ondetroit.com/events/#/event/8118813-downtown-dearborn-shop-small?location=48211-detroit§ions=all&date=today>
- Visit Detroit: <https://visitdetroit.com/event/downtown-dearborn-shop-small/>

Winterfest Media Coverage:

- Patch: <https://patch.com/michigan/dearborn/your-guide-dearborns-winterfest-market>
- Press & Guide: http://www.pressandguide.com/news/winterfest-market-brings-holiday-cheer-with-more-than-vendors-family/article_671ceb0c-0fa7-11ea-8bad-bf0710d1480e.html
- Little Guide Detroit: <https://www.littleguidedetroit.com/event/winterfest-2/>
- Raising Little Princes <http://bit.ly/33V7vNA>

Winterfest Calendar Listings:

- Eventful: <https://detroit.eventful.com/events/downtown-dearborn-winterfest-market-/E0-001-132394476-6>
- Metro Times: <https://www.metrotimes.com/detroit/downtown-dearborn-winterfest-market/Event?oid=23159273>
- SpinGo: <http://www.spingo.com/calendar/event/8150366-downtown-dearborn-winterfest-market?location=near-me§ions=all&date=today>
- WXYZ: <https://www.wxyz.com/entertainment/around-town#/?i=5>
- Visit Detroit: <https://visitdetroit.com/event/winterfest-market/>
- WDIV: <https://www.clickondetroit.com/liveguide/#/details/Dearborn-Winterfest-Market/7430806/2019-12-14T10>
- On Detroit: <https://ondetroit.com/events/#/event/8150366-downtown-dearborn-winterfest-market?location=48211-detroit§ions=all&date=today>

Executive Management Contract 2020-2023

A competitive solicitation process was conducted for Executive Management services for a three-year contract with two one-year renewals starting January 1, 2020. The current contract with POW! Strategies expires December 31, 2019. The 2019 calendar year of expenditures from the DDDAs with POW! Strategies is estimated at approximately \$225,000, plus Facebook, Maestro and Office Supplies estimated at approximately \$6300 to date (there are still December marketing and supply bills anticipated).

POW! Strategies submitted a proposal for the new contract opportunity which was reviewed and evaluated by a selection committee consisting of both EDDDA, WDDDA and City of Dearborn officials. Attached in the supplemental materials is the contract cost summary, elements of the POW! Strategies presentation to the selection committee, and the selection committee's evaluation.

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

MEMBERS PRESENT

EAST DDA : Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Mayor Jack O'Reilly, Director Mark Guido, Director Julia Kapilango, and Director Kamal Turfah

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

MEMBERS ABSENT

EAST DDA : Secretary-Treasurer Jay P. Kruz, Director Janice B. Cislo, Director Judith A. McNeeley, and Director Mary O'Bryan

WEST DDA : Chairperson Sam Abbas

NON-MEMBERS PRESENT :

CITY OF DEARBORN : Licia Yangouyian (Legal), Moe Almaliky (Finance), Laura Freeman (Council), Jordan Roberts (Property Maintenance), Nicole Golich (Property Maintenance), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA), Janet Bloom (DDDA)

OTHERS : N/A

I. Call to Order

Joint DDDA Chair Scott Saionz called the meeting to order at 8:05 am.

II. Roll Call

Secretary/Treasurer Thomas Clark called the roll of Board members for West.

Secretary/Treasurer Dan Merritt called the roll of Board Members for East.

WDDDA: A quorum was present.

EDDDA: A quorum was present.

III. Joint Meeting Chair for December 2019: Chairman Sam Abbas

IV. Approval of the October 2019 Meeting Minutes

EDDDA: The minutes from the October 2019 Board meeting were presented for approval. It was moved by Director Mark Guido and supported by Director Julia Kapilango to approve the minutes as presented. A voice vote unanimously approved.

WDDDA: The minutes from the October 2019 Board meeting were presented for approval. It was moved by Jeff Lynch and supported by Mayor Jack O'Reilly to approve the minutes as presented. A voice vote unanimously approved.

V. Treasurer's Report

A. Receive & File Report

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated October 31, 2019. Revenue to date totaled \$664,893. Total expenditures totaled \$152,109. The current cash position equals \$1,507,819 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$633,080.

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

WDDDA: Moe Almaliky reviewed the financial statement dated October 31, 2019. Revenue to date totaled \$632,471. Total expenditures totaled \$155,793. The current cash position equals \$1,293,183 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$473,846.

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

VI. Action Items

A. Joint Board Actions

1. Holiday Decor - Executive Committee Action

Resolution detailing the Executive Committee Action item that occurred on Nov. 11 at the Executive Board Meeting. Executive Committee Action addressed the additional costs for the EDDDA with Northern Lights Display for 16 - pole attachments for 24" red bows(\$400), 114 additional warm white mini lights (\$1710) and shipping (\$510.66) for a total of \$2620.66; And due to an item price discrepancy, the original price was thought to be by case but it was by item: Holiday Lights Display for 4 cases warm white light

spheres (24) , 2 cases red light spheres (12) and 2 cases green light spheres (12) for a total of \$2169.60. The total EDDDA is authorizing is \$4,790.26 from the budget account of #297-6100-911-34-90. For WDDDA, Mayor Jack O'Reilly motioned to approve; seconded by Director Jackie Lovejoy. A voice vote passed unanimously. For EDDDA, motion to approve by Director Julia Kapilango; seconded by Director Mark Guido. A voice vote passed unanimously.

2. Holly Berry Brunch Ad for Shop Small

Resolution introduced to do a quarter page ad in the Dearborn Garden Club's annual Holly Berry Brunch program for a cost of \$300, be split equally between EDDDA and WDDDA; using Community Promotions funds from West account #296-6100-911-51-00 (\$150.00) and from East account #297-6100-911-51-00 (\$150.00). The Dearborn Garden Club also distributes 500 Shop Small Passports at the function. For WDDDA, motioned by Director Thomas Clark and seconded by Director Mohammed Hider. A voice vote passed unanimously. For EDDDA, motioned by Director Kamal Turfah and seconded by Director Dan Merritt. A voice vote passed unanimously.

3. Chamber Membership Directory Ad

Resolution introduced to do full page ad in the 2020 Dearborn Area Chamber of Commerce Directory. The directory will be available in fully interactive digital edition, mobile and 2000 print copies. The ad cost is \$2475, payable to Harbor House Publishers and will be split equally between EDDDA and WDDDA; using Community Promotions funds from West account #296-6100-911-51-00 (\$1237.50) and from East account #297-6100-911-51-00 (\$1237.50). For WDDDA, motioned by Director Mohammed Hider and seconded by Director Audrey Ralko. A voice vote passed unanimously. For EDDDA, motioned by Director Mark Guido and seconded by Director Kamal Turfah. A voice vote passed unanimously.

4. Metromode - 2nd Extension of Two

Resolution introduced to exercise the second, three-month extension option at \$12,000 to run December 1, 2019 to February 29, 2020, split equally between EDDDA and WDDDA; allocating \$6,000 from Community Promotions from West account #296-6100-911-51-00 and from East account #297-6100-911-51-00. For WDDDA, motioned by Director Jackie Lovejoy and seconded by Director Mohammed Hider. A voice vote passed unanimously. For EDDDA, motioned by Director Mark Guido and seconded by Director Julia Kapilango. A voice vote passed unanimously.

5. MMTP Letter of Support

Resolution introduced to have Joint Board of the DDDAs present a letter of support for the Multi-Modal Transportation Plan, set to go before Dearborn City Council January 2020. The plan will help the city apply for state and federal grants and improve walking, bicycle, sidewalk, bridges and streets infrastructure. For WDDDA, motioned to approve by Director John McWilliams; seconded by Director Jackie Lovejoy. A voice vote passed

unanimously. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Julia Kapilango. A voice vote passed unanimously.

6. Nomination Committees

Resolution introduced to select a Nomination Committee for the annual nomination of officers for both EDDDA and WDDDA. For EDDDA, Nominating Committee is Mark Guido, Julia Kapilango, and Kamal Turfah. For WDDDA, Nominating Committee is Mark Guido, Jackie Lovejoy and Audrey Ralko. For WDDDA, motioned to approve by Director John McWilliams; seconded by Mayor Jack O'Reilly. A voice vote passed unanimously. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Scott Saionz. A voice vote passed unanimously.

B. WDDDA Actions Only

Motion made to add to the Winterfest to the WDDDA agenda. Motioned by Jackie Lovejoy, seconded by Jeff Lynch. A voice vote passed unanimously.

1. Got You Covered is photographer onsite for WDDDA for Winterfest. \$450 was already approved in October for a photographer. The photographer will do Santa photos, general photos and a customer photo booth onsite. An additional fee of \$250 is requested for Got You Covered for Winterfest. For WDDDA, motioned to approve by Mayor Jack O'Reilly; seconded by Director Jackie Lovejoy. A voice vote passed Unanimously.

C. EDDDA Actions Only

1. Winterfest Market/Open House

The EDDDA has planned the Open House Dec. 11. \$15,000 has been budgeted from the Community Promotions fund / Holiday Promotionsline item account #297-6100-911-51-00. The final quote for vendor S&R Tent Rental is \$117.60 more the the \$300 approved at the October board meeting. This resolution is to approve the additional funds of \$117.60 to S&R Tent Rental for Open House equipment. For EDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Kamal Turfah. A voice vote passed unanimously.

VIII. PMADS Report

Jordan Roberts introduced himself with City Property Maint. and then Nicole Golich, a recent hire, is Supervisor of Property Maint.. Top issues to be addressed are lighting and getting information to businesses on ordinance issues.

IV. Committee Reports

Promotions Committee, Design Committee, Executive Committee minutes are in Supplemental Materials in digital board packet .Event Wrap ups to be sent via to Joint Board later in day.

X. DDDA Executive Management Team & ECD Reports

No report

XI. Call to Board of Directors

1. Metromode - keep pressure on types of articles and a balanced approach to districts
2. Reminder of EDDDA Open House on Dec. 11. Also on Nov. 30, Open Studios at Artspace, Shop Small Nov. 30 - Dec. 8.
3. Karen Nigosian pointed out construction staging happening in lot. Jeff Lynch mentioned he would check with Program Manager and to see if available to open during winter months. Cristine Sheppard-Decius mentioned employees park south of the railroad tracks.

XI. Call to Audience

No discussion

XII. Adjournment

Meeting adjourned at 9:35 am

Approved by:

Jay Kruz, Secretary-Treasurer, EDDDA

Jeff Lynch, Secretary-Treasurer, WDDDA

Financial Statement Summary

	FY2018 Audited	FY2019 Unaudited	FY2020				
			Adopted	Amended	Actual	Encumbered	Balance
Revenue							
Property Tax Capture	\$ 496,066	686,335	\$ 505,710	\$ 505,710	\$ 606,140	\$ -	N/A
Brownfield Tax Capture	119,900	132,940	235,220	235,220	-	-	235,220
Tax Revenue Total:	\$ 615,966	\$ 819,275	\$ 740,930	\$ 740,930	\$ 606,140	\$ -	\$ 235,220
Local Community Stabilization Authority	12,332	25,313	25,320	25,320	-	-	25,320
Farmer's Market Federal Grant	-	1,424	1,000	1,000	475	-	525
Farmer's Market Miscellaneous	12,900	18,865	23,500	23,500	1,475	-	22,025
Donations from a Private Source	88,742	48,348	83,500	83,500	9,119	-	74,381
Events Revenue	-	-	-	-	3,445	-	-
Interest Income	9,786	19,928	20,698	20,698	4,070	-	16,628
Miscellaneous Income	-	6,194	-	-	-	-	-
Donations & Farmer's Market Total:	\$ 123,760	\$ 120,072	\$ 154,018	\$ 154,018	\$ 18,584	\$ -	\$ 138,879
Contributions from the General Fund	39,102	37,913	35,000	35,000	14,583	-	20,417
General Fund Contribution Total:	39,102	37,913	35,000	35,000	14,583	-	20,417

Total Revenues:	\$ 778,828	977,260	\$ 929,948	\$ 929,948	\$ 639,307	\$ -	\$ 768,615
Expenditure							
Part-time Wages	\$ 4,830	81	\$ -	\$ -	\$ -	\$ -	\$ -
City Share of FICA & Medicare	369	6	-	-	-	-	-
Workers Compensation Contribution	3	-	-	-	-	-	-
Audit Services	329	382	400	400	400	-	-
Sanitation Contractual Services	22,152	25,920	25,920	25,920	11,520	8,640	5,760
Development Contractual Services	253,616	399,227	499,826	534,826	153,016	185,216	196,594
Farmer's Market Contractual Services	5,089	16,509	22,000	22,000	6,153	212	15,635
WATER/SEWAGE	-	-	-	1,500	385	1,115	-
Copier Repair & Maintenance Services	-	362	375	375	-	-	375
Building Rental	-	10,935	11,010	11,010	4,513	6,318	179
Community Promotion	137,110	264,955	341,345	485,796	95,222	35,734	354,840
Insurance	2,985	2,670	3,730	3,730	1,555	-	2,175
Communications	-	225	-	-	301	928	(1,229)
Training & Transportation	2,569	2,836	3,500	3,500	-	-	3,500
Office Supplies	693	802	4,125	4,125	95	-	4,030
POSTAGE	-	-	-	-	202	-	(202)
Non-Capital Equipment	-	-	18,600	17,100	-	-	17,100
Repair & Maintenance Supplies	-	1,400	-	-	-	-	-
Planting Materials	8,276	6,798	30,000	30,000	577	17,916	11,507
Memberships	413	513	940	940	-	-	940
Other Operating Expenses	150,000	-	1,250	1,250	-	-	1,250
Transfer to Brownfield Redevelopment Authority	119,900	132,940	235,220	235,220	-	-	235,220
Total Expenditure:	\$ 708,334	866,561	\$ 1,198,241	\$ 1,377,692	\$ 273,939	\$ 256,079	\$ 847,674

Revenues Over/(Under) Expenditures \$ 70,494 110,699 \$ (268,293) \$ (447,744) \$ 365,368 \$ (256,079) \$ (79,059)

Balance Sheet

Cash Position					\$ 1,179,868		
Current Receivables					7,840		
Unearned Income					768,615		
Current Liabilities					(4,118)		
Encumbrances					(256,079)		
Uncommitted Budget					(847,674)		
Estimated Ending Cash Position	\$ 787,019	906,009			\$ 848,452		

Expenditure Details

	FY2018 Audited	FY2019 Unaudited	FY2020				
			Adopted	Amended	Actual	Encumbered	Balance
Beautification							
Sanitation Contractual Services	\$ 22,152	25,920	\$ 25,920	\$ 25,920	\$ 11,520	\$ 8,640	\$ 5,760
Holiday Décor & Installation	17,350	11,861	20,000	20,000	-	19,830	170
Landscape & Maintenance	55,820	193,459	219,080	219,080	87,593	96,535	34,952
Snow Removal	38,250	39,678	45,000	45,000	-	50,266	(5,266)
On-Street Bike Racks	516	-	6,000	6,000	-	-	6,000
Master Plan/Vision, Art in Public Spaces	-	-	10,000	30,000	-	-	30,000
Planting Materials	8,276	6,798	30,000	30,000	577	17,916	11,507
Total Beautification	\$ 142,364	277,716	\$ 356,000	\$ 376,000	\$ 99,690	\$ 193,187	\$ 83,123

Development

General Marketing (banners, printing, social media)	\$ 4,625	10,258	\$ 30,000	\$ 30,000	\$ 6,915	\$ 4,848	\$ 18,237
Branding	-	118,371	120,000	252,881	54,600	13,320	184,961
Graphic Design	1,474	150	5,000	5,000	220	78	4,702
Photography	1,825	1,850	5,000	5,000	875	25	4,100
Metro Mode / Issue Media	30,000	18,000	24,000	24,000	6,000	6,000	12,000
Mobile App	-	1,197	3,750	3,750	-	-	3,750
CTM Brochure Distribution	5,852	2,339	4,250	4,250	-	583	3,667
Website, Constant Contacts	275	226	230	230	-	-	230
Website Hosting & Domain Registration	985	801	1,350	1,350	894	180	276
Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
Community Art Enhancement	-	-	4,000	4,000	-	-	4,000
Dearborn Community Fund Sculpture Initiative	5,900	5,900	6,000	6,000	-	-	6,000
Art month, Art Spark, Pocket Park Mural, POP-Student	1,500	5,500	1,000	1,000	-	-	1,000
Fall Promotions	476	193	300	300	-	-	300
Holiday Promotions, Holly Berry Brunch Program	3,950	16,144	14,665	14,665	-	3,775	10,890
Shop Small Business Saturday	7,201	3,665	7,000	7,000	-	5,650	1,350
Restaurant week	12,465	17,581	16,500	16,500	-	-	16,500
Big Read	1,000	-	1,000	1,000	-	-	1,000
Tunes at Noon	-	-	6,500	6,500	3,024	-	3,476
Friday Nites Concert Series & Food Truck Rally	34,328	32,876	44,600	44,600	6,585	241	37,774
Wagner Place Park Equipment	-	2,280	15,000	26,570	6,505	-	20,065
Main Street Materials	790	-	-	-	-	-	-
Martian Marathon	619	375	500	500	-	-	500
Bike Dearborn	-	250	-	-	-	-	-
Farm Table	-	-	8,500	8,500	-	175	8,325
Movies In the Park	-	-	2,000	2,000	658	29	1,313
Doggone	-	-	800	800	-	-	800
Ice Cream	-	-	700	700	-	-	700
Ladies Night Out	-	-	550	550	-	-	550
Pernennail	-	-	550	550	152	-	398
Kids Day	-	1,457	10,000	10,000	8,745	75	1,180
Farmer's Market Contractual Services	5,089	16,509	22,000	22,000	9,093	212	12,695
Building / Business Incentives	-	-	40,000	55,000	-	-	55,000
Other Community Development	13,336	4,479	2,000	2,000	48	755	1,197
Total Development	<u>\$ 149,387</u>	<u>284,947</u>	<u>\$ 403,345</u>	<u>\$ 562,796</u>	<u>\$ 104,314</u>	<u>\$ 35,946</u>	<u>\$ 422,536</u>

Planning & Administration

Executive Director	\$ 94,570	46,172	\$ 47,996	\$ 47,996	\$ 15,332	\$ 7,669	\$ 24,995
Operations Manager	-	27,742	30,950	30,950	11,606	3,869	15,475
Design & Planning Manager	-	9,400	12,000	12,000	4,500	1,500	6,000
Event Manager, Farmer's Market Manager	9,771	26,738	27,900	27,900	10,463	3,488	13,949
Communications Manager, Public Relations	30,064	38,430	40,000	40,000	20,283	1,384	18,333
Total Directors Expenses	<u>134,405</u>	<u>148,482</u>	<u>158,846</u>	<u>158,846</u>	<u>62,184</u>	<u>17,910</u>	<u>78,752</u>
Wages & Benefits	5,202	87	-	-	-	-	-
Other Office Expenses	7,076	10,629	13,070	14,570	2,938	2,043	9,589
Office Cleaning	-	825	900	900	300	675	(75)
Building Rental	-	10,935	11,010	11,010	4,513	6,318	179
Non-Capital Equipment (lighting, repairs)	-	-	18,600	17,100	-	-	17,100
Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250
Parking Debt Contribution	150,000	-	-	-	-	-	-
Transfer to Brownfield Redevelopment Authority	119,900	132,940	235,220	235,220	-	-	235,220
Total Planning & Administration	<u>\$ 416,583</u>	<u>303,898</u>	<u>\$ 438,896</u>	<u>\$ 438,896</u>	<u>\$ 69,935</u>	<u>\$ 26,946</u>	<u>\$ 342,015</u>
Expenditures	\$ 708,334	866,561	\$ 1,198,241	\$ 1,377,692	\$ 273,939	\$ 256,079	\$ 847,674

Financial Statement Summary

	FY2018	FY2019	FY2020				
	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Revenue							
Property Tax Capture	\$ 331,579	\$ 343,896	\$ 354,750	\$ 354,750	\$ 628,684	\$ -	N/A
Brownfield Tax Capture	464,566	464,099	475,240	475,240	-	-	475,240
Tax Revenue Total	\$ 796,145	\$ 807,995	\$ 829,990	\$ 829,990	\$ 628,684	\$ -	\$ 475,240
Local Community Stabilization Authority	-	23,733	23,740	23,740	26,223	-	N/A
Federal Sources (contra-revenue)	-	(142,029)	-	-	-	-	-
Donations from a Private Source	22,965	41,850	115,000	115,000	1,374	-	113,626
Interest Income	18,257	27,156	31,218	31,218	4,842	-	26,376
Events Revenue	-	-	-	-	2,725	-	-
Miscellaneous Income	-	-	14,205	14,205	-	-	14,205
Donation Revenue Total	\$ 41,222	\$ (49,290)	\$ 184,163	\$ 184,163	\$ 35,164	\$ -	\$ 154,207
Contributions from the General Fund	35,681	11,794	11,310	11,310	4,713	-	6,597
General Account Contribution Total	\$ 35,681	\$ 11,794	\$ 11,310	\$ 11,310	\$ 4,713	\$ -	\$ 6,597
Total Revenue	\$ 873,048	\$ 770,499	\$ 1,025,463	\$ 1,025,463	\$ 668,561	\$ -	\$ 636,044

Expenditure

Part-time Wages	\$ 51,593	\$ 505	\$ -	\$ -	\$ -	\$ -	\$ -
City Share of FICA & Medicare	3,947	39	-	-	-	-	-
Workers Compensation Contribution	33	-	-	-	-	-	-
Audit Services	772	763	800	800	800	-	-
Sanitation Contractual Services	33,603	11,794	11,310	11,310	-	7,000	4,310
Other Professional Services	150	-	-	-	-	-	-
Development Contractual Services	133,045	265,527	359,856	402,197	113,609	126,252	162,336
Copier Repair & Maintenance Services	58	362	375	375	-	-	375
Building Rental	25,000	10,935	11,010	11,010	4,513	6,318	179
Community Promotion	154,922	190,668	339,980	422,022	49,267	24,485	348,270
Insurance	3,255	4,110	6,260	6,260	2,605	-	3,655
Communications	720	281	-	-	301	928	(1,229)
Training & Transportation	3,310	2,539	3,500	3,500	353	-	3,147
Office Supplies	642	802	4,125	4,125	144	-	3,981
Postage	4	154	100	100	212	-	(112)
Non-Capital Equipment	1,720	-	3,500	3,500	-	-	3,500
Repair & Maintenance Supplies	-	1,400	-	-	-	-	-
Planting Materials	7,057	18,455	30,000	30,000	17,825	-	12,175
Memberships	413	513	1,190	1,190	-	-	1,190
Reference Materials	28	-	-	-	-	-	-
Licenses, Fees, & Permits	-	-	300	300	-	-	300
Other Operating Expenses	536,989	-	15,455	15,455	14,203	-	1,252
Transfer to Brownfield Redevelopment Authority	464,566	464,099	475,240	475,240	-	-	475,240
Total Operating Expenditures	1,421,827	972,946	1,263,001	1,387,384	203,832	164,983	1,018,569
Building Demolition Services	-	-	-	-	-	-	-
Architect & Engineering Services	4,250	-	-	59,501	-	16,831	42,670
Construction Contractor	25,180	-	-	137,785	-	137,147	638
Undistributed Appropriations	-	-	-	5,694	-	-	5,694
Total Capital Expenditures	29,430	-	-	202,980	-	153,978	49,002
Total Expenditure	\$ 1,451,257	\$ 972,946	\$ 1,263,001	\$ 1,590,364	\$ 203,832	\$ 318,961	\$ 1,067,571
					5,067		
Revenues Over/(Under) Expenditures	\$ (578,209)	\$ (202,447)	\$ (237,538)	\$ (564,901)	\$ 464,729	\$ (318,961)	\$ (431,527)

Balance Sheet

Cash Position					\$ 1,456,013		
Current Receivables					3,360		
Unearned Income					636,044		
Current Liabilities					(18,220)		
Encumbrances					(318,961)		
Uncommitted Budget					(1,067,571)		
Estimated Ending Cash Position	\$ 1,090,062	\$ 1,042,608			\$ 690,665		

Expenditure Details	FY2018		FY2019		FY2020				
	Audited		Unaudited		Adopted	Amended	Actual	Encumbered	Balance
Beautification									
Sanitation Contractual Services	\$ 33,603	\$	11,794	\$	11,310	\$ 11,310	\$ -	\$ 7,000	\$ 4,310
Fall Décor	814		-		-	-	-	-	-
Holiday Décor & Installation	20,646		17,256		27,500	27,500	-	15,575	11,925
Landscape & Maintenance	5,425		62,470		70,170	70,170	12,900	41,945	15,325
Snow Removal	37,575		38,536		45,000	45,000	-	47,572	(2,572)
Artspace, Public Space Design	25,180		-		10,000	44,581	34,580	-	10,001
Streetscape Enhancements	4,250		-		41,000	41,000	7,695	965	32,340
Master Plan/Vision, Art in Public Spaces	-		-		10,000	10,000	-	2,960	7,040
Parking Master Plan (M20006)	7,880		-		-	202,980	-	153,978	49,002
East Dearborn Parking Lots (M20017)	535,386		-		-	-	-	-	-
Planting Materials	28,952		18,455		30,000	30,000	17,825	-	12,175
Total Beautification	\$ 699,711	\$	148,511	\$	244,980	\$ 482,541	\$ 73,000	\$ 269,995	\$ 139,546
Development									
General Marketing (banners, printing, social media)	\$ -	\$	4,705	\$	30,000	\$ 30,000	\$ 252	3,416.00	\$ 26,332
Branding	-		34,210		120,000	202,042	15,400	1,680.00	184,962
Graphic Design	-		490		5,000	5,000	220	-	4,780
Photography	1,325		1,125		5,000	5,000	875	25.00	4,100
Metro Mode / Issue Media	34,682		18,000		24,000	24,000	6,000	6,000.00	12,000
Mobile App	-		1,197		3,750	3,750	-	-	3,750
CTM Brochure Distribution	-		2,193		4,250	4,250	-	583.00	3,667
Website, Constant Contacts	-		226		230	230	-	-	230
Website Hosting & Domain Registration	1,020		801		1,350	1,350	534	180.00	636
Henry Ford Promotion Package	5,600		5,600		5,600	5,600	-	-	5,600
Community Art Enhancement	15,000		-		10,000	10,000	-	-	10,000
Dearborn Community Fund Sculpture Initiative	5,900		5,900		6,000	6,000	-	-	6,000
Art Month	-		4,480		1,000	1,000	-	-	1,000
Pocket of Perception (student art project)	-		8,000		20,000	20,000	-	-	20,000
Fall Promotions	-		592		600	600	-	-	600
Holiday Promotions (Holiday Open House, Santa)	-		8,197		15,000	15,000	-	4,525.00	10,475
Shop Small Business Saturday	9,735		4,581		7,000	7,000	-	5,650.00	1,350
Restaurant Week	12,465		15,583		16,500	16,500	-	-	16,500
Big Read	-		-		1,000	1,000	-	-	1,000
Movies in the Park	1,774		2,582		2,000	2,000	1,511	1,521.00	(1,032)
Music in the Park	-		5,177		-	-	316	-	(316)
Tunes at Noon	4,858		8,495		-	-	-	-	-
City Hall Park Events	-		-		2,700	2,700	-	-	2,700
Jazz on the Ave	50,864		51,136		55,000	55,000	24,159	-	30,841
Eastborn Clean Up	-		448		1,500	1,500	-	-	1,500
Other Community Development	11,726		8,922		2,500	2,500	-	905.00	1,595
Total Development	\$ 154,949	\$	192,640	\$	339,980	\$ 422,022	\$ 49,267	\$ 24,485	\$ 348,270
Planning & Administration									
Executive Director	\$ -	\$	50,006	\$	47,996	\$ 47,996	\$ 15,332	\$ 7,669	\$ 24,995
Operations Manager	-		29,032		30,950	30,950	11,606	3,869	15,475
Design & Planning Manager	-		9,900		12,000	12,000	4,500	1,500	6,000
Event Manager	7,075		17,100		17,100	17,100	6,413	2,138	8,549
Communications Manager, Public Relations	30,064		38,430		40,000	40,000	20,283	1,384	18,333
Building/Business Incentive	-		-		7,760	7,760	-	-	7,760
Unemployment	-		-		7,240	7,240	-	-	7,240
Total Directors Expenses	37,139		144,468		155,286	163,046	58,134	16,560	88,352
Wages & Benefits	55,573		544		-	-	-	-	-
Other Office Expenses	9,196		10,924		16,650	16,650	4,415	928	11,307
Office Cleaning	1,800		825		900	900	300	675	(75)
Building Rental	25,000		10,935		11,010	11,010	4,513	6,318	179
Non-Capital Equipment (light poles)	1,720		-		3,500	3,500	-	-	3,500
Other Operating Expenses (utilities)	1,603		-		1,250	1,250	-	-	1,250
DCC Gun Range ArtSpace Loan Payment	-		-		14,205	14,205	14,203	-	2
Transfer to Brownfield Redevelopment Authority	464,566		464,099		475,240	475,240	-	-	475,240
Total Planning & Administration	\$ 596,597	\$	631,795	\$	678,041	\$ 685,801	\$ 81,565	\$ 24,481	\$ 579,755
Expenditures	\$ 1,451,257	\$	972,946	\$	1,263,001	\$ 1,590,364	\$ 203,832	\$ 318,961	\$ 1,067,571

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Open Door Dearborn Business Incentives Program - Grant Applicant Alderwish CPA

Date Adopted:

Motioned by:

Seconded by:

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: Alderwish CPA firm, an EDDDA district business, has applied for funding of \$2500 to support their installation of new business signage at 14224 Michigan Avenue; let it be

RESOLVED: The EDDDA approves the grant request of \$2500 for Alderwish CPA for the Open Door Dearborn, contingent upon City of Dearborn permit approval and DDDAs' Design/EV committee approval of revised signage drawings; and subject to review by corporation counsel.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Unemployment Budget Amendment 2020

Date Adopted:

Resolution by:

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

WHEREAS: The EDDDA is obligated for unemployment costs for the former Executive Director Michael Bewick from July 1, 2018 - June 30, 2019; and

WHEREAS: The FYE2020 adopted budget did not reflect the potential unemployment costs at the time of adoption; and

WHEREAS: The EDDDA Executive Committee recommends amending the budget to reflect the unemployment costs of \$5,068.00 in a separate budget line item for full transparency and so that funds are not pulled from programs and events already budgeted and planned for the year ; and

WHEREAS: The EDDDA will need to present for budget amendment approval to Dearborn City Council; therefore, let it be

RESOLVED: The EDDDA authorizes the expenditure of \$5,068 for unemployment costs, and approves creating a new budget line item to reflect these payments for the FYE 2020 budget, subject to the approval of Dearborn City Council.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Art Month 2020 Partnership

Date Adopted:

Resolution by:

WHEREAS: April Arts Month 2020 is a project of the Dearborn Recreation Commission Cultural Arts Committee coordinated by the Dearborn Community Fund. The event will occur in both downtown areas and at the Ford Community & Performing Arts Center; and

WHEREAS: The Dearborn Community Fund is offering a \$2000 partnership package to support April Arts Month; and

WHEREAS: Support acknowledgment will be included on all print materials, media releases, interviews and on signage located at artist-in-action locations; therefore, be it

RESOLVED: The EDDDA Board authorizes an amount not to exceed \$1000 towards supporting April Arts Month 2020 from Community Promotion account #297-6100-911-51-00 Art Month line item.

Yes:

No:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Art Month 2020 Partnership

Date Adopted:

Resolution by:

WHEREAS: April Arts Month 2020 is a project of the Dearborn Recreation Commission Cultural Arts Committee coordinated by the Dearborn Community Fund. The event will occur in both downtown areas and at the Ford Community & Performing Arts Center; and

WHEREAS: The Dearborn Community Fund is offering a \$2000 partnership package to support April Arts Month; and

WHEREAS: Support acknowledgment will be included on all print materials, media releases, interviews and on signage located at artist-in-action locations; therefore, be it

RESOLVED: The WDDDA Board authorizes an amount not to exceed \$1000 towards supporting April Arts Month 2020 from Community Promotion account #296-6100-911-51-00 Art Month line item.

Yes:

No:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Dearborn Area Chamber of Commerce Membership Directory Amendment I

Date Adopted:

Resolution by:

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

WHEREAS: The 2020 *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 authorized sharing the cost of a full-page advertisement in the yearly publication totaling \$2475, payable to Harbor House Publishers, a Chamber Member that has partnered with the Dearborn Area Chamber of Commerce to produce the directory at its November 21, 2019 joint Board meeting; and

WHEREAS: Since the joint Board meeting, Harbor House publishers have reached out to EDDDA and WDDDA to offer a 5% discount off the cost of the front inside cover of the publication, bringing the total ad cost to \$2541.25; therefore, let it be

RESOLVED: The EDDDA approves to take a prominent ad placement by selecting the front inside cover in the 2020 *Dearborn Area Chamber of Commerce Membership Directory* for an additional cost of \$66.25, to be split equally between EDDDA and WDDDA; further, let it be

RESOLVED: The EDDDA Executive Director is authorized to execute a contract on behalf of the EDDDA with Harbor House Publishers, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Dearborn Area Chamber of Commerce Membership Directory Amendment I

Date Adopted:

Resolution by:

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

WHEREAS: The 2020 *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 authorized sharing the cost of a full-page advertisement in the yearly publication totaling \$2475, payable to Harbor House Publishers, a Chamber Member that has partnered with the Dearborn Area Chamber of Commerce to produce the directory at its November 21, 2019 joint Board meeting; and

WHEREAS: Since the joint Board meeting, Harbor House publishers have reached out to EDDDA and WDDDA to offer a 5% discount off the cost of the front inside cover of the publication, bringing the total ad cost to \$2541.25; therefore, let it be

RESOLVED: The EDDDA approves to take a prominent ad placement by selecting the front inside cover in the 2020 *Dearborn Area Chamber of Commerce Membership Directory* for an additional cost of \$66.25, to be split equally between EDDDA and WDDDA; further, let it be

RESOLVED: The EDDDA Executive Director is authorized to execute a contract on behalf of the EDDDA with Harbor House Publishers, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

DDDA's Office Conference Room AV Equipment

Date Adopted:

Motioned by:

Seconded by:

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

WHEREAS: The DDDA's office conference room is the site of the majority of standing committee meetings and presentations; and

WHEREAS: Both EDDDA and WDDDA find using a TV for presentation and display purposes during meetings is a beneficial tool for the presenter and attendees to share information; therefore, let it be

RESOLVED: The EDDDA approves the purchase of a 55"-65" TV, wall bracket, and cord control system supplies, and MIS install costs for a total of \$800, from account # 297-6100-911-60-10, to be split equally with WDDDA.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

DDDAs Office Conference Room AV Equipment

Date Adopted:

Motioned by:

Seconded by:

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

WHEREAS: The DDDAs office conference room is the site of the majority of standing committee meetings and presentations; and

WHEREAS: Both WDDDA and EDDDA find using a TV for presentation and display purposes during meetings is a beneficial tool for the presenter and attendees to share information; therefore, let it be

RESOLVED: The WDDDA approves the purchase of a 55"-65" TV, wall bracket, and cord control system supplies, and MIS install costs for a total of \$800, from account #296-6100-911-60-10, to be split equally with WDDDA.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Branding Stickers and Window Clings

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA and WDDDA launched the roll out of the branding campaign to drive awareness of Downtown Dearborn and build a more cohesive message of what Dearborn is about and offers; and

WHEREAS: As part of this branding campaign, print promotional items are being developed; therefore, let it be

RESOLVED: That the EDDDA authorizes the printing of stickers (1K quantity) and window clings (1K quantity) with Sticker Mule via POW! Strategies for a total of \$675 from acct. # 297-6100-911-51-00 , split equally between EDDDA and WDDDA.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Branding Stickers and Window Clings

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA and WDDDA launched the roll out of the branding campaign to drive awareness of Downtown Dearborn and build a more cohesive message of what Dearborn is about and offers; and

WHEREAS: As part of this branding campaign, print promotional items are being developed; therefore, let it be

RESOLVED: That the WDDDA authorizes the printing of stickers (1K quantity) and window clings (1K quantity) with Sticker Mule via POW! Strategies for a total of \$675 from acct. # 296-6100-911-51-00 , split equally between EDDDA and WDDDA.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Tanner Friedman Contract Extension 2020

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA and WDDDA value and desire to increase communications, public relations, marketing and media exposure for Downtown Dearborn; and

WHEREAS: The EDDDA and WDDDA approved a contract with Tanner Friedman to provide strategic communication services for 2017 through the end of January 2018, with the option of two one-year renewals through FYE2020; and

WHEREAS: The EDDDA Board approved the option to renew the second of two one-year renewals of the contract with Tanner Friedman for strategic communications for 2019 through January 19, 2020, in an amount not to exceed \$80,000, split equally between the EDDDA & WDDDA; and

WHEREAS: The request for proposals for a new communications management contract for the DDDAs is currently in process and it recommended by City of Dearborn's Purchasing Department to extend the existing contract through June 30, 2020, to allow for the completion of the competitive solicitation process; therefore, let it be

RESOLVED: The EDDDA Board approves the contract extension of Tanner Friedman until June 30, 2020, for \$35,000, split equally between the EDDDA and WDDDA, subject to the approval of Corporation Counsel.

Yes:

No:

Abstained:

Absent:

Adopted:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Tanner Friedman Contract Extension 2020

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The WDDDA and EDDDA value and desire to increase communications, public relations, marketing and media exposure for Downtown Dearborn; and

WHEREAS: The WDDDA and EDDDA approved a contract with Tanner Friedman to provide strategic communication services for 2017 through the end of January 2018, with the option of two one-year renewals through FYE2020; and

WHEREAS: The WDDDA Board approved the option to renew the second of two one-year renewals of the contract with Tanner Friedman for strategic communications for 2019 through January 19, 2020, in an amount not to exceed \$80,000, split equally between the EDDDA & WDDDA; and

WHEREAS: The request for proposals for a new communications management contract for the DDDAs is currently in process and it recommended by City of Dearborn's Purchasing Department to extend the existing contract through June 30, 2020, to allow for the completion of the competitive solicitation process; therefore, let it be

RESOLVED: The WDDDA Board approves the contract extension of Tanner Friedman until June 30, 2020, for \$35,000, split equally between the EDDDA and WDDDA, subject to the approval of Corporation Counsel.

Yes:

No:

Abstained:

Absent:

Adopted:

COST PROPOSAL FORM - REVISED

Standard Fixed-Fee Services					
Task	Description	Unit of Measure	Unit Cost (Monthly)	QTY	Extended Cost (Annual)
#1	Authority Management	Month	5,150.00	12	\$61,800
#2	Operations/Contract Management	Month	8,650.00	12	\$103,800
#3	Events Coordination	Month	5,625.00	12	\$67,500
#4	Design Coordination	Month	2,155.42	12	\$25,865
#5	Business Attraction/Retention	Month	2,440.00	12	\$29,280
Standard Fixed-Fee Services Subtotal:					\$288,245

Supplemental/As-Needed Services		
Task	Description	Not-to-Exceed, Annual Cost
#6	<p>Smith Group 1) Vision Plan (\$30,000) 2) Business Inventory Plan (\$22,760) 3) Business Assistance Team (\$16,960) 4) Multimodal Implementation (\$9,280) 5) Streetscape Design Manuals (\$4,035)</p> <p>To be billed at mutually agreed upon completion milestones on the applicable monthly invoice throughout completion of assigned projects</p> <p>Projects specified above are to be completed during the first year of the initial, three-year period of the contract</p> <p>Projects for following years are TBD based on DDDA needs/demand and shall remain within the \$83,035 not-to-exceed cost unless additional expenditures are pre-approved by the respective DDDA boards</p>	\$83,035
#7	<p>Marketing/Advertising To be pre-paid by POW! and reimbursed as a separate line on the applicable monthly invoice</p>	\$7,500
Supplemental/As-Needed Services Subtotal:		\$90,535

Grand Total Proposal:	\$378,780
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* Pricing shall be FOB destination and include any/all miscellaneous charges

* The City/DDDAs will not be responsible for additional charges/fees beyond those specified on this Cost Proposal Form unless pre-approved by the respective DDDA boards

* Invoices under this contract shall be submitted on a monthly basis with relevant backup information for supplemental/as-needed services and shall be paid via purchase order under standard net 30 payment terms

* Pricing for each task shall be independent of the others. The City/DDDAs reserves the right to award by task, group of tasks, or total proposal

Purchasing:



Contract Administrator: _____

Contractor:


027

EVALUATION FORM

132102

Overall Scores:

Executive Director Services for East
and West Downtown Dearborn
Development Authorities

Overall Scores:		RESPONDENT	
Executive Director Services for East and West Downtown Dearborn Development Authorities		POW! Strategies, Inc.	
EVALUATION CRITERIA	MAX POINTS		
Qualifications/Experience	50	42	
Capacity to Provide Full Scope of Services	35	28	
Cost	15	15	
TOTAL	100	86	

Buyer:

Tavis Grady

Signature:

T Grady

Date:

11/20/19



East & West
Dearborn
DDAs
Executive
Director
2020 Proposal

WHO WE ARE

- Downtown-Focused
- Turn-Around Specialists
- Advocates of Downtowns
- Providing:
 - Strategic Planning
 - Downtown, Business Development and Communications Strategies
 - Executive Management Services
 - Implementation





DEARBORN SUCCESS STORIES

Since 2015

- EDDDA & WDDDA Collaborating Together
- Transformational Strategies Set and Implementation Underway
- Economic & Marketing Strategy Developed
- Reorganized Management and Operations for Efficiency and Effectiveness
- \$9 Million in Streetscape & Infrastructure Improvements
- Reduced Vacancy Rate from 38% to 4% in the WDDDA, and 25% to 15% in the EDDDA
- Open Door Dearborn Business Incentive Launched



DEARBORN SUCCESS STORIES

- Design Guidelines and Form-Based Code
- Narrative Shift - Image Building, Messaging, and Branding
- 40 Volunteers Engaged in Revitalization Efforts
- Launch and Growth in the Dearborn Bike Share program – 14 stations
- Diversified Funding - \$170,000
- Expanded Events, Marketing and Advertising Efforts to Improve Sense of Place
- Increased Business Participation and Activation
- Consolidated Social Media and Online Presence

TEAM EXPERIENCE



CRISTINA SHEPPARD-DECIUS, CMSM

Founder/President of POW! Strategies (2015)

- 20 years of downtown management experience.
- 26 years of non-profit management and public relations.
- Former Executive Director of the 2010 GAMSMA winning Downtown Ferndale, MI from 2000-2015.
- *Crain's Detroit Business 40 Under 40* in 2009.
- Raised first-time goal of \$1 million for the American Heart Association Metro Detroit Heart Walk – working with 140 corporations
- Michigan Downtown Association newly elected Chairperson for 2020.
- International Council of Shopping Centers Southeast Michigan P3 Committee
- Presented and provided trainings for the MSOC, National Main Street, SEMCOG,
- Downtown Dearborn DDAs Executive Director managing over 700 properties in two downtown districts.



CLIENTS

- Pontiac Main Street
Funding & Communications Strategies
- Clawson DDA
Funding Strategy
- Brighton Principal Shopping District
Vision Plan and Marketing Strategy
- Plymouth DDA
Logistics and Marketing Consultation for Parking
System
- Auburn DDA
Vision Plan & Downtown Strategy
- St. Johns Main Street, Portland, Oregon
National Main Street Assessment Team

TEAM EXPERIENCE



JEAN SMITH

Event Coordination

- Certified MIFMA Market Manager
- Over 14 years of experience in event management, organization, engagement and collaboration with local businesses.
- Market Manager in Sterling Heights, Wayne, and Farmington, MI since 2009.
- Former business owner of The Garden Gate Farm for eight years.
- Social media experience and published author
- Michigan Agritourism Association Board of Directors
- Mentor of the Year Award from The University of Michigan Dearborn
- Market Manager for Dearborn Farmers & Artisans Market for 3 years
- Event management of 60 events annually in the East and West DDDAs

TEAM EXPERIENCE



JANET BLOOM, PMP

Operations/Contract Management

- 15 years in non-profit and city government
- 10 years corporate experience (national and international)
- Skills: program/project mgt., operations, advertising, marketing, PR, media, B-B sales, event mgt., sponsorship/grants/fundraising , and volunteer management
- Process improvements and cost savings achieved at each position
- Championed Main Street Oakland County award winning programs at Farmington DDA office
- Walt Disney World – honed retail/inventory mgt. and customer service skills
- BBDO Detroit/PentaMark Worldwide - Chrysler/Dodge/Jeep advertising agency ISO 9001 & Professional Development Program
- Over 17 years in event and volunteer management, recruitment, retention, and recognition
- 17 years of Fundraising/Grant/Sponsorship experience
 - Launched sponsorship packages, developed inventories and proof of performances
 - FYE 2008 obtained \$100,000 in sponsorships for events and programs
 - Sponsorship Mentor with Novi High School *FIRST* Robotics (7 years) - \$75,000 per year

TEAM EXPERIENCE



ROBERT "JACK" JACKSON

Project Management and Design Coordination

- Provided strategic guidance and technical leadership for more than 200 projects.
- Areas of Expertise: Project management, quality assurance (QA), client satisfaction, software development, budget management, process improvements, relationship management, project delivery and Agile Methodology.
- Directed promotions for American Airlines, engaging up to 10 million consumers per promotion and bolstering sales by 40%.
- Nintendo marketing campaign, managing the logistics of 36 station tournaments across the U.S.
- Facilitated Ford Parts and Ford Certified Accessories website services
- Other clients: Biggby Coffee, The Henry Ford Museum, BOSCH and State Farm Insurance.

SMITHGROUP EXPERIENCE | URBAN DESIGN



SMITHGROUP EXPERIENCE | VISIONING

Toledo Nautical Mile, ongoing



DTE Broadway Master Planning, ongoing

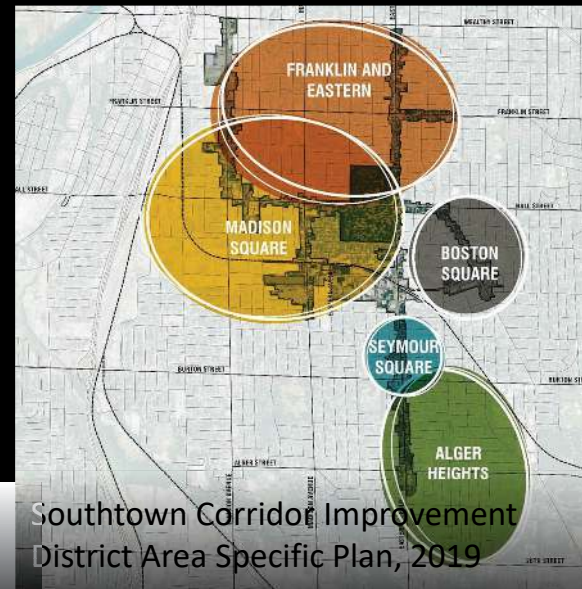
Toledo East Riverfront, 2018



Lexington Master Plan & Zoning Update, 2020



Reimagine Washtenaw Corridor Transportation Plan, 2013



Southtown Corridor Improvement District Area Specific Plan, 2019

SMITHGROUP EXPERIENCE | DEARBORN



LEGEND:

- WEST DDA LIMIT (ST 1/4 ATD)
- NEAR TERM BIKE LANE ROUTE (includes bike lanes, boulevards, and the West Village corridor)
- EXISTING ON STREET BIKE PARKING
- EXISTING ON SIDEWALK BIKE PARKING
- PROPOSED ON STREET BIKE PARKING (TO BE INSTALLED AS PART OF WEST STREET PROJECT 2022)
- PROPOSED ON SIDEWALK BIKE PARKING



GUIDING PRINCIPLES

- Promote an authentic, vibrant downtown atmosphere
- Encourage a walkable, engaging street edge
- Preserve historic structures while promoting compatible infill
- Draw upon local design traditions
- Ensure quality building materials endure over time
- Unify East and West Downtown through their historic attributes and connection along Michigan Avenue to provide consistent and cohesive design
- Improve and reinforce quality building designs, upkeep, and renovation that draws visual appeal and interest
- Connect businesses to public space through building form and public space urban design standards

Dearborn Design Guidelines, 2019

HOW YOU CAN USE YOUR AMENITY ZONE.

DESCRIPTION & INTENT
Streets and the adjacent Amenity Zones are important spaces within the street environment for pedestrian and commercial activity.

Cafe, dining and outdoor retail allows private business owners to occupy a portion of the public right of way in front of their business or commercial operation for purposes of economic activity. Cafe/dining provides restaurants, bars, and other businesses to provide outdoor seating space to serve patrons. On the retail side, outdoor retail enables the display and sale of new goods within the public right-of-way.

STREET ZONES
A typical downtown street is composed of a number of zones that determine uses and functions of the street. Street zones include the following:

- Amenity Zone:** Area between the sidewalk and the curb, primarily for pedestrian use. It includes benches, trees, and other public space elements.
- Sidewalk Zone:** Area between the curb and the building facade, primarily for pedestrian use. It includes sidewalks, curbs, and other public space elements.
- Downtown Zone:** Area between the building facade and the street, primarily for commercial and retail use. It includes building facades, awnings, and other public space elements.

Dearborn Design Guidelines, 2019

TEAM EXPERIENCE | SMITHGROUP



CHERYL ZUELLIG, PLA, ASLA

Senior Landscape Architect

- Cheryl works with communities and multiple stakeholder groups to develop sustainable solutions that benefit the economy, improve the environment and enhance the quality of life for residents and visitors.



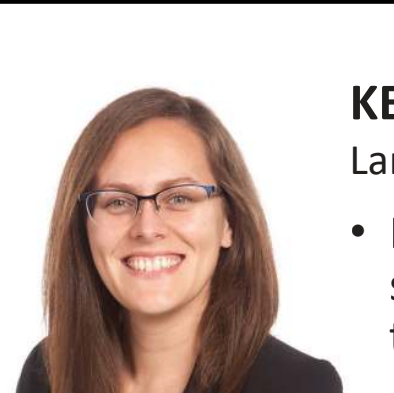
MARK WOODHURST, PLA, ASLA

Landscape Architect



ALEX HUFF, AICP

Urban Planner



KELLY BURKS, PLA, ASLA

Landscape Architect

- Kelly is adept at collaborating with owners, stakeholders, contractors and design teams to bring complex projects to life.



STEPHANIE FARQUHARSON

Graphic Designer

CAPACITY

CONTRACT LEAD:

POW! Strategies, Inc.

Cristina Sheppard-Decius, President

TASK #1 AUTHORITY MANAGEMENT

Lead:

Cristina Sheppard-Decius

Support:

Janet Bloom
Robert Jackson
Jean Smith
SmithGroup

TASK #2 OPERATIONS/CONTRACT MANAGEMENT

Leads:

Janet Bloom
Robert Jackson

Support:

Jean Smith
Cristina Sheppard-Decius

TASK #3 EVENTS COORDINATION

Leads:

Jean Smith

Support:

Janet Bloom
Cristina Sheppard-Decius

TASK #4 DESIGN COORDINATION

Leads:

Robert Jackson

Cristina Sheppard-Decius

Support:

SmithGroup

TASK #5 BUSINESS ATTRACTION/RETENTION

Lead:

Cristina Sheppard-Decius

Support:

Robert Jackson
SmithGroup

CAPACITY

7038 Hours Annually

CONTRACTOR	ANNUAL HOURS	AUTHORITY MGT.	OPERATIONS/ CONTRACT MGT.	EVENTS	DESIGN	BUSINESS ATTRACTION
CRISTINA	1470	40%	20%	10%	10%	20%
JANET	2205	10%	80%	10%	0%	0%
JEAN	1715	10%	10%	80%	0%	0%
JACK	1000	10%	35%	5%	35%	15%
SMITHGROUP	648	25%	0%	0%	60%	15%



TASK 1: AUTHORITY MANAGEMENT

- **Downtown Dearborn Strategy Review/Refresh & Vision Plan –**
Complete by Fall 2020
- **Board & Committee Leadership –**
 - Activate More Board and Committee Members
 - Volunteer Management Plan by February 2020
 - Engage 50 More Volunteers
 - Annual Reviews and Monthly Guidance/Committee Support
 - Volunteer Trainings
- **Local/State/Federal Laws & Reporting –** Public ACT 57 Requirements
- **Arts & Culture Initiatives –**
 - Art In Public Spaces Plan in Year Two of the Contract
 - Continue to Explore Options for Including Art into Streetscape Projects and Amenities
 - **Artalks** that Engage the Artisan Community and Attracts Businesses



TASK 1: AUTHORITY MANAGEMENT

- **Define Special Projects–**
 - Current List of Special Projects & Timeline
 - Determine the POW! Strategies' Team Role and Responsibilities
- **Joint Organizational Structure & Michigan Main Street** – Decision by September 2020
- **Fund Development** – Implement the Strategy with Board/Committees
- **Dashboard Metrics** – NEW!
 - Share the Successes of the DDDAs
 - Measurables Based on Contract Scope



TASK 2: OPERATIONS/CONTRACT MGT.

- **Branding** –Task 6 - Implementation and Annual Analysis
- **Budgets** – Annual Preparation and Monitoring
- **Project Management**–
 - Master Project Flow Chart for POW! Team and Boards/Committees
 - Maestro Action Plans
- **Dedicated Team Member on Accounts Payables, Receivables and Purchasing** –
 - Purchasing Policy and Timeline for Annual Items
- **Social Media Presence** –
 - Weekly Content
 - Social Media Paid Boosts as Budgeted by the DDDAs -- Included in the Proposal Fee.
 - Recommend Stronger Social Media Presence by Activating More On-site, Fresh/Live Content With Future Communications & Marketing Contract
 - Option to Renegotiate POW! Contract for a Dedicated Social Media Manager.



TASK 2: OPERATIONS/CONTRACT MGT.

- **Online Presence** —. POW! Strategies will Manage Content Strategy with the Communications And Marketing Firm of the DDDAs
- **Streamline Communications and Documents** — Included in Contract:
 - Google Hub - GSuite
 - Maestro
 - Sign Up Genius
 - Text Messaging System
 - Constant Contact
- **Office Hours**— Maintain Office Hours, Mobile Contact During Day and Flexibility to Get Out in the Field
- **Contract Management**—
 - Dividing Contract Management by Project Between POW! Team Members
 - A Chart of Contracts & Assigned Project Managers
 - Bloom to Prepare and Process Contracts - Sheppard-Decius to Execute



TASK 2: OPERATIONS/CONTRACT MGT.

- **Volunteer Management –**
 - Recruit and Retain Volunteers
 - Provide Volunteer Application and Training Materials
 - Coordinate And Communicate with Volunteers
 - Develop a DDDA Volunteer Recognition Program
 - Track Volunteer Hours
- **Business and Community Communications –**
 - Strategy for Bi-weekly Eblasts and Other Communications Mediums
 - Oversee the Communications and Marketing Contract for Content Development and Delivery
 - Direct Contact with Businesses to Engage Them in Projects and Programs
- **Administrative Duties –**
 - Maintain Office Operations, Record Keeping and Data Management
 - Quarterly Property Data Updates



TASK 3: EVENT COORDINATION

- **Annual Event Schedule Assessment** –Based on budget levels, event success, market audience and types of events that promote the districts and ring registers.
- **Business Outreach - Maintain & Grow Attendance at Event and Retail Promotions** –
 - Grow EDDDA Engagement Momentum and Maintain WDDDA (Occupancy and Retail-oriented Business Dependent)
 - Define An Action Plan For Engagement - Continue to Actively Outreach and Recruit Business Participation
 - Train Volunteers How They Can Assist
- **Student Involvement** – Grow local relationship to increase attendance, volunteerism, and grow the local business economy



TASK 3: EVENT COORDINATION

- **Event Sponsorship** –Comprehensive Sponsorship Program
- **Reporting** –At the End of Each Event by Season (quarterly)
- **Event Vendor Improvements** –Grow Base of Unique and Interesting Vendors to Appeal to Dearborn's Market Audience
- **Marketing and Advertising Coordination** – Annual Schedule



TASK 4: DESIGN COORDINATION

- **Create a Vibrant Environment –**
 - Continue to Enhance the Sense of Place in the Downtowns through Visual Improvements, Maintenance And Amenities
 - Assess the Needs Annually and Three-year Plan
 - Strategy For Enhancing The Places Where Folks Gather and Should Gather
- **Open Door Dearborn –**
 - Work with the Design/EV Committee to Determine Targeted Recruits of the Program
 - Utilize Various Communications Channels to Promote the Program
 - Assist Applicants Through the Process

TASK 4: DESIGN COORDINATION

- **Bike Share/Scooter Programs and Facilities –**
 - Continue to Grow the Bike Share Network by Working with the Bike Share/Mobility Committee
 - Leverage the Student Usage
 - Spring 2020--Committee is Working on Scooter Share Program through Zagster/Spin
 - POW! will Define Best Management Practices that Address Both the Streetscape Needs, Consumer Usage and Experience, and Policies in the DDDAs
- **Street Design Manuals –**
 - Currently in the Process of Creating Manuals For Lighting And Signage
 - Assess the Need for Other Design Manuals - Develop Up To Two-to-three Per Year





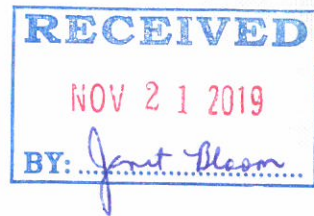
TASK 5: BUSINESS ATTRACTION/RETENTION

- **Increase Occupancy - Business Development & Recruitment –**
 - In Process of Finalizing Property Data and Recruitment Strategy For EDDDA to Package with WDDDA's Strategy
 - List Available Properties Online at www.downtowndearborn.org
 - Develop a Business Recruitment Target List and Actively Recruit
 - Property Owners and Brokers Education
 - Leverage Brokers Contacts & Empower
 - Property Owner Round Tables 3x Per Year
- **Inventory Mapping –**
 - Illuminating the Types of Businesses and Vacancies in the Districts
 - Built in GIS for Integration with the City's Data

TASK 5: BUSINESS ATTRACTION/RETENTION

- **Entrepreneur Ecosystem –**
 - Grow Local Entrepreneurs
 - Work with Local Institutions to Develop Incubator/Co-working Spaces in the Downtown Districts
 - Online Entrepreneur Resource Portal for Dearborn to go live in Early 2020
 - Discuss Partnership with BUILD Institute to Offer Entrepreneur Resources, Training and Incubator Site Management
- **Business Assistance Teams (BAT) –**
 - Work with the Design/EV Committee and ECD Director to form a BAT consisting of professionals in finance, architecture, HR and marketing
 - Set a schedule and target list to conduct these on-site meetings throughout the year.





→ APPLICATION →

Application Date 11 / 4 / 19

Business

Name Alderwish CPA, PLLC

Property Address 14224 Michigan Avenue, Dearborn, MI 48126

Business Owner Ngeeb Alderwish

Business Owner Address 14224 Michigan Avenue, Dearborn, MI 48126

Business Owner Ngeeb Alderwish

Business Owner Phone 313-618-6314 Email nma0621@yahoo.com

Property Owner Ngeeb Alderwish

Property Owner Address 2 Amherst lane

Property Owner Phone 313-618-6314 Email nma0621@yahoo.com

Is this business currently located within the DDA District? ☒ Yes ☐ No

Is this business expanding? Yes ☐ No ☒

Amount of square footage to be added to building 210

Is this an existing or a new business? New ☐ Existing ☒

If relocating, when was this business established? _____

If relocating, please list current address 10800 W. Warren Ave, Suite 200
Dearborn, MI 48126

Estimated start date of project 11 / 23 / 19

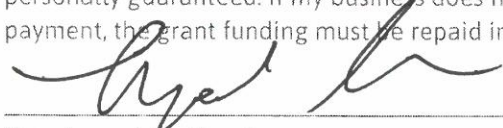
Estimated completion date of project 11 / 25 / 19

Total cost of project \$ 84,200 Amount requested \$ 21,500

APPLYING FOR:

- ☒ Level 1 Grant
☐ Level 2 Grant
☐ Level 3 Grant

By signing this grant application, I understand that grant payment must be personally guaranteed. If my business does not remain open for 6 consecutive months after grant payment, the grant funding must be repaid in full to the DDDAs.



Signature of Applicant

11/4/17

Date

⇒ MANDATORY CHECKLIST

Please submit with your application the following 4 attachments (required):

- ☐ Narrative describing in detail how this project will benefit the DDDA Districts and a description of your project
- ☐ Architectural plans, renderings, sketches or illustrations depicting the work to be performed
- ☐ Breakdown of the costs associated (estimates) with your project. Please include the entire project cost and the amount you are requesting
- ☐ Copy of your company's business plan (Level 2 only)

NOTE: All decisions concerning aspects of the grant application process, including eligibility and/or containing eligibility for grants are within the sole discretion of the DDDA Boards. Incomplete applications will not be reviewed and make sure to retain a copy for your records.

⇒ SUBMIT

Please return grant application and supporting documentation to:

Dearborn Downtown Development Authorities

13615 Michigan Avenue, Suite B-2

Dearborn, MI 48126

info@downtowndearborn.org

313-943-3141

For more info about Downtown Dearborn events and projects visit www.downtowndearborn.org.

ALDERWISH CPA

ACCOUNTING & TAX



DEARBORN SIGNS & GRAPHICS

MESSAGE READER BOARDS • CHANNEL LETTERS
CUSTOM NEON • POLE SIGNS • LED SIGNS
AWNINGS • BANNERS • DISPLAYS

8700 Brandt St.
Dearborn, MI 48126
www.dearbornsigns.com

CELL: 313.220.1515
TEL: 313.584.8828
FAX: 313.584.8838



Underwriters Laboratories, Inc.
CERTIFIED FABRICATORS

NAME <i>Alderwish CPA</i>	COMPANY
ADDRESS <i>14224 Michigan Ave</i>	TYPE OF JOB
CITY, STATE <i>Dearborn 48126</i>	ORDER DATE
PHONE <i>3-618-6314</i>	PHONE

We hereby propose to furnish the materials and perform the labor necessary for completion of

*one set of channel letters up to
32 sq. ft. same on sketch.*

TOTAL OF

\$ 4,200.⁰⁰

*Dep. Chk #
1898*

\$ 2,100.⁰⁰

50% DEPOSIT IS REQUIRED AT TIME OF ORDER COLOR & DESIGN ACCORDING TO CUSTOMER APPROVAL

I have the authority to order the above work and do so order as outlined above. It is agreed that the seller will retain title to any equipment or material furnished until final & complete payment is made.

I fully understand and am aware if balance owed is not paid in full after job is completed, Dearborn Signs is authorized to remove all work completed (signs, awning, frames, etc.) and Dearborn Signs will be held harmless for any damages resulting from removal thereof. I also understand Dearborn Signs also reserves the right to place a lien on building and or property listed above. I have read and understand all fee's and charges listed above and authorize all work to be completed as outlined. The above prices specifications, terms and conditions are satisfactory and hereby accepted.

Authorized
Signature _____

Date of Acceptance: _____

TOTAL COST	
TAX	
DEPOSIT	
BALANCE	<i>2,100.⁰⁰</i>


To Whom It May Concern,

My name is Ngeeb Alderwish and I am applying for a business grant funded by the East and West Dearborn Downtown Development Authorities. I am the owner of Alderwish CPA, PLLC and I have been in business for the past 10 years in the city of Dearborn in a rented office on Warren Avenue. Throughout the last 10 years I have expanded my services and have grown my practice to the point where the rental office was no longer large enough to handle the larger capacity. Therefore I made the decision to purchase the building at 14224 Michigan Avenue. This building will allow me the opportunity to offer more services and hire more staff. I have been very impressed and inspired by the revitalization of east and west downtown Dearborn. I would like to have the opportunity to provide services to the community that I currently serve.

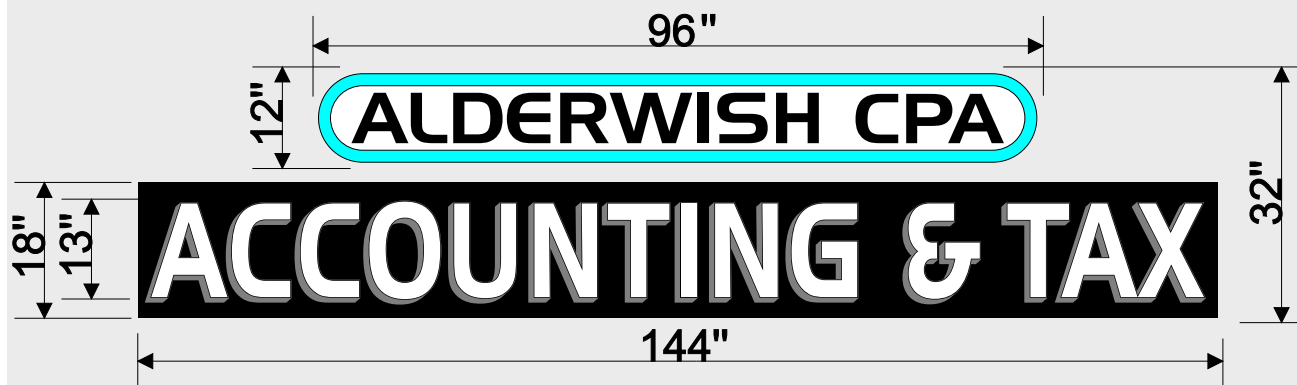
For the past nine months I have been renovating the interior and exterior of my newly purchased building. I have renovated the entire building replacing the roof, doors, windows, walls, ceilings, lighting, and flooring and brought the building up to city code. At this time I am requesting a grant to assist me in paying for the new signage. I would like signage that will draw attention and bring in new customers.

I would like to be considered as a candidate for the grant program. If you need any further information please feel free to contact me at 313-618-6314.

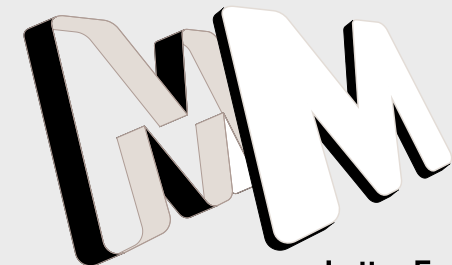
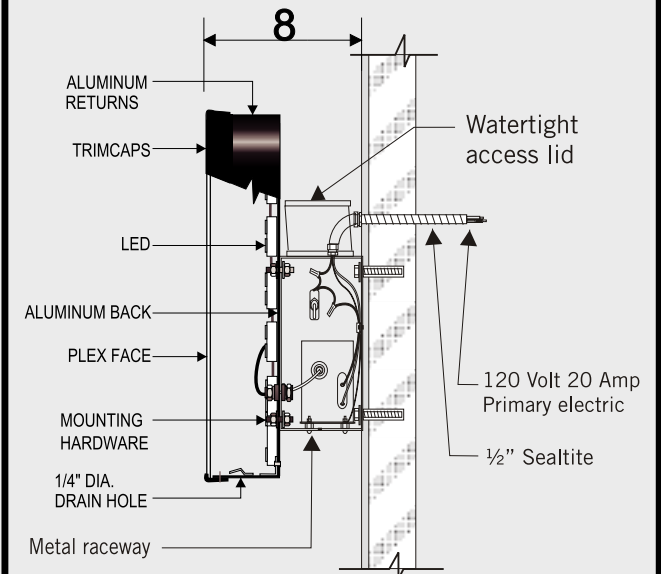
Sincerely,



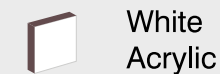
Ngeeb Alderwish



CHANNEL LETTERS ON RACEWAY



Letter Faces



White
Acrylic

Letter Faces

3M TRANS VINYL



Letter Trim Caps



BLACK

Letter Returns



BLACK

Raceway Color



BEIGE
To Match
Building

Raceway Size



4"

Illumination



White LED

Downtown Dearborn
Tanner Friedman – Fourth Quarter 2019
Status Report

Professional Photography

Following Q2's work to actively request quotes from and hire photographers to capture summer events in Downtown Dearborn, we successfully confirmed photographers for one event in each series. We worked with Cristina Sheppard-Decius and her team to develop an event "shot list" and directed the photographer on-site as needed.

As an effort to enhance the Downtown Dearborn photo library, which is readily available for vendor, media, advertising, website, sponsor, event and social use, we requested and hired a photographer to capture an active Downtown, both in the East and West. Business owners and community members were enlisted to participate as models and were photographed shopping, eating and exploring Downtown.



New Restaurant Alert!

The Longboard, a West Coast-and Hawaiian-inspired bar and restaurant, will open this fall in an 8,000-square-foot space on the ground floor of Wagner Place.

Read more in [Crain's Detroit Business](#):



Social Media Strategy – To Date

Tanner Friedman continues to work with Cristina Sheppard-Decius and her team to enhance Downtown Dearborn's social presence and engagement with community updates, event promotions, volunteer opportunities, development news and more.

In Q3, we developed a shareable and editable social media content creation grid and scheduling calendar to encourage ease of use for the various editors of Downtown Dearborn's social media accounts. Content could then be reviewed and revised in one cohesive online workspace.

Our team also cross-promoted various Downtown Dearborn assets across social media channels, including media placements, website updates, local businesses' webpages and social accounts and other community resources.

As reported at the January 2019 board meeting, we were focused on the following goals regarding social media for the 2019 calendar year:

- *Increase Instagram followers by 10%*
 - **To date: GOAL SURPASSED** – 65% increase as of Dec. 16, 2019 (825 followers)

Total Followers	6,598	↗ 17.8%
Total Net Follower Growth	999	
Twitter Net Follower Growth	137	↗ 13.8%
Facebook Net Fan Growth	533	↗ 12.9%
Instagram Net Follower Growth	329	↗ 65.3%

Total followers increased by
▲17.8%
since previous date range

- *Increase Twitter post frequency by 15%*
 - **To date: 94% TO GOAL**

- *Use Facebook Live at a minimum of 5 events*
 - **To date: GOAL SURPASSED** – 9 events covered (Farmers and Artisans Market, Friday Nites Music and Foodie Rally, Jazz on the Ave, Tunes at Noon, Kid's Day at the Market, Ladies Night; Music in the Park. Collectively, Facebook Live videos have garnered more than 25,000 views)

Please see the complete social media metrics report, attached.

Media Relations

Media placement highlights include:

- WXYZ-TV coverage of Friday Nites Music & Foodie Rally with Shredderz Food Truck
- *Crain's Detroit Business* and *Dearborn Press & Guide* overviews of Open Door Dearborn Business Grant initiative
- *Corp! Magazine* (Michigan's only statewide business publication) feature on economic development and commercial real estate across Dearborn featuring insight from Cristina Sheppard-Decius in May/June edition of Corp! and online
- WDIV-TV "Tasty Tuesday" segment for Friday Nites Music & Foodie Rally
- *Detroit Metro Times* and *Metro Parent* coverage of Friday Nites Music & Foodie Rally
- WWJ-AM overview of Shop Small and Small Business Saturday
- WJBK-TV coverage of the newly released Branding Initiative

Please see the media grid, attached, for a complete list of activity and media coverage.

Events Promotion

- **Friday Nites Music & Foodie Rally, Dearborn Farmers & Artisans Market, Movies in the Park, Jazz on the Ave, Tunes @ Noon, Kid's Days** – Coordinated professional photography, developed media materials, updated website content and "slider" image, placed event on media community calendars, developed e-newsletter content, provided social media support and promotion, conducted media outreach
- **Fall Perennial Exchange, Dearborn Homecoming, Dearborn Sculpture Fest, Trenchtown Festival** – Developed e-newsletter content, provided social media support
- **Downtown Dearborn: Shop Small, Winterfest Market** – Developed e-newsletter content, provided social media support and promotion, placed event on media community calendars, conducted media outreach and secured media coverage

Branding Dearborn

Throughout the Branding Dearborn process, Tanner Friedman has joined with more than 30 community stakeholders who have closely collaborated via weekly meetings and ongoing conversations. Joining Cristina Sheppard-Decius for consultations with brand project managers, both in-person and via group video chats, we were able to develop key communication assets, draft the brand announcement press release and media plan and review coinciding brand materials, including the style guide and an updated Dearborn narrative.

As the brand was implemented via internal and external communications, Tanner Friedman compiled shareable stakeholder and media assets, including the press release, key messages, logos, social media graphics and profile updates.

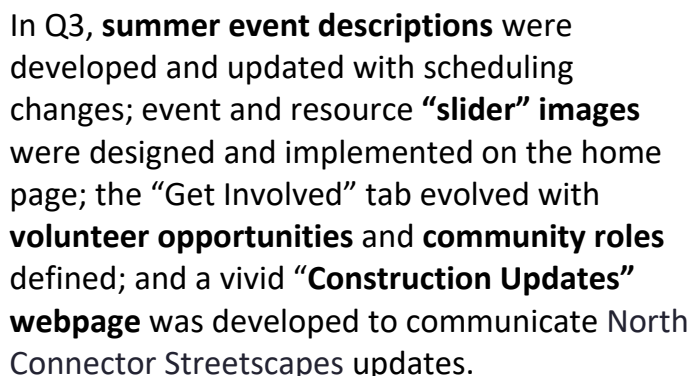
Social media content and e-blasts surrounding the brand were also created and implemented by Tanner Friedman.

The team both coordinated media interviews with Cristina Sheppard-Decius and managed media requests surrounding the brand launch.

We also consulted on mitigating initial adversity through key message development and dissemination.



Tanner Friedman continues to actively collaborate with Cristina Sheppard-Decius and her team, along with website developer Essential IT, to create, update and manage content for the Downtown Dearborn website.



Recently, we collaborated with staff members to create the **“Staff” webpage** with approved biographies and photos and are currently developing the **“Do Business” webpage** to serve as a resource hub for Downtown Dearborn business owners, current and future.

We continue to collect, curate and draft content for all e-newsletters, distributed bi-weekly, to members of the community. Twenty-three newsletters have been distributed so far in 2019, each to a list of more than **1.900 email addresses**.

Additionally, email announcements, featuring updates on the Dearborn brand, summer events, construction notices and other news du jour, continued to be developed and managed by our team.



MetroMode

Tanner Friedman continues to support Downtown Dearborn's MetroMode partnership, promoting events via media outreach, social media and bi-weekly newsletters. We also encouraged community members and business owners to attend the **"Open City" series**. Feature stories highlighting Downtown Dearborn businesses, events and initiatives were also included in the bi-weekly newsletters' "Dearborn in the News" section and shared on Downtown Dearborn's Facebook and Twitter.



Advertising

We continue to work on advertising concept design and overall execution for Downtown Dearborn's advertising contract with **The Henry Ford** and create monthly ads for **The Giant Screen Experience** and their digital platform.

Additionally, we met with local influencers and hosts of the **"Dearborn Girls" podcast** to discuss potential partnerships with Downtown Dearborn.

We also provided radio copy for the **Shop Small** campaign.

Additional Communications Efforts

In addition to the items detailed above, Tanner Friedman continues to provide general communications support. Additional items we coordinated in Q3 include:

- Coordinating signage and booth display for new UM-Dearborn students' SOLID conference/event
- Strategic planning and content creation for Downtown Dearborn Annual Report
 - Reviewed MDA reporting requirements and formulated strategies for collecting necessary requirements
 - Drafted annual report outline and compiled necessary reporting elements

Tanner Friedman looks forward to continuing to collaborate with you as we carry on the momentum in 2020.






Group Report

January 1, 2019 – December 16, 2019

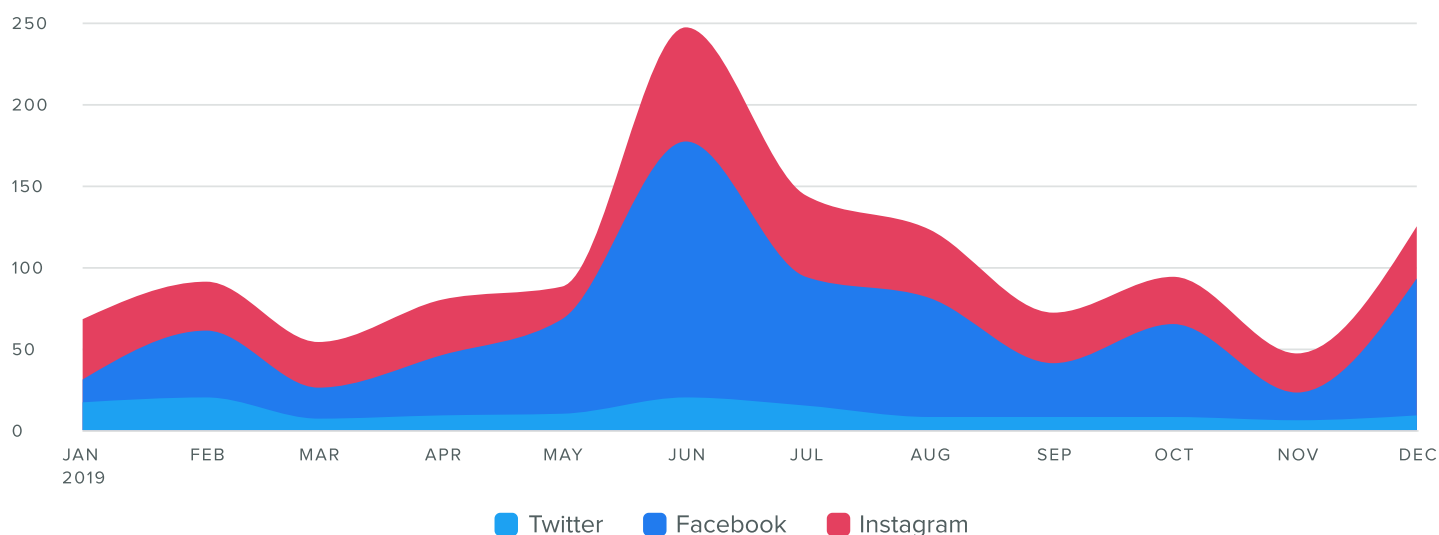
Understand growth and health of your social profiles

Group Activity Overview

<p>Impressions</p> <p> 1.8m</p>	<p>Engagements</p> <p> 58.4k</p>	<p>Link Clicks</p> <p> 12.1k</p>
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Group Audience Growth

Followers Gained, By Month



Audience Growth Metrics

Totals Total Followers % Change

Total Followers	6,598	↗ 17.8%
Total Net Follower Growth	999	
Twitter Net Follower Growth	137	↗ 13.8%
Facebook Net Fan Growth	533	↗ 12.9%
Instagram Net Follower Growth	329	↗ 65.3%

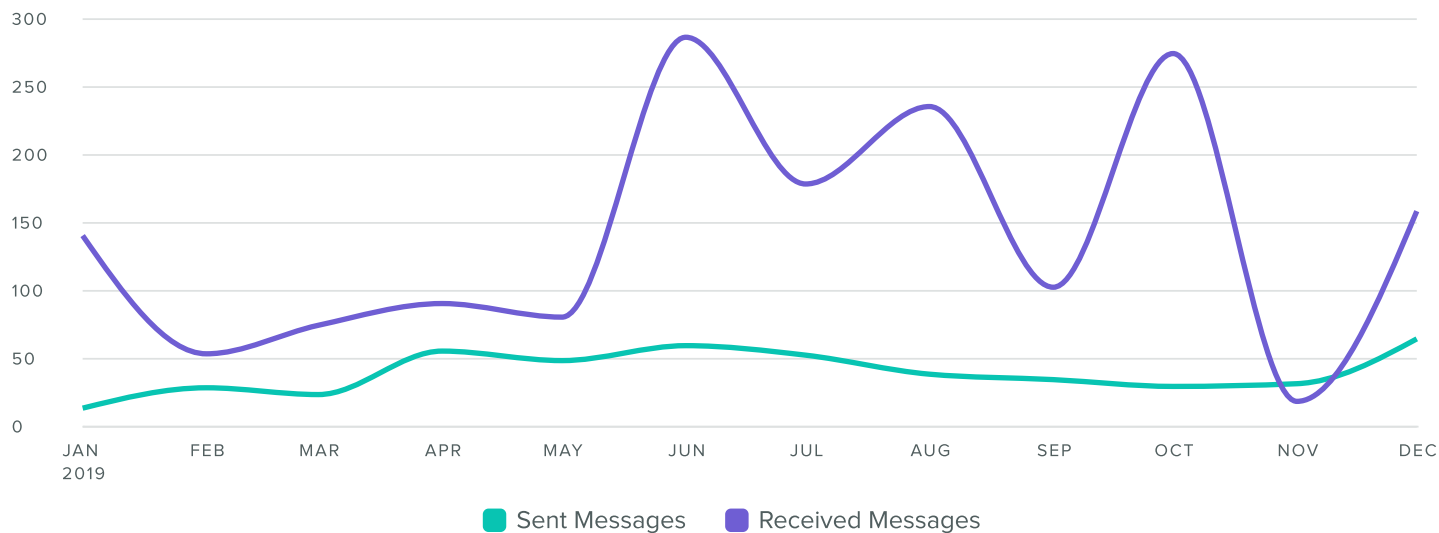
Total followers increased by

▲17.8%

since previous date range

Group Message Volumes

Messages Per Month



Sent Messages Metrics

Totals

% Change

Total Messages Sent

474

↗ 12.3%

Twitter Tweets and DMs Sent

105

↗ 9.4%

Facebook Posts Sent

266

↗ 0.8%

Instagram Messages Sent

103

↗ 66.1%

Received Messages Metrics

Totals

% Change

Total Messages Received

1,688

↗ 16.3%

Twitter Messages Received

60

↘ 51.2%

Facebook Messages Received

1,565

↗ 21.1%

Instagram Comments Received

63

↗ 75%

Message volume increased by

▲ 12.3%

since previous date range

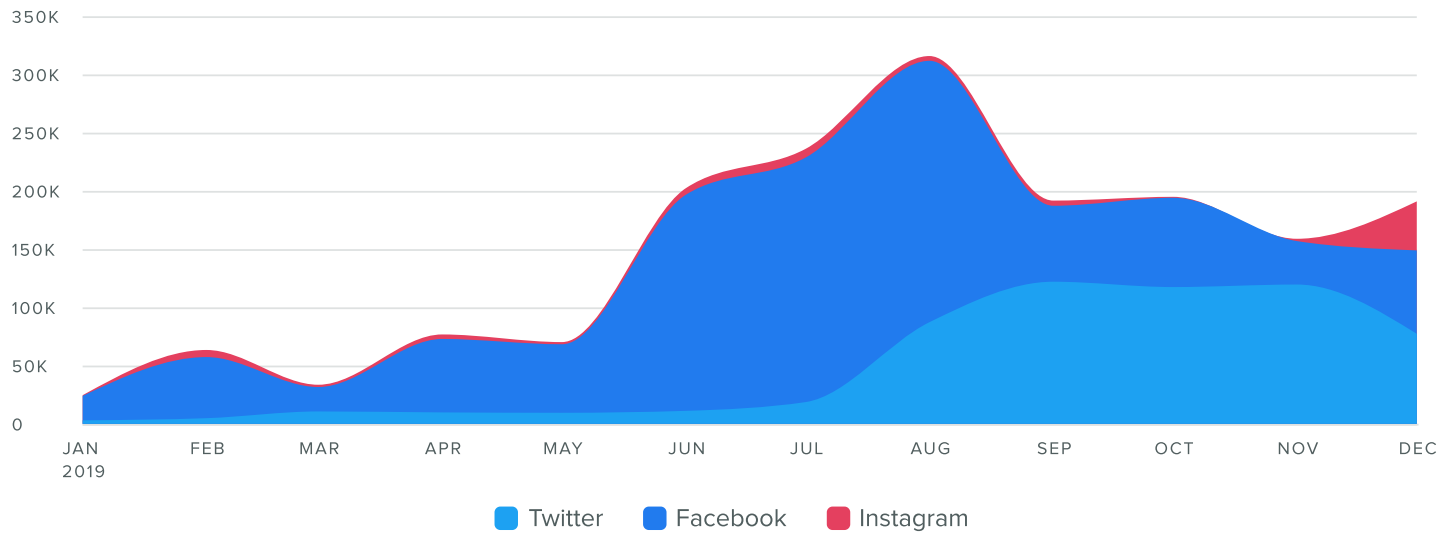
Message volume increased by

▲ 16.3%

since previous date range

Group Impressions

Impressions Per Month



Impressions Metrics

Totals

% Change

Impressions Metrics	Totals	% Change
Total Impressions	1,759,380	↗ 93.7%
Twitter Impressions	591,331	↗ 576%
Facebook Impressions	1,087,111	↗ 35.4%
Instagram Impressions	80,938	↗ 356%

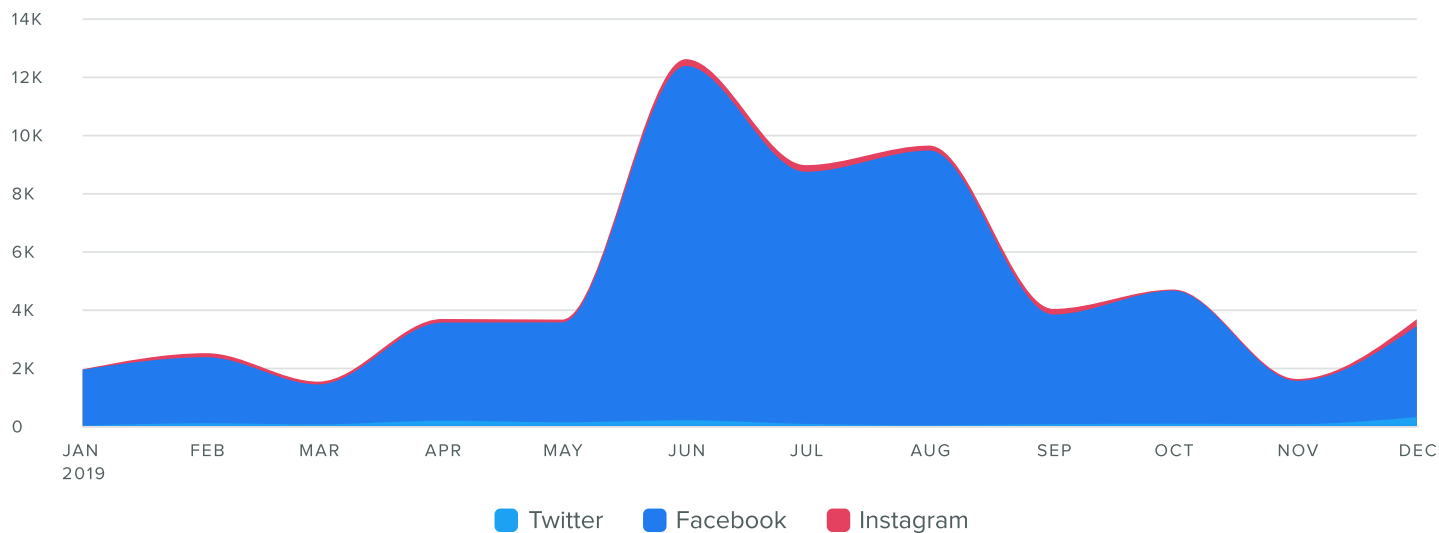
Total Impressions increased by

▲ 93.7%

since previous date range

Group Engagement

Engagements Per Month



Engagement Metrics

Totals

% Change

Total Engagements

58,412

↘ 0.1%

Twitter Engagements

1,220

↘ 51.4%

Facebook Engagements

55,572

↗ 1.7%

Instagram Engagements

1,620


↗ 23.9%

The number of engagements
decreased by





↘ **0.1%**

since previous date range

Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Message Sent	Engagements	Engagements per Message Sent	Link Clicks
 Downtown De... @DearbornDtown	1,127	13.8%	105	591.3k	5,631.7	1,220	11.6	197

Group Stats by Profile/Page

Profile/Page		Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Message Sent	Engagements	Engagements per Message Sent	Link Clicks
	 Down... Dearborn Business Page	4,646	12.9%	266	1.1m	4,086.9	55.6k	208.9	11.5
	 Downtown De... downtowndearborn	825	65.3%	103	80.9k	785.8	1,620	15.7	-

**Downtown Dearborn
Media Placements
2018**

MEDIA RECAP REPORT

DATE	SUBJECT/TITLE	MEDIA OUTLET	IMPRESSIONS	TF EARNED	TONE			RATING CRITERIA				RATING SCORE
					POS	NEG	NEU	Business Mentions	Leadership Quotes	Trans- formational Strategy Messages	Photos	
1/18	Dearborn Restaurant Week w/ Sam Abbas	910am	381	1	1			1	1	1	1	4
1/25	Buddy's heads west Pie & Mash pop-up returns Restaurant weeks	Crain's Detroit Business	15,333	1			1					0
1/28	Dearborn Restaurant Week ready to kick off in 2019	Dearborn Press & Guide	25,000	1				1	1	1	1	4
1/29	Explore the 4 most popular spots in Dearborn's Ford Historic District neighborhood	Hoodline	33,222		1			1			1	2
1/30	Dining calendar: Birmingham, Dearborn host Restaurant Week events	Detroit News	127,333	1	1						1	1
2/1	Dearborn Restaurant Week mention	910am	25,200	1	1			1			1	2
2/4	Third annual Dearborn Restaurant Week returns Feb. 11	The Arab American News	14,333	1	1			1			1	2
2/5	Restaurant Week After Week After Week: When is the Restaurant Week in Your Neighborhood?	WDET - CultureShift	1,800	1	1			1				1
2/6	Metro Detroit Dining News	Detroit News	127,333	1	1							0
2/11	Dearborn Restaurant Week presents Kibee Kayee	Fox 2	39,666	1	1			1	1	1	1	4
2/11	Dearborn Restaurant Week presents Kibee Kayee	Stamford Advocate	14,366	1	1			1	1	1	1	4
2/12	Food & Deals: Dearborn Restaurant Week underway	WDIV	70,666	1	1			1			1	2
2/12	Tasty Tuesday: Dearborn Restaurant Week	WDIV	70,666	1	1			1	1	1	1	4
2/13	San Morello adds lunch, plus more dining news	Detroit News	127,333	1	1						1	1
2/13	10 things to do this weekend	Crain's Detroit Business	15,333	1	1						1	1
2/13	Food & Deals: Dearborn Restaurant Week underway	WDIV	70,666	1	1			1			1	2
2/20	New burger joint coming to Great Lakes Crossing Outlets	Oakland Press	14,433		1			1			1	2
2/26	Dearborn participating in initiative with goal of funding city-owned electric vehicles	Dearborn Press & Guide	25,000		1			1	1	1	1	4
3/2	Livonia woman fatally shot in Dearborn	Detroit News	127,333			1					1	1
3/6	Daylight Saving Time Date: 5 Things To Do In Metro Detroit	Patch	1,226,333		1					1	1	2
3/10	Moving to Michigan - One of the best parts of Metro Detroit	Active Rain	67,667		1						1	1
3/18	Workshops scheduled for proposed budget for fiscal year 2020 in Dearborn	Dearborn Press & Guide	25,000				1				1	1
3/21	Your Guide To April Arts Dearborn 2019	Patch	1,226,333		1			1		1	1	3
3/28	Gallery Rally opens April Arts Month and showcases 10 Dearborn art galleries	Dearborn Press & Guide	25,000		1			1		1	1	3
4/1	Arty Party kicks off Dearborn's April Arts Month at Black Box Gallery	Dearborn Press & Guide	25,000		1			1		1	1	3
4/2	5 Fun things to do in Dearborn this Summer	Michigan Journal	5,000		1			1		1	1	3
4/10	Hometown Health Heroes and Jean Chabot Policy Champions honored by Michigan Public Health Week Partnership	Michigan.Gov Newswire	157,000		1					1	1	2
4/11	UM-Dearborn launches campus bike share program to increase community access	University of Michigan-Dearborn News			1			1		1	1	3
4/12	WWJ-AM: Martian Marathon	WWJ-AM		1	1							0
4/13	Metro Detroit weather forecast: Bright and mild Saturday	WDIV-TV	70,666	1	1						1	1
4/13	WWJ-AM: Martian Marathon	WWJ-AM		1	1							0
4/15	Public Invited To View Michigan Ave. Development Concepts	Patch	1,226,494		1			1		1	1	3
4/15	Public invited to view preliminary concepts for Michigan Ave./Brady sites on April 30	Publicnow	967		1			1		1	1	3
4/15	Annual Dearborn Mayor's Arts Awards recognizes hometown artists, volunteers, patrons	Dearborn Press & Guide	25,000		1			1	1		1	3
4/15	Public invited to view preliminary concepts for Michigan Avenue/Brady site in Dearborn	Dearborn Press & Guide	25,000		1			1	1	1	1	4
4/16	Public invited to view concepts for Dearborn's Michigan Avenue/Brady site April 30	The Arab American News	30,000		1			1		1	1	3
4/16	UM-Dearborn launches campus bike share program	The University Record			1			1	1	1	1	4
4/18	40 Affordable Destinations for a Family Vacation	Reader's Digest	117,000		1			1		1	1	3
4/21	Police called over sales tax dispute in Dearborn	Dearborn Press & Guide	25,000				1	1			1	2
4/22	UM-Dearborn Launches Campus Bike Share Program	Patch	1,226,333		1			1		1	1	3
4/25	Human Remains Found In Dearborn: Police	Patch	1,226,333				1				1	1
4/26	Human Remains Found In Dearborn	CBS Detroit	56,333				1					0
4/30	Ladies Night	FOX 2	58,000	1	1			1	1	1	1	4
4/30	Ladies Night	Dearborn Press & Guide	25,000	1	1			1	1	1	1	4
5/1	Jean Smith on Upcoming Events	910 AM	25,200	1	1			1	1	1	1	4
5/4	Green Brain Free Comic Book Day	WWJ-AM	831,051	1	1			1		1		2
5/22	Dearborn Police Release Photo To Identify Human Remains Found	Patch	1,226,333				1					0

**Downtown Dearborn
Media Placements
2018**

MEDIA RECAP REPORT

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					POS	NEG	NEU	Business Mentions	Leadership Quotes	Trans- formational Strategy Messages	Photos	
5/29	Farmers & Artisans Market at Wagner Park	Patch	1,226,333	1	1			1		1	1	3
5/31	Music in the Park	Patch	1,226,333	1	1			1		1	1	3
5/31	6 Dearborn Stories you might have missed this week	Patch	1,226,333			1		1		1	1	3
6/1	Dearborn's 2019 Summer Calendar: 13 Not-to-miss Events	Patch- Dearborn	1,226,333	1	1			1		1	1	3
6/3	Dearborn's 2019 Summer Calendar: 13 Not-To-Miss Events	Patch - Grosse Pointe	2,266	1	1			1		1	1	3
6/3	Dearborn's 2019 Summer Calendar: 13 Not-To-Miss Events	Patch - Oakland Twnshp - LO	226	1	1			1		1	1	3
6/3	Dearborn's 2019 Summer Calendar: 13 Not-To-Miss Events	Patch - Novi	666	1	1			1		1	1	3
6/3	Dearborn's 2019 Summer Calendar: 13 Not-To-Miss Events	Patch - Huntington Woods - Berkley	733	1	1			1		1	1	3
6/3	Dearborn's 2019 Summer Calendar: 13 Not-To-Miss Events	Patch - Clawson	466	1	1			1		1	1	3
6/3	Dearborn's 2019 Summer Calendar: 13 Not-To-Miss Events	Patch - Wyandotte	566	1	1			1		1	1	3
6/3	Dearborn's 2019 Summer Calendar: 13 Not-To-Miss Events	Patch - White Lake-Highland	733	1	1			1		1	1	3
6/6	Farmers & Artisans Market, Opens on June 7 at new Wagner Park in Dearborn	Dearborn Press & Guide	1,133	1	1			1	1	1	1	4
6/6	Dearborn Hosts New Farm-To-Table Dining Event	Patch - Dearborn	1,226,333	1	1			1	1	1	1	4
6/7	5 Dearborn Stories You May Have Missed This Week	Patch - Dearborn	1,226,333		1			1	1	1	1	4
6/8	Bizarre Foods: Delicious Destinations- Al Ameer	Travel Channel	231,000		1			1		1	1	3
6/11	Taste of Dearborn Sneak Peek with Famous Hamburger	Fox 2	106,000		1			1	1	1	1	4
6/11	Commercial Development Looking Up- Cristina Quoted	Corpl Magazine		1	1			1	1	1	1	4
6/13	Dearborn Public Library receives fourth Big Read grant to celebrate Hope Jahren's Lab Girl	Dearborn Press & Guide	1,133		1			1			1	2
6/15	Here's where to see free music in metro Detroit this summer	Detroit Free Press	394,333		1					1		1
6/18	Dearborn Public Library Receives Big Read Grant Again	Patch	1,226,333		1			1			1	2
6/19	These young women want to give Dearborners "permission to be proud" of their city	Michigan Radio			1			1	1	1	1	4
6/24	Friday Nites with Shedderz Food Truck	WXYZ	9,000	1	1			1	1	1	1	4
6/26	10 Summer Events In Dearborn Not To Miss	Patch	1,226,333		1			1	1	1	1	4
6/27	Hassan Sheikh named deputy director of Dearborn's Economic and Community Development Department	Arab American News			1						1	1
7/14	Jazz on the Avenue	WXYZ-TV			1						1	1
7/14	Jazz on the Avenue Returns to Dearborn featuring top jazz artists all Summer long	WXYZ- Online		1	1			1			1	2
7/17	Dearborn's Stormy Records turns 20 with dog-friendly celebration	Detroit Metro Times		1	1			1		1	1	3
7/20	Stormy Records in Dearborn celebrates 20th anniversary	Detroit Free Press			1			1			1	2
7/22	Party Like It's 1929: Dearborn residents celebrate city's 90th birthday in newly restored Wagner Building	Dearborn Press & Guide	1,133		1					1	1	2
7/23	Your Guide To Dearborn's 40th Annual Homecoming	Patch			1					1	1	2
7/23	Free shuttles and parking options for Dearborn Homecoming	Dearborn Press & Guide	1,133		1					1	1	2
7/24	Dan and Katie Merritt celebrate 20 years of Green Brain Comics	Dearborn Press & Guide	1,133		1			1			1	2
7/24	10 things to do this weekend: July 26-28	Crain's Detroit Business		1	1						1	1
7/25	Dan and Katie Merritt celebrate 20 years of Green Brain Comics	The News-Herald	4,400		1			1			1	2
7/25	Dearborn Arab-American community boycott blocks opening of 'Israeli' burger restaurant BurgerIM	Al Araby	226,333			1		1	1			2
7/25	Kaleido to play Wagner Park stage during Friday Nites Music & Foodie Rallie Friday	Dearborn Press & Guide		1	1						1	1
7/26	The Henry Ford Museum assembles epic American artifacts	Star Tribune Online	360,672				1	1	1		1	3
7/26	Downtown Dearborn Friday Nites Music & Foodie Rallies	Detroit Metro Times Online	14,417	1	1						1	1
7/28	Friday Nites Music & Foodie Rallies in Downtown Dearborn	Metro Parent - Online	5,010	1	1						1	1
7/29	Bicycle valet service to once again be offered at Dearborn Homecoming	Dearborn Press & Guide	1,122		1			1			1	2
8/2	Grant Money Available For Downtown Dearborn Businesses	Patch	1,226,494	1	1			1		1		2
8/2	Free Family-Friendly Events In Metro Detroit In August	Little Guide		1				1			1	2
8/2	Fun Family Activities in Metro Detroit	Little Guide		1				1				1
8/4	Downtown Dearborn launches business grant program	Dearborn Press & Guide	1,122	1	1			1	1	1	1	4
8/6	Grant program seeks to spruce up Dearborn's downtowns	Crain's Detroit Business Online	15,342	1	1			1	1	1	1	4

**Downtown Dearborn
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MEDIA RECAP REPORT

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					POS	NEG	NEU	Business Mentions	Leadership Quotes	Trans-formational Strategy Messages	Photos	
8/7	Art Board makes final 4 of statewide Community Excellence Award	CandGNews.com	1,725		1			1	1	1	1	4
8/7	Construction On Dearborn Streetscaping Begins	Patch	1,226,494		1			1	1			2
8/7	Construction on Howard-Mason-Monroe streetscaping project begins in Dearborn	Dearborn Press & Guide	1,122		1			1	1	1	1	4
8/8	Commercial development across the state has experts encouraged	Corp! Magazine		1	1				1	1	1	3
8/13	Dearborn debuts first electric police vehicle in city's arsenal	Dearborn Press & Guide	1,122		1			1	1	1	1	4
8/15	Keller Williams Legacy to open multi-million-dollar state of the art real estate facility	Dearborn Press & Guide			1			1				1
8/20	Tasty Tuesday	WDIV-TV	57,734	1	1			1		1	1	3
8/20	Tasty Tuesday (midday)	WDIV-TV	71,372	1	1			1		1	1	3
9/4	Catch those Paris vibes at instagrammable Dearborn bakery!	WDIV-TV	62,876		1			1		1	1	3
9/5	Catch those Paris vibes at instagrammable Dearborn bakery!	WDIV-TV Online	70,667		1			1		1	1	3
9/11	Radio clip from WWJ-AM at 2019-09-11 21:48:35.000	WWJ-AM					1					0
9/11	Downey Brewing hosts Homecoming murals with artist meet-and-greet	Press & Guide	1,122		1			1	1	1	1	4
9/12	"Citizens for Dearborn Schools" kicks off bond campaign, in photos	Press & Guide	1,122		1					1	1	2
9/13	THE ANNUAL 5K RUN / WALK TO HELP CHILDREN WITH DYSLEXIA	105.9 Kiss FM	397		1					1	1	2
9/13	Dearborn homes and the people who have lived in them: Debra Reid, curator at The Henry Ford	Press & Guide	1,122		1			1			1	2
9/14	Dearborn Meals on Wheels Program seeking volunteers	Press & Guide	1,122		1					1	1	2
9/14	"Citizens for Dearborn Schools" kicks off bond campaign, in photos	Press & Guide	1,122		1					1	1	2
9/15	Downey Brewing hosts Homecoming murals with artist meet-and-greet	Press & Guide	1,122		1			1	1	1	1	4
9/17	Ford releases plans for major overhaul of Dearborn campus	Curbed Detroit	4,529		1			1		1	1	3
9/17	East Dearborn Has A New Park For Kids	Patch	1,226,494		1				1	1	1	3
9/17	Ford details Dearborn campus construction plans, set for 2025 completion	CNET	992,594		1			1		1	1	3
9/17	Ford's Campus of the Future in Dearborn Aims to Speed Innovation, Attract Talent	DBusiness Magazine	1,695		1			1	1	1	1	4
9/17	Graham Park officially opens in Dearborn	Press & Guide	1,122		1				1	1	1	3
9/17	Ford to create campus of the future in Dearborn to speed product innovation and attract world-class talent	AW Monthly - www.automotiveworld.com	2,258		1			1	1	1	1	4
9/17	Ford to Create Campus of the Future in Dearborn to Speed Product Innovation and Attract World-Class Talent	Targeted News Service			1			1	1	1		3
9/19	Ford to create campus of the future in Dearborn to speed product innovation and attract world-class talent - Autoworlddergisi	Auto World Oto Yedek Parca	300		1			1	1	1	1	4
9/19	Ford to Create Campus of Future in Dearborn	SteelGuru	5,334		1			1	1	1	1	4
9/19	Ford to transform R&D campus in Dearborn	Automotive Testing Technology Worldwide	334		1			1	1	1	1	4
9/19	Pedestrian fatally struck by train in downtown Dearborn	Detroit News Online	127,333			1					1	1
9/20	Ford releases plans for major overhaul of Dearborn campus	Curbed Detroit	22,649		1			1		1	1	3
9/21	Graham Park officially opens in Dearborn	Press & Guide	1,122		1			1	1	1	1	4
9/24	Ford Motors to Create Campus of Future in Dearborn	SteelGuru	5,320		1			1		1	1	3
9/25	See Michigan's Fall Colors From A Zip Line For \$10	Patch	1,226,494		1			1			1	2
9/25	Camp Dearborn Zip Line offering discounted October rate	Press & Guide	1,122		1			1			1	2
9/26	Future of still-closed old Dearborn Hyatt is now up to Canadian court	Detroit Free Press Online	394,210		1			1	1	1	1	4
9/26	Dispute Resolution [CR-LF]Center to christen its new offices, Oct. 29 > Oakland County Legal News	Detroit Legal News Online	24		1			1				1
9/28	Wayne County Dispute Resolution Center to host open house in October	News-Herald, The	4,414		1					1	1	2
9/29	Wayne County Dispute Resolution Center to host open house in October	Press & Guide	1,122		1					1	1	2
9/30	Dearborn Hosts Autumn ElderFest For Seniors	Patch	1,226,494		1			1		1	1	3
9/30	DACC celebrates 75th anniversary	Press & Guide	1,122		1			1	1	1	1	4
9/30	Dearborn Hosts Autumn ElderFest For Seniors	Patch	1,226,494		1					1	1	2
10/1	Dearborn Sculpture Fest pairs with beer tasting fundraiser	Press & Guide	1,122		1					1	1	2
10/1	Autumn Elderfest is this week at the Ford Community & Performing Arts Center	Press & Guide	1,122		1			1		1	1	3

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2018**

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					POS	NEG	NEU	Business Mentions	Leadership Quotes	Trans-formational Strategy Messages	Photos	
10/2	Dearborn Historical Museum 2019 Beer Tasting, in photos	Press & Guide	1,122		1			1			1	2
10/2	Dearborn Cross Country Meet Encourages Young Runners	Patch	1,226,494		1					1	1	2
10/2	Second annual Dearborn Sculpture Fest, in photos	Press & Guide	1,122		1						1	1
10/2	Local attorney Rula Aoun sworn in as Dearborn's 19th District Court magistrate	Arab American News - Online, The	1,446		1					1	1	2
10/2	Dearborn Historical Museum 2019 Beer Tasting, in photos	Press & Guide	1,122		1						1	1
10/3	Public invited to Dearborn Fire Department's Open Houses	Press & Guide	1,122		1						1	1
10/3	Annual cross country meet encourages young runners	Press & Guide	1,122		1					1	1	2
10/3	Poll workers needed in Dearborn for general election	Press & Guide	1,122		1						1	1
10/3	Dearborn Seeking Election Workers	Patch	1,226,494		1						1	1
10/4	Dearborn's Qahwah House ranked best coffee spot in Michigan by Yelp	WDIV-TV Online	70,502		1			1		1	1	3
10/5	Second annual Dearborn Sculpture Fest, in photos	Press & Guide	1,122		1						1	1
10/5	Dearborn Sculpture Fest pairs with beer tasting fundraiser	Press & Guide	1,122		1					1	1	2
10/9	More than 100 employers looking to hire at Dearborn job fair today	WDIV-TV Online	70,502		1					1	1	2
10/9	Taste the Dearborn Experience	Second Wave	1,007		1			1		1	1	3
10/18	\$15,000 Worth of Apples Vanish From Spicer Orchards	Eater Detroit	1,396		1			1			1	2
10/22	Here's Dearborn's Big Read Book For The Year	Patch	1,226,333		1			1			1	2
10/26	Metro Detroit weather forecast: Heavy rain set to roll through Michigan-Notre Dame football game	WDIV-TV Online	70,666		1							0
10/30	Halloween Happenings - Englewood Review Newspaper	Englewood Review	11		1							0
11/1	DO Apparel moves from Dearborn to Livonia	Observer & Eccentric Newspaper -- O	6,200				1				1	1
11/4	Help feed the hungry, lower your fees during Dearborn Library's "Food for Fines"	Press & Guide	1,122		1					1	1	2
11/7	Dearborn Honors Its Veteran Employees	Patch	1,226,333		1						1	1
11/11	Shop Small, Win Big, event to return to Dearborn	Sunday Press & Guide	1,122	1	1			1	1	1	1	4
11/12	Your Guide To Small Business Saturday In Dearborn	Patch	1,226,333	1	1			1	1	1	1	4
11/12	Shop Small, Win Big, event to return to Dearborn	Press & Guide	1,122	1	1			1	1	1	1	4
11/14	Why 2020 Census Is Especially Important In Dearborn	Patch	1,226,333		1				1		1	2
11/14	5 Dearborn Stories You May Have Missed This Week	Patch	1,226,333		1						1	1
11/14	City of Dearborn to host census kick-off for those seeking information on the 2020 Census	Iosco County News-Herald	559		1				1		1	2
11/17	Your Guide To Small Business Saturday In Dearborn	Patch	1,226,333	1	1			1	1	1	1	4
11/18	Downtown Dearborn Shop Small	Raising Little Princes		1								0
11/20	Jolly Pumpkin to open \$2.2 million Hawaii-themed taproom and restaurant in Dearborn	Crain's Detroit Business Online	15,333		1			1			1	2
11/22	Jolly Pumpkin to open The Longboard restaurant in Dearborn	Press & Guide	1,122		1			1		1	1	3
11/23	Jolly Pumpkin to open new surf-inspired restaurant in Dearborn	Detroit Metro Times Online	14,417		1			1		1	1	3
11/25	Winterfest Market brings holiday cheer with more than 30 vendors, family activities to Dearborn	Press & Guide	1,122	1	1				1	1	1	3
11/25	Whitmer Announces Transportation Economic Development Grant Supporting Ford Research And Engineering Center Transformation In Wayne County	WWJ-AM Online	831,051		1			1		1	1	3
11/25	MI Newswire - Gov. Whitmer announces transportation economic development grant that will support Ford Research and Engineering Center Transformation in Wayne County	Michigan.gov	156,862		1			1		1		2
11/25	Surf-themed restaurant with huge tiki bar opened by Jolly Pumpkin: A look inside	MLive	361,006		1			1		1	1	3
11/25	Top Things To Do with Kids in Dearborn	LittleGuide		1	1			1		1	1	3
11/29	Small Business Saturday	WWJ-AM	831,051	1	1			1	1	1		3
11/30	Small Business Saturday: Where to shop local around Metro detroit	WDIV-TV	70,666	1	1			1		1	1	3
12/5	Your Guide to Dearborn's Winterfest Market	Patch	1,226,333	1	1			1	1	1	1	4
12/5	Discover Unique Gifts in Downtown Dearborn	WDIV-TV	70,666	1	1			1	1	1	1	4
12/6	Dearborn's Ford Homes Historic District marks 100 years	Liberia News			1					1	1	2
12/11	City of Dearborn reveals new logo, faces community backlash - Detroit Free Press	Detroit Free Press Online	394,210	1		1			1		1	2

**Downtown Dearborn
Media Placements
2018**

MEDIA RECAP REPORT

DATE	SUBJECT/TITLE	MEDIA OUTLET	IMPRESSIONS	TF EARNED	TONE			RATING CRITERIA				RATING SCORE
					POS	NEG	NEU	Business Mentions	Leadership Quotes	Trans- formational Strategy Messages	Photos	
12/11	Fox 2 News 10 PM	WJBK-TV	378,704	1		1			1		1	2
12/11	Fox 2 News 6 PM	WJBK-TV	58,904	1		1			1		1	2
12/11	Fox 2 News 5 PM	WJBK-TV	86,580	1		1			1		1	2
12/12	Fox 2 News Morning	WJBK-TV	28,725	1		1			1		1	2
12/12	Fox 2 News 10 PM	WJBK-TV	18,461	1		1			1		1	2
12/12	New logo for city of Dearborn sparks uproar	WJBK-TV Online	70,666	1		1			1		1	2
12/12	Do You Like Dearborn's new Logo	Patch - Dearborn	1,226,333	1			1		1		1	2
12/12	Dearborn Branding	WDIV-TV	70,666	1		1			1		1	2
12/13	People are hating on the city of Dearborn's new logo for whatever reason	Deadline Detroit	4,959	1		1					1	1
12/14	A promotional logo stirs up controversy	Arab American News - Online, The	1,446	1			1		1	1	1	3
12/14	A promotional logo stirs up controversy	Arab American News - Print	1,446	1			1		1	1	1	3
TOTALS/AVERAGES			46,256,081	73	159	13	12	116	63	113	167	2.428571

Article Count:

184

RATING LEGEND

4	Optimal Placement
3	Ideal Placement
2	Preferred Placement
1	Acceptable Placement

Downtown Dearborn

Design & Economic Vitality Committee

Minutes

December 11, 2019 @ 10am

DDDA Office, 13615 Michigan Ave.

Attendees: Mike Kirk, Mark Guido, Jeff Lynch, Jackie Lovejoy, Cristina Sheppard-Decius. During Grant review: Ngeeb and Halemah Alderwish of Alderwish CPA.

1 Open Door Dearborn Applicant Review ([Quick Sales Info Sheet](#))

- Criteria
 - Sign and Lighting Design meets [Design Guidelines](#)
 - Design Assistance will help to resolve deteriorated, inappropriate or unsightly conditions that have existed for many years (boarded windows, deteriorated electrical fixtures, unsightly storefronts, etc.)
 - Design Assistance will help to restore the historic condition of the building facade
 - Design Assistance will help improve a block or portion of a block (ex. replacement of an inappropriate facade that exists on a block containing many appropriate, well-preserved, or improved facades)

Alderwish CPA in for grant review. They are working with Dearborn Signs. Request is up to \$2500 for EDDDA location. Cristina asked if lighting and cornice work being considered. They are working on outside lighting. No cornice worked being planned at this time. It would add stature to building.

Mike suggested making it one sign and make name of business more prominent than function. A new drawing was requested to be submitted.

2 HOT ACTIONS

- **Public Art**
 - **Asphalt Art Grant** – applying for this grant. Art in drive areas typically last two years, longer in pedestrian areas. Also can include utility boxes. WDDDA - Crosswalks across Monroe on both sides. EDDDA – crosswalks at Schaeffer. Proposal is \$20K to do work. Add some maintenance funds to final today. Suggested to use POP group. Must keep in mind to do street closures during this process (maybe Sat./Sun. arrangement).
 - **Sculpture/Art 2020** – Emma Jean to check on schedule and provide options.
- **Bike Facilities Implementation Plan**- committee agrees with this plan and to move forward
- **Tackling Vacancies Property Owner Roundtable**
 - **Recap/Feedback** – still missed some key players. It was noted that medical/service businesses are crowding downtown retail locations (ie Traverse City). Parking will continue to be reviewed, as it was mentioned as an issue.
 - **Next Steps** – plan another one in February or March 2020. Jackie suggested a focus on ordinances. Cristina suggested a shift to “property roundtable” to showcase what is available.
- **Open Door Dearborn Incentives**
 - Committee Outreach Report- looking for list of suggestions of businesses
 - Education/Resource Teams/BAT (Business Assistance Teams) Approach
 - **TO DO: NEW [Criteria for Application Review](#)**
 - **TO DO:** Developing a Criteria Form/Application for Architects
 - [Suggested Design Asst. Firms](#)
 - Funding Opps – review who could be available to help (ie banks in community)
- **Open Cities/ Metromode:**
 - Feedback – Mike felt attendance was low. Jackie noted the attendees were very young in retail.

3 Updates & To Do's

- **Recruitment** – work to activate brokers via a small team.
- **Public Spaces & Amenities**
 - **Seating at Fishnet Studios/Mural** – Cristina suggested using the single seats like at Wagner (colorful ones) due to size of space.
- **Incubator/Co-Working Hubs** –
 - Launch Lab Concept – Steps to Bring it to Fruition? Suggest small steps in beginning. BUILD would need to review staffing constraints. Think of project in phased approach then build out.
 - Round Table with Entrepreneurs for Strategy on Needs/Missing Links
 - BUILD Institute Partnership?

Additional for next month, plan to refresh goals and objectives listed below.

OBJECTIVE	ASSIGNED TO:	NEXT STEPS:	BUDGET/ VOLUNTEER NEEDS/NOTES
Objective: Recruit Businesses (1.75)	Adam/Hassan/ Andrea	TASKS	IMPORTANT DOCS
Ecosystem—Networking/Incubator/Shared Space/Accelerators/ Pop Ups (2)	Hassan/Reaching out for New UofM Rep	<ul style="list-style-type: none"> Recruitment of an Incubator/Co-Working Space Metromode Follow Up Partners Funding!! Hub Location: Commercial Kitchen Needed – <u>Discuss Code Issues in downtown districts</u> 	Metromode DRAFT Summary Launch Lab Framework Launch Dearborn Vision Plan Draft Entrepreneur Ecosystem Committee Notes
Business Start-up/Recruitment Incentive (4.67)	Andrea/Stacey/Steve/Jackie	<ul style="list-style-type: none"> Innovate this Space - Recruitment Marketing Campaign with Key Retail Properties - develop EDDDA Intercept Survey – In Process Vacancy Roundtable – Nov. 21 Keller Williams Sub-Committee 	Open Door Dearborn Vision Vacancy Roundtable Business Promotion Micro-Grant link FINAL Open Door Dearborn Incentive link
Business Assistance Programs/Trainings	Steve/Stacey/Hassan	<ul style="list-style-type: none"> Round Table with Entrepreneurs for Strategy on Needs/Missing Links <u>Website Resource Draft – Partnership to Manage</u> Hubs: Tech Lab @Artspace; Kitchen Connect; FEAST Detroit – Commercial Kitchen Needed 	https://staceygrant1.wixsite.com/launchlab Business Resource Incentives Document
Objective: Redevelop Sites (1.8)	Steve/Doug/Mike/Jennifer	TASKS	
Redevelopment Ready Marketing of Sites (1.8)	Doug/Steve/Mike/Jennifer	<ul style="list-style-type: none"> PRIORITY 1 SITES: Brady & MI; 5050 Tour of Top 10 Development Sites – <u>schedule with Ford Land</u> – coordinate event - Lease sites (Developer Road Show) & separate development sites (DABOR partnership potential) Howard & Michigan RFP – marketing needed? 	
Design Guidelines/Façade Improvement Program (2.25)	Hassan/Mike/Steve	<ul style="list-style-type: none"> Final Guidelines Sponsor Recruitment/Sale Sheet; Lending Partners Needed (ie: Comerica, Huntington, Chase) Meet with CRA Wayne County – HASSAN – Status? Finalize CDBG funding opps/changes Main Street funding/grant with Select Level Finalize and Approach Design Assistance Firms – Inquiring with City on any recommended architects 	Candidates for Façade Program: Merchants, Jiu Jitsu, and refer to previous list identified for EDDDA ; -FBC Code presentation and user guide ; FBC Code -Business Overlay & Sample Guidelines ; Committee Notes ; Suggested Design Asst. Firms FINAL DESIGN GUIDELINES FINAL INCENTIVE PROGRAM
Objective: Streetscape/Walkability Improvements (4) – 2 votes	Mark G		

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

Downtown Dearborn Promotions Committee Minutes

Meeting Date:
November 20, 2019
10:00 am

Meeting Location:
DDDA Office
13615 Michigan Avenue

Attendees: Maryanne Bartles, Katie Merritt, Christine Sickle, Julia Kapilango, Kalette Willis, Cristina Sheppard-Decius, Jean Smith, Janet Bloom

I. Third & Fourth Quarter Events –

a. Stats/Results/Survey of Businesses

- i. Trick or Treat Final Needs - Business owner survey sent out 11/19; 7 responses received so far. Jean spoke to about a dozen businesses and despite rainy/windy weather, they felt they had a good turnout.
- ii. Adopt a Tree Well Final Count – 19 participants this year. 26 trees decorated (some took on multiple trees).
- iii. Pumpkin Carving Results – Around 35 families (around 75 people total). Good family event – they carve then take pumpkins with them. Committee suggestion is to see if Trick or Treat and Pumpkin Carving should be on same day to increase #'s.

b. Final Plans/Needs

- i. Shop Small – \$5K in sponsors. Use stores with bigger windows for Shop Small larger banners (ie Blick, Kidcadia and Nigosian). American Express was late this year with swag so it took two times out to first distribute posters and passports then again with swag. Usually done together. 29 businesses participating. Jean to be on WDIV on Dec. 5 on “Live in the D”. Ads have been created for 12 Days of Christmas on WNIC. Committee requested talking points to be forwarded from Tanner Friedman to Promotions Committee.
- ii. Winterfest Market – City Council has approved street closure for West. Posters/postcards at printer – to deliver next week. Jean to schedule tent inspection with DFD. Jean working on more vendors – currently 8 vendors for the East and 13/14 for West. Jean sent email with application to Emma at Artspace to send via email to all residents. Trying to get food vendor/food truck for each. Jean working with HFC Chef Ditto on ice sculpture competition. FB event is live. Julia will email photographer contacts since still need to book one.

- iii. Open House/Volunteer Recognition – Jay Kruz will be event chair. Event will be Dec. 11 from 4-7pm. Working on logistics with invites, volunteer recognition award. Jean to send list of volunteers. It was suggested to do small poinsettias then \$5 coffee mugs with hot cocoa inside for award recipients along with certificates.
- iv. Upcoming Events: Dearborn Restaurant Week (now 3/20/20-3/29/20) and Ladies Night Out (5/6/20)

II. APP Update

- a. Not proprietary; minimal costs for event changes. Portal would be on DDDAs website. QR code for businesses. It would be around \$50 to change per event. Per Katie, review Ann Arbor District Library's Summer Game codes. It might be a good reference for DDDA's version.

III. 2020 Calendar

- a. Budgets – review adding in direct mail and possible school flyer (might be only digital format). Per Janet it was a good tool to reach families in both Northville and Farmington/Farmington Hills.
- b. Advertising Plan
 - i. Chamber Directory (November Board meeting)
 - ii. CTM (approved)
 - iii. Dearborn Girl proposal (Ask for Revised Options) Cristina suggested to use different locations throughout East and West Dearborn for podcast broadcasts.
 - iv. WDIV or Other Options (Sam) – need an update from Sam
 - v. Jean stated that September is hard month for movie attendance. It was suggested to do “Movies in the Parks” as two in June, two in July, and two in August.

IV. Metromode Contract

- a. Open Cities Event - December 3 at AANM from 5:30 – 7:30pm.

V. Artspace Resident Survey- Use Survey Monkey. Collect names of artists' businesses, types of art, descriptions of art, images, and do they sell their art. Also, ask what kind of events they want and would they be open to be contracted for services. Julia to provide Artspace calendar of events.

VI. Volunteer/Committee Needs

- a. Volunteer Management Plan: Janet plans to have in January for items below. Janet suggested planning for volunteer rallies and a possible subcommittee to help gather proper contacts to reach out to.
 - i. Ideas for Activating Student Body
 - ii. Volunteer Manual (Projected Completion?)

- iii. Outreach Plan (Develop Target List)
 - iv. Tracking Form - <https://forms.gle/CFr83W2ffJ53CrYp7>
 - v. Maestro Update – work plans
- VII. 2020 Sponsorships – The items listed below to be sent to Executive Board for review.
- a. [Target List](#)
 - b. Draft Package
- VIII. Branding Update - Launch Dec. 10 – stickers to be created for Open House.
- IX. Social/Online Communication
- a. Business & Community Leader Profiles: Interns and TF to flush out further

DATE	EVENT	HASHTAG	CHAMPION
February 10-16, 2020	Dearborn Restaurant Week	#DRW2020	Sam Abbas
March	Reading Month		Maryanne Bartles
April	Art Month		Emma Jean Woodyard
April 13	Martian Marathon		Mo Hider
May 1	Ladies Night		Chris Sickle
May 4	Free Comic Book Day		Katie Merritt
May 18	Spring Perennial Exchange		Katie Merritt
June 7	Wagner Park Opening Day	#WagnerPark	Ford Land
June 7 – Sept. 27	Farmers Market	#DFM	Jean Smith (need a chairperson)
June 7, July 12, Aug. 9	Kids Days	#KidsDays	
June 5-July 10	Music in the Park	#MIP2019	Julia Kapliango
June 14, July 19, Aug. 16 & Sept. 13	Movies in the Park (West & East Alternate)	#Movies2019	
June 14 – Aug. 30	Trenchtown Festival	#TrenchtownFest	Kalette Willis
June 15	Farm to Table	#DearbornF2T	Maria Marzolo
June 28, July 26 & Aug. 23	Friday Nites	#FridayNites	Jim Jernigan
July 17-Aug. 21	Jazz on the Ave	#JazzAve2019	Kalette Willis
July 16 – Aug. 20	Tunes at Noon	#TunesatNoon	
Sept. 14	Fall Perennial Exchange		Katie Merritt
Oct. 19	Pumpkin Carving		
Oct. 26	Trick-or-Treat	#DearbornTreats #TrickorTreat	

Oct. 26	Doggone Dearborn		
???	Beer Crawl		Lynette Downey
Nov. 30	Shop Small	#ShopSmall	
Dec. 11	EDDDA Open House		
Dec. 14	Winterfest Market	#DWM2019	

DOWNTOWN DEARBORN EVENT MANAGEMENT NOTES DECEMBER 2019

REPORT ON RECENT EVENTS:

- Shop Small:
 - Sending out a survey to all business owners- will have results back for next Promo Meeting
- **EDDDA Open House:**
 - Jay, Julia, Scott, and Jan Cislo and her husband helped in getting the event set up!!
 - Approximately 75 people in attendance
 - Food donated by:
 - LaShish, Gateaux, Alano's, Country Restaurant,
 - Purchased from Joe's Top Dog and Alcamo's Market
 - Awards were given to volunteers
- **Winterfest-** December 14th 10am to 4pm
 - West- Chris Recap
 - East-
 - very light foot traffic- Maybe 100 people through the day
 - Vendors did not like being broken up into separate rooms- they think having the tent outside would also be better
 - Brainstormed with CSD and Dan Merrit- Some suggestions for next year:
 - Have the tent outside in park with vendors so the event isn't broken up

- Procure a sponsor so we can include an ice rink- this is quite costly- between 15K and 20K- SPONSOR!
- Possibly have the E&W events on different weekends?
- Possibly switch the event up to be in the East one year and the West the following year?? Flip flop each year
- More suggestions???
- Bring in some live music- stage?

***Year 5 goal is to have this as a full weekend event

UPCOMING EVENTS:

- **DRW- Sam recap**
 - Jean met with Sam last week for planning session
 - Jean will be sending out an invite to several restaurant owners in order to have a brainstorming session
 - Discussed new date for DRW event and potential dates for Kick off event
 - More to come next month
- **LNO**
 - **West-** Chris Sickle on board to chair the event
 - **EAST-** we previously discussed changing the East concept--- Any ideas??
Not till May, so we have some time
- **Volunteer/ Event Chair Needs**
- **Upcoming events:**
 - **DRW- Sam, and anyone else???**
 - **LNO-** West- Chris Sickle
 - **LNO-** EAST-??? Any takers????

DOWNTOWN DEARBORN

STEERING COMMITTEE MINUTES

December 11, 2019

Attendees: Sara Gleicher, Mike Kirk, Mark Guido, Jeff Lynch, Jackie Lovejoy, and Cristina Sheppard-Decius.

I. DDI Formation/Exploration Actions

- a. Michigan Main Street Work Plan
 - i. Take The Downtown Management Checklist: Steering Committee call/email Board members to fill out.
- b. Partner Engagement Recruitment - requested to resend out list
 - i. Letter of Request – Committee Progress on sending to contacts
 - Jackie will follow up with Henry Ford College
 - U of M - try to achieve more active engagement
 - Carhartt - connect with
- c. Chairperson/Lead Advocates
 - Put together a bullet list of committee roles and responsibilities.

II. Next Steps

- a. Service Agreement (emailed Licia) - send
- b. By-Law draft

Additional items:

Consider developing a subcommittee for fundraising.
Contact Nick Siroskey regarding possible sponsor companies
Contact Bill White - Jackie to reach out, maybe chair committee
Contact Mark Shobe, Karen Solerfino, Peggy - DFCU
Contact Gary Kuhlman
FQHC - grant to open facility for uninsured and underinsured.

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.

JOINT DDDA EXECUTIVE COMMITTEE MEETING MINUTES

Attendees: Scott Saionz , Janet Bloom

December 9, 2019

5:30pm

1. JOINT BOARD MEETING AGENDA ITEMS
 - a. Tanner Friedman Extension of Contract through June 30, 2020 – Due to RFP timeline provided by purchasing, a contract extension is being requested.
 - b. POW! Strategies Contract 2020
 - c. Art Month Partnership
 - d. Branding Print Items – Stickers & Window Clings
2. WDDDA ONLY ITEM
 - a. Shop Small Banner Grommets – waiting on final price from vendor
3. OTHER POTENTIAL AGENDA ITEMS
 - a. Dearborn Restaurant Week (any service providers?) – Jean and Sam met to begin event discussions. There are currently no service providers identified.
 - b. EDDDA - Open House (food vendors, HFC music and Bistro Tables?) – Jean finalizing food vendors, HFC music is \$400, and bistro tables for \$100 from Artspace.
 - c. Added for EDDDA – to be transparent, move unemployment payments to its own budget line item, going through city council approval to make budget amendment. This will prevent pulling funds from current programs or events already in budget.
4. EXEC COMMITTEE DISCUSSION ITEMS
 - a. 2021 Budget Planning
5. UPDATES
 - a. EDDDA Updates
 - i. Lighting on Schaefer – lights in/ waiting on banner arms
 - ii. Intercept Survey – Report will be provided in January
 - iii. 2 Mill Levy – discussions were started, then stalled; need to reopen talks with finance again.
 - iv. Seating at Fish Market Mural (finalizing options for BID)
 - b. WDDDA Updates
 - i. Trash Receptacles Need for W. Village Drive (BID for powdercoating of those in-storage)

- ii. Parking Demand Analysis Recommended
- iii. Connector Streets Construction Update

**DDDA BOARD OF DIRECTORS
ADOPTED RESOLUTIONS
NOVEMBER 21, 2019**

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2019 Holly Berry Brunch Ad

Date Adopted: November 21, 2019

Motioned by: Kamal Turfah

Seconded by: Vice Chairperson Dan Merritt

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

WHEREAS: The EDDDA and WDDDA support the Dearborn Garden Club's annual Holly Berry Brunch by splitting the cost of a quarter page advertisement in the annual program totaling \$300, payable to Dearborn Garden Club; and

WHEREAS: The Dearborn Garden Club distributes 500 copies of the Shop Small passports at the Holly Berry Brunch, helping to market the Shop Small retail event happening November 30 to December 8, 2019; so let it be

RESOLVED: The EDDDA approves an expenditure not to exceed \$150.00 from Shop Small Budget Line Item 297-6100-911-51-00, payable to Dearborn Garden Club for a quarter page advertisement in partnership with the WDDDA in the 2019 Holly Berry Brunch program; and further be it

RESOLVED: The EDDDA Executive Director is authorized to execute a contract on behalf of the EDDDA with Dearborn Garden Club for a quarter page advertisement in the 2019 Holly Berry Brunch program, subject to review and approval by Corporation Counsel.

Yes: Chairperson Scott Saionz, Mayor Jack O'Reilly, Mark Guido, and Julia Kapilango.

No:

Abstained:

Absent: Jay P. Kruz, Jan Cislo, Judith McNeeley, and Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2019 Holly Berry Brunch ad

Date Adopted: November 21, 2019

Motioned by: Thomas Clark

Seconded by: Mohammed Hider

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

WHEREAS: The WDDDA and EDDDA support the Dearborn Garden Club's annual Holly Berry Brunch by splitting the cost of a quarter page advertisement in the annual program totaling \$300, payable to Dearborn Garden Club; and

WHEREAS: The Dearborn Garden Club distributes 500 copies of the Shop Small passports at the Holly Berry Brunch, helping to market the Shop Small retail event happening November 30 to December 8, 2019; so let it be

RESOLVED: The WDDDA approves an expenditure not to exceed \$150 from the Shop Small budget line item 296-6100-911-51-00, payable to Dearborn Garden Club for a quarter page advertisement in partnership with the EDDDA in the 2019 Holly Berry Brunch program; and further be it

RESOLVED: The WDDDA Executive Director is authorized to execute a contract on behalf of the WDDDA with Dearborn Garden Club for a quarter page advertisement in the 2019 Holly Berry Brunch program, subject to review and approval by Corporation Counsel.

Yes: Jeff Lynch, Mayor Jack O'Reilly, Mark Guido, Jackie Lovejoy, John McWilliams, Karen Nigosian, and Audrey Ralko

No:

Abstained:

Absent: Chairperson Sam Abbas

Adopted:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Dearborn Area Chamber of Commerce Membership Directory

Date Adopted: November 21, 2019

Motioned by: Mark Guido

Seconded by: Kamal Turfah

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

WHEREAS: The 2020 *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 advertisement in the yearly publication totaling \$2475, 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 EDDDA approves an expenditure not to exceed \$1237.50 from General Marketing Fund 297-6100-911-51-00, payable to Harbor House Publishers for a full-page advertisement in partnership with the WDDDA in the 2020 *Dearborn Area Chamber of Commerce Membership Directory*; and further be it

RESOLVED: The EDDDA Executive Director is authorized to execute a contract on behalf of the EDDDA with Harbor House Publishers for a full-page advertisement in the 2020 *Dearborn Area Chamber of Commerce Membership Directory*, subject to review and approval by Corporation Counsel.

Yes: Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Mayor Jack O'Reilly, and Julia Kapilango.

No:

Abstained:

Absent: Jay P. Kruz, Jan Cislo, Judith McNeeley and Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Dearborn Area Chamber of Commerce Membership Directory

Date Adopted: November 21, 2019

Motioned by: Mohammed Hider

Seconded by: Audrey Ralko

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

WHEREAS: The 2020 *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 advertisement in the yearly publication totaling \$2475, 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 \$1237.50 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 2020 *Dearborn Area Chamber of Commerce Membership Directory*; and further be it

RESOLVED: The WDDDA director is authorized to execute a contract on behalf of the WDDDA with Harbor House Publishers for a full-page advertisement in the 2020 *Dearborn Area Chamber of Commerce Membership Directory*, subject to review and approval by Corporation Counsel.

Yes: Jeff Lynch, Mayor Jack O'Reilly, Thomas Clark, Mark Guido, John McWilliams, and Karen Nigosian.

No:

Abstained: Jackie Lovejoy

Absent: Chairperson Sam Abbas

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Holiday Decor Executive Committee Action

Date Adopted: November 21, 2019

Motioned by: Julia Kapilango

Seconded by: Mark Guido

WHEREAS: The East Dearborn Downtown Development Authority authorized a budget of \$20,000 for the purchase of holiday decorations in FYE2020; and

WHEREAS: The EDDDA authorized \$12,013.92 in expenditures for the purchase of holiday decor from the Contract Services budget 297-6100-911-34-90 for the following:

- Northern Lights Display: 16 - 24" red bows (\$800), 8 - 15' branch garland(\$1120), 20 - 4' Wreaths (\$5700), 264 - Warm White Mini Lights (100 lights/strand) (\$3960); and from
- Holiday Lights Display: 4 cases Warm White Light Spheres (24) (\$216.96), 2 cases Red Light Spheres (12) (\$108.48), 2 cases Green Light Spheres(12) (\$108.48); and

WHEREAS: The Northern Lights Display had exceptions to their bid including: an additional fee for upgraded pole attachments that the EDDDA district uses for the 24" red bows with gold trim; number of lights per strand were at 70 lights opposed to 100 lights-- causing the need for additional quantities to meet the final quantity specified; and shipping charges; and

WHEREAS: Holiday Lights Magic Inc. pricing was per light sphere opposed to per case of six, raising the total price; and

WHEREAS: The EDDDA Executive Committee authorized an additional \$4,790.26 for the items detailed below due to exigent circumstances at an Executive Committee meeting on November 11, 2019; therefore, let it be

RESOLVED: The EDDDA Board of Directors reviewed and supports the Executive Committee's action; furthermore

RESOLVED: The EDDDA Executive Director is authorized to administer, sign contracts and expend the funds with the following approved vendors for the holiday decor as

presented, obtained through city procurement process, subject to review and approval of Corporation Counsel:

Vendor	Purpose	Total Amount
Northern Lights Display	16 upgraded pole attachments (for 24" red bows) 114 additional light strands Shipping Total:	\$400 \$1710 <u>\$510.66</u> \$2620.66
Holiday Lights Display	Additional Costs for: 4 cases warm white light spheres (24) (add. cost) 2 cases red light spheres (12) (additional cost) 2 cases green light spheres (12) (additional cost)	\$2169.60

Executive Committee Meeting Nov. 11, 2019

Yes: Director Scott Saionz and Director Dan Merritt.

No:

Abstained:

Absent: Jay Kruz

For Joint Board Meeting Nov. 21, 2019:

Yes: Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Mayor Jack O'Reilly, and Kamal Turfah.

No:

Abstained:

Absent: Jay P. Kruz, Jan Cislo, Judith McNeeley, and Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Holiday Decor - Executive Committee Action

Date Adopted: November 21, 2019

Motioned by : Mayor Jack O'Reilly

Seconded by: Jackie Lovejoy

WHEREAS: The West Dearborn Downtown Development Authority authorized a budget of \$20,000 for the purchase of holiday decorations in FYE2020; and

WHEREAS: The WDDDA authorized \$18,870 for the purchase of holiday decor from the Contract Services budget 296-6100-911-34-90 for the following:

- Northern Lights Display: 60-24" red bows with pole attachments (\$3000), 30 - 15' branch garland (\$4200), 6-25' branch garland (\$1362), 6-25' red garland (\$228), 130- warm white mini lights (100 lights/strand) (\$1950); and from
- Bronner's: 6-pole mount displays (\$8130); and

WHEREAS: The Northern Lights Display had exceptions to their bid including: an additional fee for upgraded pole attachments that the WDDDA district uses for the 24" red bows with gold trim; number of lights per strand were at 70 lights opposed to 100 lights-- causing the need for additional quantities to meet the final quantity specified; and shipping charges; and

WHEREAS: The WDDDA Executive Committee authorized an additional expenditure of \$1500 for additional charges of upgraded pole attachments; therefore, let it be

RESOLVED: The EDDDA Board of Directors reviewed and supports the Executive Committee's action; furthermore

RESOLVED: The WDDDA Executive Director is authorized to administer, sign contracts and expend the funds with the following approved vendor for the holiday decor as presented, obtained through city procurement process, subject to review and approval of Corporation Counsel:

Vendor	Purpose	Total Amount
Northern Lights Display	60 - Pole Attachments for 24" red bows	\$1500

Executive Committee Meeting November 15, 2019

Yes: Director Jeff Lynch and Director Sam Abbas

No:

Abstained:

Absent:

For Joint Board Meeting, November 21, 2019:

Yes: Jeff Lynch, Thomas Clark, Mark Guido, Mohammed Hider, John McWilliams, Karen Nigosian, and Audrey Ralko.

No:

Abstained:

Absent: Chairperson Sam Abbas

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Metromode Contract Extension Option #2 2019/2020

Adopted: November 21, 2019

Motioned by: Mark Guido

Seconded by: Julia Kapilango

WHEREAS: The EDDDA and WDDDA value and desire to increase communications, public relations, marketing and media exposure for Downtown Dearborn; and

WHEREAS: Issue Media Group/Metromode provides economic development news stories and entrepreneur engagement discussions to build an entrepreneurial ecosystem through its MetroMode and SecondWave media platforms; and

WHEREAS: The EDDDA and WDDDA currently have a contract with Issue Media Group/Metromode for six months at \$24,000 in total for 2019 from March 1, 2019 –August 31, 2019, with two three-month renewals at \$12,000 each, which will be equally split between the EDDDA and WDDDA; and

WHEREAS: The EDDDA exercised the option at the August 15, 2019 joint board meeting for the first, three-month extension at \$12,000, to run September 1, 2019 to November 30, 2019, with expenditures split equally between EDDDA and WDDDA; therefore, let it be

RESOLVED: The EDDDA wishes to exercise the second, three-month extension option at \$12,000, to run December 1, 2019 to February 29, 2020, split equally between EDDDA and WDDDA; allocating \$6,000 from Community Promotions account 297-6100-911-51-00; furthermore, let it be

RESOLVED: The Executive Director is authorized to execute and sign the contract agreement on behalf of the EDDDA; subject to review and approval by Corporation Counsel.

.

Yes: Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Mayor Jack O'Reilly, and Kamal Turfah.

No:

Abstained:

Absent: Jay P. Kruz, Jan Cislo, Judith McNeeley, and Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Metromode Contract Extension Option #2 2019/2020

Adopted: November 21, 2019

Motioned by: Jackie Lovejoy

Seconded by: Mohammed Hider

WHEREAS: The EDDDA and WDDDA value and desire to increase communications, public relations, marketing and media exposure for Downtown Dearborn; and

WHEREAS: Issue Media Group/Metromode provides economic development news stories and entrepreneur engagement discussions to build an entrepreneurial ecosystem through its MetroMode and SecondWave media platforms; and

WHEREAS: The EDDDA and WDDDA currently have a contract with Issue Media Group/Metromode for six months at \$24,000 in total for 2019 from March 1, 2019 –August 31, 2019, with two three-month renewals at \$12,000 each, which will be equally split between the EDDDA and WDDDA; and

WHEREAS: The WDDDA exercised the option at the August 15, 2019 joint board meeting for the first, three-month extension at \$12,000, to run September 1, 2019 to November 30, 2019, with expenditures split equally between EDDDA and WDDDA; therefore, let it be

RESOLVED: The WDDDA wishes to exercise the second, three-month extension option at \$12,000, to run December 1, 2019 to February 29, 2020, split equally between EDDDA and WDDDA; allocating \$6,000 from Community Promotions account 296-6100-911-51-00; furthermore, let it be

RESOLVED: The Executive Director is authorized to execute and sign the contract agreement on behalf of the WDDDA; subject to review and approval by Corporation Counsel.

.
Yes: Jeff Lynch, Mayor Jack O'Reilly, Thomas Clark, Mark Guido, John McWilliams, Karen Nigosian and Audrey Ralko.

No:

Abstained:

Absent: Chairperson Sam Abbas

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

MMTP Letter of Support

Date Adopted: November 21, 2019

Motioned by: Vice Chairperson Dan Merritt

Seconded by: Julia Kapilango

WHEREAS: The EDDDA recognizes the benefit of the Multi-Modal Transportation Plan for businesses, residents and activities in the District; and

WHEREAS: The City of Dearborn developed a Multi-Modal Transportation Plan (MMTP) which will be presented for adoption at a City Council meeting in January 2020; and

WHEREAS: The MMTP will help the City of Dearborn's eligibility to apply for state and federal funds to improve its walking, bicycle, sidewalk, bridges and streets infrastructure; and

WHEREAS: These new investments will transform Dearborn into a 21st century city with a safe, healthy, equitable, livable and efficient transportation network that meets the travel needs of all of its citizens; and

WHEREAS: The MMTP aligns with the Downtown Dearborn vision and transformational strategies, creating a vibrant Downtown Dearborn experience for all; therefore, let it be

RESOLVED: The EDDDA authorizes the Executive Director to submit a letter of support to the Dearborn City Council for the Multi-Modal Transportation Plan.

Yes: Chairperson Scott Saionz, Mayor Jack O'Reilly, Mark Guido, and Kamal Turfah.

No:

Abstained:

Absent: Jay P. Kruz, Jan Cislo, Judith McNeeley, and Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

MMTP Letter of Support

Date Adopted: November 21, 2019

Motioned by: John McWilliams

Seconded by: Jackie Lovejoy

WHEREAS: The WDDDA recognizes the benefit of the Multi-Modal Transportation Plan for businesses, residents and activities in the District; and

WHEREAS: The City of Dearborn developed a Multi-Modal Transportation Plan (MMTP) which will be presented for adoption at a City Council meeting in January 2020; and

WHEREAS: The MMTP will help the City of Dearborn's eligibility to apply for state and federal funds to improve its walking, bicycle, sidewalk, bridges and streets infrastructure; and

WHEREAS: These new investments will transform Dearborn into a 21st century city with a safe, healthy, equitable, livable and efficient transportation network that meets the travel needs of all of its citizens; and

WHEREAS: The MMTP aligns with the Downtown Dearborn vision and transformational strategies, creating a vibrant Downtown Dearborn experience for all; therefore, let it be

RESOLVED: The WDDDA authorizes the Executive Director to submit a letter of support to the Dearborn City Council for the Multi-Modal Transportation Plan.

Yes: Jeff Lynch, Mayor Jack O'Reilly, Thomas Clark, Mark Guido, Mohammed Hider, Karen Nigolian and Audrey Ralko.

No:

Abstained:

Absent: Chairperson Sam Abbas

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Officer Nominating Committee

Date Adopted: November 21, 2019

Motioned by: Vice Chairperson Dan Merritt

Seconded by: Chairperson Scott Saionz

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) recognizes the need to form a Nominating Committee for the annual nomination of officers to be elected by the board and serve as the Executive Committee; therefore, be it

RESOLVED: That the EDDDA board authorizes Board members Mark Guido, Julia Kapilango, and Kamal Turfah to be appointed to the 2020 Officer Nominating Committee.

Yes: Mayor Jack O'Reilly, Mark Guido, Julia Kapilango, and Kamal Turfah

No:

Abstain:

Absent: Jay P. Kruz, Jan Cislo, Judith McNeeley, and Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Officer Nominating Committee

Date Adopted: November 21, 2019

Motioned by: John McWilliams

Seconded by: Mayor Jack O'Reilly

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) recognizes the need to form a Nominating Committee for the annual nomination of officers to be elected by the board and serve as the Executive Committee; therefore, be it

RESOLVED: That the WDDDA board authorizes Board members Mark Guido, Jackie Lovejoy, and Audrey Ralko to be appointed to the 2020 Officer Nominating Committee.

Yes: Jeff Lynch, Thomas Clark, Mark Guido, Mohammed Hider, Jackie Lovejoy, Karen Nigosian, and Audrey Ralko.

No:

Abstain:

Absent: Chairperson Sam Abbas

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Open House/Winterfest Supplies 2019

Date Adopted: November 21, 2019

Motioned by: Mayor Jack O'Reilly

Seconded by: Kamal Turfah

WHEREAS: The EDDDA and WDDDA jointly promote and organize events to drive consumer traffic to the district and create a vibrant environment during the holidays; and

WHEREAS: The Promotions Committee is planning the 2019 Winterfest Market for Saturday, December 14th from 10 a.m. to 4 p.m. at West Village Commons and City Hall Park and Open House at the Artspace on December 11 from 4 p.m. - 7 p.m.; and

WHEREAS: The EDDDA budgeted \$15,000 from Community Promotions fund / Holiday Promotions line item in account #297-6100-911-51-00 for activities and performances at the Winterfest Market and Open House; and

WHEREAS: Jean Smith, Events Manager, will be purchasing supplies for both Winterfest and the Open House; let it be

RESOLVED: The EDDDA authorizes expending up to \$1000 for miscellaneous holiday lawn inflatables, tablecloths and other miscellaneous supplies for both events.

Yes: Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Mark Guido, and Julia Kapilango.

No:

Abstained:

Absent: Jay P. Kruz, Jan Cislo, Judith McNeeley, and Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Winterfest Market Amendment II 2019

Date Adopted: November 21, 2019

Motioned by: Mayor Jack O'Reilly

Seconded by: Jackie Lovejoy

WHEREAS: The EDDDA and WDDDA jointly promote and organize events to drive consumer traffic to the district and create a vibrant environment during the holidays; and

WHEREAS: The Promotions Committee is planning the 2019 Winterfest Market for Saturday, December 14th from 10 a.m. to 4 p.m. at West Village Commons and City Hall Park; and

WHEREAS: The WDDDA budgeted \$14,665 from Community Promotions fund / Holiday Promotions line item in account #296-6100-911-51-00 for activities and performances at the Winterfest Market; and

WHEREAS: Got You Covered will be the photographer onsite for Winterfest, providing Santa photos, general photography and an onsite photo experience for customers, additional funds are requested to the \$450 already approved in October for photography services; therefore, be it

RESOLVED: That an additional \$250 is being added to the photographer, Got You Covered for Winterfest; and let it be further

RESOLVED: The WDDDA authorizes the Executive Director to execute contracts on behalf of the WDDDA with the approved vendors listed, subject to the review and approval of Corporation Counsel.

Vendor	Item	Price
Reindeer Ranch	Santa with Reindeer & Bench- 4 hours	\$3,200
Pebbles the Clown/ Dana Woods	Face Painter- 5 hours	\$575
Amy Loskowski	Entertainment- 6 hours	\$500
Facebook via POW! Strategies	Facebook/Instagram Advertising	\$100
S&R Tent Rental	Tent, generators, lighting, heat	\$8,525

Jokers 4 Fun LLC	Bounce House	\$240
Got You Covered	Photographer (Oct. approved for \$450) Additional funds of \$250 requested for Nov.)	Final total of \$700
Henry Ford College	Ice Sculptures	\$500

Yes: Jeff Lynch, Thomas Clark, Mark Guido, Mohammed Hider, John McWilliams, Karen Nigosian, and Audrey Ralko.

No:

Abstained:

Absent: Chairperson Sam Abbas

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Winterfest Market/Open House Amendment II 2019

Date Adopted: November 21, 2019

Motioned by: Mark Guido

Seconded by: Julia Kapilango

WHEREAS: The EDDDA and WDDDA jointly promote and organize events to drive consumer traffic to the district and create a vibrant environment during the holidays; and

WHEREAS: The Promotions Committee is planning the 2019 Winterfest Market for Saturday, December 14th from 10 a.m. to 4 p.m. at West Village Commons and City Hall Park and Open House at the Artspace on December 11 from 4 p.m. - 7 p.m.; and

WHEREAS: The EDDDA budgeted \$15,000 from Community Promotions fund / Holiday Promotions line item in account #297-6100-911-51-00 for activities and performances at the Winterfest Market and Open House; and

WHEREAS: The final quote from the equipment rental company, S&R Tent Rental, is \$117.60 more than the \$300 approved at the October board meeting and Artspace is providing high top tables for \$100 for the Open House and Got You Covered will be doing onsite photography at the Open House for \$175; let it be

RESOLVED: The EDDDA authorizes expending an additional \$117.60 to S&R Tent Rental for event equipment needs, expending \$100 to Artspace for tables for the Open House and \$175 to Got You Covered for Open House photography ; furthermore, let it be

RESOLVED: The EDDDA authorizes the Executive Director to execute contracts on behalf of the EDDDA with the approved vendors listed, subject to the review and approval of Corporation Counsel.

Vendor	Item	Price
Reindeer Ranch	Reindeer onsite 4 hours	\$3,000
Santa Joe and Mrs. Tricia/Joe Gronda	Santa Claus/Mrs. Claus - 4 hours	\$550
Facebook via POW! Strategies	Facebook/Instagram Advertising	\$100
Gia Warner	Live entertainment	\$500
Jokers 4 Fun LLC	Bounce House	\$240
Dana Woods/Pebbles the Clown	Kids entertainment	\$575
Visual Ronin	Photographer	\$450
Henry Ford College	Ice Sculptures	\$500
S&R Tent Rental	Open House tables, chairs, table cloths (\$300 approved in Oct. - add \$117.60 more)	Final Total: \$417.60
ArtSpace Artist Lofts	high top tables for Open House	\$100
Got You Covered	Open House Photographer	\$175

Yes: Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Mayor Jack O'Reilly, and Kamal Turfah.

No:

Abstained:

Absent: jay P. Kruz, Jan Cislo, Judith McNeeley, and Mary O'Bryan.