



EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING

THURSDAY, DECEMBER 17, 2020

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

Via Zoom

Join Zoom Meeting

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Meeting ID: 433 224 302

Password: 844577

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

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

- I. Call to Order** Chairwoman Julia Kapilango
- II. Roll Call** Secretaries Merino & Lynch
- III. Joint Meeting Chair for December 2020: Julia Kapilango**
- IV. Approval of the November 2020 Meeting**
- V. Treasurer's Report** Finance/Treasurers
- VI. Action Items** (40 min.)
 - A. Regular Action Items**
 - 1. Joint Board Actions**
 - a) Nominating Committees
 - b) The Henry Ford Partnership
 - c) Dearborn Restaurant Week (DRW)
 - 2. EDDDA Actions Only**
 - a) Homage to Black Excellence
 - b) Translation Services for City Hall Park Redesign Community Outreach
 - c) Holiday Décor - Winter Greens and Trees
 - 3. WDDDA Actions Only**
 - a) Social District Service Providers
- VII. Committee Reports**
- VIII. DDDA Executive Management Team & ECD Reports**
- IX. Call to Board of Directors**
- X. Call to Audience** **3 min./guest**
- XI. Adjournment**

AGENDA OVERVIEW

JOINT ACTIONS

Nominating Committees

The DDAs elect a new Executive Committee annually at the first meeting of calendar year (January). A nominating committee needs to be appointed by the Board to develop a slate of Executive Committee candidates. The recommended nominating committee members are attached in the resolutions.

The Henry Ford Partnership

Annually, the East & West DDDAs have partnered to advertise with The Henry Ford over the last five + years to promote the collective message of shopping, dining and attending events in Downtown Dearborn. Although this past year has definitely created challenges in the traditional marketing avenues provided by the partnership, The Henry Ford has creatively supplemented the marketing package with additional social media support and they were able to utilize the Love Your Local video and Shop Small videos as part of the Giant Screen placements this year while it was open. Attached in the supplemental materials is the summary report of the past year.

It is recommended to continue at the same level with The Henry Ford to continue growing the connection between The Henry Ford and the downtowns for consumers. The Henry Ford attracts over 1.8 million visitors annually. The partnership cost is \$11,200 split equally between the East and West DDDAs (\$5600 each). The annual partnership for 2021 will include an increase in social media, as well as while the Giant Screen is not open due to the current pandemic restrictions, we are exploring other opportunities to replace these advertising placements.

Dearborn Restaurant Week

In past years, DRW has focused on dine-in service and the diversity of cuisine in Downtown Dearborn. The DDDAs carried forward the DRW budget from last March's cancelled event in the hopes of holding it in August or September, but due to the lack of indoor dining that customers were doing, the event was never rescheduled so there is still \$31,080 (\$15,540 per DDA) available from the carry forward.

The current MDHHS rule related to COVID19 has temporarily restricted dine-in service and is having a detrimental impact on our restaurants. Members of the DRW Committee recommend promoting a "Carry Out" campaign in order to spur economic investment for our downtown restaurants.

This promotion would focus on curb-side pickup and carry out. Each business would offer a small discount during the week of January 22nd through the 31st. Consumers would order via the businesses' website or by phone. The hope is to generate sales for restaurants via curb-side pickup in order to eliminate charges from delivery services such as DoorDash and

GrubHub. These companies charge upwards of 30% in addition to the delivery charge to the consumer.

Since this would not be the standard DRW format and because finances are tight for restaurants, the usual \$300 participation fee will be waived. In order to do this, the budget has been cut in half of the typical DRW format. The plan is to promote this event via social media and live streaming services such as Pandora and Spotify.

The committee is still finalizing the budget for approval by the Board, but will have that available at the table for the meeting.

EAST DDDA ACTION ITEMS ONLY

Homage to Black Excellence

A subcommittee has been formed to focus on programming and events to give Homage to Black Excellence in Downtown Dearborn. Last year, the EDDDA celebrated Black History Month with the first events planned, and since then, it has grown. It is recommended to reallocate funds not used for Jazz on the Ave and Music in the Park this summer for the programming, estimated at \$25,000. The following is a summary of each event/program planned February-May, 2021:

Diversity, Equity and Inclusion (DE&I) Panels

The purpose of the Diversity, Equity, and Inclusion panels is to present the lived experiences Dearborn residents and surrounding communities have in the City of Dearborn and engage in a dialogue for possible solutions. There will be four (4) panel discussions on the following topics: (a) entrepreneurship opportunities for diverse populations, including women, (b) police activities, (c) healthcare, (d) education and access to resources.

Art of Protest

Throughout history artists have been compelled to reveal and challenge the social conflicts that existed during their lifetimes which have left indelible impressions of change and progress. "Art of Protest: Black Lives Matter 360 Exhibition" continues that tradition by inviting Michigan artists to lend their visual voices to the issue of police violence and racial injustice and unrest in African American communities across the nation that has been sparked by the Black Lives Matter Movement.

This exhibition will be presented both virtually, and inside the Connector at City Hall Artspace including its public grounds in Dearborn, Michigan. It will comprise of more than thirty works from a variety of visual art mediums. In addition, the exhibition's educational programs will include a series of Artists Talks and lectures.

There is an additional event being discussed, Juneteenth Mobility Stroll, which is being further vetted for budget details and funding partners which will be brought to the Board in January.

The resolution attached includes budget for the DE&I Panels and the Art of Protest, as well as costs for service providers who are coordinating the events.

Translation Services for City Hall Park Redesign Community Engagement Sessions

In order to create inclusive input from all areas of the EDDDA and neighboring residents, the City Hall Park (CHP) Redesign Advisory Team is recommending that the public engagement session planned for January 27th be promoted and provided in English and Arabic, as well as the follow up survey in English, Arabic and Spanish. It is anticipated that a separate session will be needed for each language version. Estimates for translators and the additional services required of Beckett & Raeder beyond the scope are being finalized.

A resolution will be provided either at the table or shortly prior to the Board meeting.

Holiday Décor/Winter Greens

At the October 2020 Board meeting, the Boards authorized the Manager of the DDDAs to award bids to the lowest bidder for holiday décor. Bids that were received did not provide for all of the items requested in the bid documents, such as artificial Christmas Trees for the raised tree wells. In an effort to create a more festive atmosphere despite this purchasing issue, WH Canon added real trees, winter greens and lighting to the raised beds for an additional cost of \$2999.00. A resolution is attached for the expenditure.

WEST DDDA ACTION ITEMS ONLY

Social District Expenditures

At the November 2020 Board meeting, the WDDDA authorized a budget of \$25,000 for the Executive Committee to be able to utilize for any exigent expenditures needed for the Social District Plan. Most items are still in review and process of bidding/quotes, as well as locating additional heat sources as they come available. As items are finalized, the intent is to bring back a resolution indicating the expenditures. An updated resolution is attached for the current purchases.

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

November 19, 2020
Virtual Meeting via Zoom

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

Meeting ID: 433 224 302

Password: 844577

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Meeting ID: 433 224 302

Join by Skype for Business

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MINUTES

MEMBERS PRESENT

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

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

MEMBERS ABSENT

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

WEST DDA : Vice-Chairperson Mohammed Hider

NON-MEMBERS PRESENT :

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

OTHERS : Julie Strong (Dearborn Investment)

I. Call to Order

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

II. Roll Call

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

WDDDA: A quorum was present at 8:06 am

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

IV. Approval of the October 2020 Board Meeting Minutes

For the WDDDA, the minutes from the October 2020 Board meeting were presented for approval. It was moved by Director Mark Guido and it was seconded by Director Jackie Lovejoy. Roll call vote: Chairperson Sam Abbas - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes, Director Karen Nigosian - yes and Director Audrey Ralko - yes. Motion passed. The minutes were recorded and filed.

V. Action Items

A. Regular Action Items

WDDDA Actions Only

a) Open Door Dearborn: Dearborn Investment Company

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

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

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

b) Winterfest Amendment

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

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

c) Farmers Market Amendment

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

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

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

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

VI. Call to Order

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

VII. Roll Call

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

VIII. Approval of the October 2020 Board Meeting Minutes

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

IX. Treasurer's Report

A. Receive & File Report

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated October 31, 2020. Revenue to date totaled \$659,340. Total expenditures totaled \$101,724. The current cash position equals \$994,168 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$199,465.

WDDDA: Moe Almaliky reviewed the financial statement dated October 31, 2020. Revenue to date totaled \$662,032. Total expenditures totaled \$130,518. The current cash position equals \$1,083,008 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$508,799.

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

X. Action Items

A. Regular Action Items

1. Joint Board Actions

a) 2021 Board Meeting Schedule

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

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

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

For the WDDDA, motion to approve by Director Thomas Clark and seconded Director John McWilliams.

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

b) Economic Study

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

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

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

c) Open Door Dearborn Window Decals

The EDDDA and WDDDA have grant awardees that the Design/EV Committee would like to recognize and also use as ambassadors for others to apply for the Open Door Dearborn grants. Static cling window

clings (24"x30") from the 3 quote lowest bidder, Malko Media, would be used to recognize the recipients and for them to install at their business. EDDDA authorizes expending up to \$300 for the production of three signs from the general marketing budget line item in account #297-6100-911-51-00 to Malko Media. WDDDA authorizes expending up to \$200 for two signs for the production from the general marketing budget line item in account #296-6100-911-51-00 to Malko Media. For EDDDA, motion to approve by Director Kamal Turfah, seconded by Director Mary O'Bryan. Roll call vote: Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed. For WDDDA, motion to approve by Director John McWilliams, seconded by Director Jackie Lovejoy. Roll call vote: Chairperson Sam Abbas - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes, Director Karen Nigosian - yes and Director Audrey Ralko - yes. Motion passed.

d) Shop Small Amendment

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

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

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

e) Website Hosting & Maintenance Renewal

The EDDDA and WDDDA use Essential IT for Dearborn Restaurant Week website hosting and back end maintenance (September 1, 2020 - August 31, 2021) for a total of \$360, split evenly. The districts also use

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

for West.

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

For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Director Audrey Ralko. Roll call vote: Chairperson Sam Abbas - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director Karen Nigosian - yes and Director Audrey Ralko - yes. Motion passed.

f) Social Media Tracking & Management Online Platform

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

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

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

2. EDDDA Board Actions

a) Open Door Dearborn: Al Wissam

The EDDDA awards Al Wissam, a Level 1 grant for \$2500 for a licensed architect to complete formal signed plans for improvements from the Open Door Dearborn grant program from account #297-6100-911-34-90. For EDDDA, motion to approve by Director Mary O'Bryan, seconded by Mayor Jack O'Reilly.
Roll call vote: Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

b) MDA Conference - Additional Attendee

Three board members from the EDDDA and one board member from WDDDA were able to attend the Michigan Downtown Association Annual Conference held virtually this year in November. An additional cost of \$75 was incurred for EDDDA due to the additional participant. The board authorized \$75 from account # 297-6100-911-58-10 in the Training/Transportation budget line item and authorized the Manager of the DDDAs to execute contracts on behalf of the EDDDA subject to review and approval by Corporation Counsel.
For EDDDA, motion to approve by Director Kamal Turfah, seconded by Director Janice Cislo.
Roll call vote: Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

XI. WDDDA Social District Discussion

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

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

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

XII. Committee Reports

Due to time in meeting, committee verbal reports were not given. Committee minutes

are in Supplemental Materials in digital board packet.

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

XIII. DDDA Executive Management Team & ECD Reports

A. DDDA Executive Management Team - Cristina Sheppard-Decius

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

B. ECD Reports

Hassan Sheikh stated they are working on covid related items.

XIV. Call to Board of Directors

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

XV. Call to Audience

No comments.

XVI. Adjournment

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

Approved by:

Heidi Merino, Secretary-Treasurer, EDDDA

Jeff Lynch, Secretary-Treasurer, WDDDA

Financial Statement Summary		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Revenue								
296-0000-311.40-00	Property Tax Capture	\$ 611,157	810,083	\$ 888,400	\$ 888,400	\$ 649,778	\$ -	\$ 238,622
	Brownfield Tax Capture	132,940	208,118	243,700	243,700	-	-	243,700
	Tax Revenue Total:	\$ 744,097	\$ 1,018,201	\$ 1,132,100	\$ 1,132,100	\$ 649,778	\$ -	\$ 482,322
296-0000-330.05-14	Local Community Stabilization Authority	25,313	-	25,000	25,000	-	-	25,000
296-6110-330.01-90	Farmer's Market Federal Grant	1,424	607	1,500	1,500	-	-	1,500
296-6110-369.90-00	Farmer's Market Miscellaneous	18,865	7,265	23,500	23,500	4,200	-	19,300
296-6100-365.90-00	Donations from a Private Source	48,348	16,659	52,500	52,500	(3,750)	-	56,250
296-6100-322.40-10	Events Revenue	-	6,545	4,000	4,000	(4,800)	-	8,800
296-0000-361.10-05	Interest Income	19,928	15,928	15,755	15,755	235	-	15,520
296-0000-369.90-00	Miscellaneous Income	6,194	-	-	-	4,669	-	N/A
	Donations & Farmer's Market Total:	\$ 120,072	\$ 47,004	\$ 122,255	\$ 122,255	\$ 554	\$ -	\$ 126,370
296-0000-391.91-01	Contributions from the General Fund	37,913	35,000	35,105	35,105	14,625	-	20,480
	General Fund Contribution Total:	37,913	35,000	35,105	35,105	14,625	-	20,480
Total Revenues:		\$ 902,082	1,100,205	\$ 1,289,460	\$ 1,289,460	\$ 664,957	\$ -	\$ 629,172
Expenditure								
296-6100-911.10-20	Part-time Wages	81	-	\$ -	\$ -	\$ -	\$ -	\$ -
296-6100-911.22-00	City Share of FICA & Medicare	6	-	-	-	-	-	-
296-6100-911.26-00	Workers Compensation Contribution	-	-	-	-	-	-	-
296-6100-911.30-40	Audit Services	382	400	400	400	-	-	400
296-2972-463.34-90	Sanitation Contractual Services	25,920	19,620	25,920	25,920	22,480	3,440	-
296-6100-911.34-90	Development Contractual Services	399,227	381,813	522,540	564,425	225,603	248,196	90,626
296-6110-911.34-90	Farmer's Market Contractual Services	16,509	10,924	20,000	20,000	15,005	3,937	1,058
296-6100-911.41-75	WATER/SEWAGE	-	683	-	3,190	1,458	1,732	-
296-6100-911.43-82	Copier Repair & Maintenance Services	362	-	375	375	-	-	375
296-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	4,512	3,610	878
296-6100-911.51-00	Community Promotion	264,955	175,184	241,225	391,187	35,558	64,873	290,756
296-6100-911.52-10	Insurance	2,670	3,730	5,344	5,344	2,225	-	3,119
296-6100-911.53-00	Communications	225	1,011	1,140	1,140	532	608	-
296-6100-911.58-10	Training & Transportation	2,836	175	3,500	3,500	-	150	3,350
296-6100-911.60-10	Office Supplies	802	395	1,487	1,487	63	-	1,424
296-6100-911.60-20	POSTAGE	-	203	350	350	-	-	350
296-6100-911.61-90	Non-Capital Equipment	-	-	18,600	18,600	4,426	1,000	13,174
296-6100-911.62-00	Repair & Maintenance Supplies	1,400	-	-	-	-	-	-
296-6100-911.62-40	Planting Materials	6,798	577	40,000	40,000	2,014	37,986	-
296-6100-911.65-00	Memberships	513	435	940	940	-	-	940
296-6100-911.68-90	Other Operating Expenses	-	-	1,250	1,250	-	-	1,250
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	132,940	208,118	243,700	243,700	-	-	243,700
Total Expenditure		\$ 866,561	\$ 814,098	\$ 1,135,771	\$ 1,330,808	\$ 313,876	\$ 365,532	\$ 651,400

Balance Sheet

		Current	Beginning of Year
Equity in Pooled Cash Cash Position		\$ 1,492,160	\$ 1,083,008
Current Assets			
Current Receivables		5,340	14,800
Unearned Income		629,172	1,289,460
Current Liabilities			
Current Liabilities		(42,081)	(16,076)
Encumbrances		(365,532)	(140,107)
Uncommitted Budget		(651,400)	(952,912)
Estimated Ending Cash Position	\$ 906,009	1,083,008	\$ 1,067,659

Expenditure Details

		FY2018	FY2019	FY2020				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Beautification								
296-2972-463.34-90	Sanitation Contractual Services	\$ 25,920	19,620	\$ 25,920	\$ 25,920	\$ 22,480	\$ 3,440	\$ -
296-6100-911.34-90	Holiday Décor & Installation	17,350	15,017	10,000	10,000	-	-	10,000
296-6100-911.34-90	Landscape & Maintenance	55,820	193,459	188,000	225,885	158,497	108,662	(41,274)
296-6100-911.34-90	Snow Removal	38,250	39,678	36,500	36,500	-	36,563	(63)
296-6100-911.34-90	On-Street Bike Racks	516	-	4,000	8,000	-	-	8,000
296-6100-911.34-90	Master Plan/Vision, Art in Public Spaces	-	-	10,000	10,000	-	-	10,000
296-6100-911.62-40	Planting Materials	6,798	577	40,000	40,000	2,014	37,986	-
	Total Beautification	\$ 144,654	268,351	\$ 314,420	\$ 356,305	\$ 182,991	\$ 186,651	\$ (13,337)

Development

296-6100-911.51-00	General Marketing (banners, printing, social media)	10,258	10,649	\$ 35,000	\$ 35,000	\$ 849	\$ 567	\$ 33,584
296-6100-911.51-00	Branding	118,371	84,932	30,000	138,262	14,593	42,372	81,297
296-6100-911.51-00	CTM Brochure Distribution	2,339	438	-	-	2,403	1,202	(3,605)
296-6100-911.51-00	Photography	1,850	963	5,000	5,000	-	-	5,000
296-6100-911.51-00	Metro Mode / Issue Media	18,000	18,000	19,000	25,000	6,000	1	18,999
296-6100-911.51-00	Website, Constant Contacts	226	-	230	230	-	-	230
296-6100-911.51-00	Website Hosting & Domain Registration	801	2,188	1,680	1,680	-	-	1,680
296-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
296-6100-911.51-00	Community Art Enhancement	-	-	4,000	4,000	-	-	4,000
296-6100-911.51-00	Art month, Art Spark, Pocket Park Mural, POP-Student	5,500	1,000	1,000	1,000	-	-	1,000
296-6100-911.51-00	Fall Promotions	193	-	300	300	150	-	150
296-6100-911.51-00	Holiday Promotions, Holly Berry Brunch Program	16,144	13,590	14,665	14,665	-	14,420	245
296-6100-911.51-00	Shop Small Business Saturday	3,665	6,480	7,000	7,000	855	5,870	275
296-6100-911.51-00	Restaurant week	17,581	1,050	16,500	31,553	-	-	31,553
296-6100-911.51-00	Tunes at Noon	-	3,024	3,700	3,700	-	-	3,700
296-6100-911.51-00	Friday Nites Concert Series & Food Truck Rally	32,876	8,468	38,000	38,000	-	-	38,000
296-6100-911.51-00	Movies In the Park	-	1,488	3,100	3,100	1,786	12	1,302
296-6100-911.51-01	Black History Month	-	-	-	-	-	-	-
296-6100-911.51-00	Ladies Night Out	-	-	3,400	3,400	-	-	3,400
296-6100-911.51-00	Pernennail	-	360	550	550	-	-	550
296-6100-911.51-00	Kids Day	1,457	8,945	12,500	12,500	-	-	12,500
296-6100-911.51-00	Farmer's Market Promotions	3,936	300	-	-	-	-	-
296-6100-911.51-00	Way Finding	-	-	10,000	10,000	-	-	10,000
296-6100-911.51-00	Build Institute Program/Entrepreneur	-	-	10,000	10,000	-	-	10,000
296-6110-911.34-90	Farmer's Market Contractual Services	16,509	13,564	20,000	20,000	15,005	3,937	1,058
296-6100-911.34-90	Building / Business Incentives	-	-	40,000	40,000	-	-	40,000
296-6100-911.51-00	Covid Comeback Marketing	-	-	20,000	36,221	8,921	429	26,871
296-6100-911.51-00	Other Community Development	4,479	798	-	-	-	-	-
	Total Development	<u>\$ 259,784</u>	<u>181,837</u>	<u>\$ 301,225</u>	<u>\$ 446,761</u>	<u>\$ 50,562</u>	<u>\$ 68,810</u>	<u>\$ 327,389</u>

Planning & Administration

296-6100-911.34-90	Pow Strategies	128,820	95,242	193,140	193,140	63,154	100,582	29,404
296-6100-911.34-90	Communications Manager, Public Relations	30,064	40,680	40,000	40,000	3,900	1,537	34,563
	Total Directors Expenses	<u>158,884</u>	<u>135,922</u>	<u>233,140</u>	<u>233,140</u>	<u>67,054</u>	<u>102,119</u>	<u>63,967</u>
various (comment)	Wages & Benefits	87	-	-	-	-	-	-
various (comment)	Other Office Expenses	9,277	7,585	13,536	16,726	4,278	2,490	9,958
296-6100-911.34-90	Office Cleaning	-	975	900	900	53	853	(6)
296-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	4,512	3,610	878
296-6100-911.61-90	Non-Capital Equipment (lighting, repairs)	-	-	18,600	23,026	4,426	1,000	17,600
296-6100-911.68-90	Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	132,940	208,118	243,700	243,700	-	-	243,700
	Total Planning & Administration	<u>\$ 462,123</u>	<u>363,430</u>	<u>\$ 286,986</u>	<u>\$ 294,602</u>	<u>\$ 80,323</u>	<u>\$ 110,072</u>	<u>\$ 337,347</u>
	Expenditures	\$ 866,561	814,098	\$ 1,135,771	\$ 1,330,808	\$ 313,876	\$ 365,533	\$ 651,399

Contractual Services

Community Promotions

Other Operating Expenses

Financial Statement Summary		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Revenue								
297-0000-311.40-00	Property Tax Capture	\$ 359,405	\$ 366,558	\$ 386,700	\$ 386,700	\$ 636,176	\$ -	N/A
	Brownfield Tax Capture	464,099	448,590	456,900	456,900	-	-	456,900
	Tax Revenue Total	\$ 823,504	\$ 815,148	\$ 843,600	\$ 843,600	\$ 636,176	\$ -	\$ 456,900
297-0000-330.05-14	Local Community Stabilization Authority	23,733	26,223	26,000	26,000	23,965	-	2,035
297-6100-330.01-99	Federal Sources (contra-revenue)	(142,029)	-	-	-	-	-	-
297-6100-365.90-00	Donations from a Private Source	41,850	7,849	46,000	46,000	(3,750)	-	49,750
297-0000-361.10-05	Interest Income	27,156	18,330	18,200	18,200	209	-	17,991
297-6100-322.40-10	Events Revenue	-	6,350	3,000	3,000	(4,800)	-	7,800
297-6100-369.90-00	Miscellaneous Income	-	14,203	14,205	14,205	-	-	14,205
	Donation Revenue Total	\$ (49,290)	\$ 72,955	\$ 107,405	\$ 107,405	\$ 15,624	\$ -	\$ 91,781
297-0000-391.96.97	Workers Compensation Fund	0	155	0	-	-	-	0
297-0000-391.91-01	Contributions from the General Fund	11,794	11,310	22,620	22,620	9,425	-	13,195
	Contribution Total	\$ 11,794	\$ 11,465	\$ 22,620	\$ 22,620	\$ 9,425	\$ -	\$ 13,195
	Total Revenue	\$ 786,008	\$ 899,568	\$ 973,625	\$ 973,625	\$ 661,225	\$ -	\$ 561,876
Expenditure								
297-6100-911.10-20	Part-time Wages	\$ 505	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.22-00	City Share of FICA & Medicare	\$ 39	\$ -	\$ -	-	-	-	-
297-6100-911.25-00	Unemployment Compensation	\$ -	\$ 5,068	\$ 2,200	2,200	-	-	2,200
297-6100-911.26-00	Workers Compensation Contribution	\$ -	\$ -	\$ -	-	-	-	-
297-6100-911.30-40	Audit Services	\$ 763	\$ 800	\$ 800	800	-	-	800
297-2972-463.34-90	Sanitation Contractual Services	\$ 11,794	\$ 2,600	\$ 22,620	22,620	5,745	\$ 14,465	2,410
297-6100-911.30-90	Other Professional Services	\$ -	\$ -	\$ -	-	-	-	-
297-6100-911.34-90	Development Contractual Services	\$ 265,527	\$ 302,415	\$ 426,610	512,077	89,040	\$ 188,666	234,371
297-6100-911.43-82	Copier Repair & Maintenance Services	\$ 362	\$ -	\$ 375	375	-	-	375
297-6100-911.44-10	Building Rental	\$ 10,935	\$ 10,830	\$ 9,000	9,000	4,513	\$ 3,610	877
297-6100-911.51-00	Community Promotion	\$ 190,668	\$ 112,128	\$ 270,860	355,950	43,178	\$ 108,309	204,463
297-6100-911.52-10	Insurance	\$ 4,110	\$ 6,260	\$ 6,234	6,234	2,600	-	3,634
297-6100-911.53-00	Communications	\$ 281	\$ 1,200	\$ 1,128	1,141	532	\$ 609	-
297-6100-911.58-10	Training & Transportation	\$ 2,539	\$ 1,397	\$ 3,500	3,500	-	\$ 150	3,350
297-6100-911.60-10	Office Supplies	\$ 802	\$ 401	\$ 1,487	1,487	63	-	1,424
297-6100-911.60-20	Postage	\$ 154	\$ 214	\$ 350	350	-	-	350
297-6100-911.61-90	Non-Capital Equipment	\$ -	\$ -	\$ 3,500	3,500	-	-	3,500
297-6100-911.62-00	Repair & Maintenance Supplies	\$ 1,400	\$ -	\$ -	-	-	-	-
297-6100-911.62-40	Planting Materials	\$ 18,455	\$ 17,825	\$ 30,000	30,000	23,895	\$ 6,105	-
297-6100-911.65-00	Memberships	\$ 513	\$ 435	\$ 1,190	1,190	-	-	1,190
297-6100-911.66-00	Reference Materials	\$ -	\$ -	\$ -	-	-	-	-
297-6100-911.68-80	Licenses, Fees, & Permits	\$ -	\$ -	\$ -	-	-	-	-
297-6100-911.68-90	Other Operating Expenses	\$ -	\$ -	\$ 29,660	29,660	14,203	-	15,457
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	\$ 464,099	\$ 448,590	\$ 456,900	456,900	-	-	456,900
	Total Operating Expenditures	972,946	910,163	1,266,414	1,436,984	183,769	321,914	931,301
	Total Expenditure	\$ 972,946	\$ 910,163	\$ 1,266,414	\$ 1,436,984	\$ 183,769	\$ 321,914	\$ 931,301
Balance Sheet								
Equity in Pooled Cash Cash Position						Current	Beginning of Year	
Current Assets						\$ 1,446,903	\$ 950,332	
Current Liabilities								
Current Receivables						1,450	10,000	
Unearned Income						561,876	971,740	
Current Liabilities						(14,203)	(29,154)	
Encumbrances						(321,914)	(149,888)	
Uncommitted Budget						(931,301)	(1,099,629)	
Estimated Ending Cash Position		\$ 1,042,608	\$ 994,168			\$ 742,811	\$ 653,401	

Expenditure Details		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Beautification								
297-2972-463.34-90	Sanitation Contractual Services	\$ 11,794	\$ 2,600	\$ 22,620	\$ 22,620	\$ 5,745	\$ 14,465	\$ 2,410
297-6100-911.34-90	Holiday Décor & Installation	\$ 17,256	\$ 14,440	10,000	10,000	-	-	10,000
297-6100-911.34-90	Landscape & Maintenance	\$ 62,470	\$ 44,841	76,570	93,237	26,541	69,395	(2,699)
297-6100-911.34-90	Snow Removal	\$ 38,536	26,538	25,000	25,000	-	25,000	-
297-6100-911.34-90	On-Street Bike Racks	\$ -	0	15,000	30,000	-	-	30,000
297-6100-911.34-90	Artspace, Public Space Design	-	\$ 34,581	10,000	30,000	-	-	30,000
297-6100-911.34-90	Streetscape Enhancements	-	\$ 8,415	16,000	48,000	-	-	48,000
297-6100-911.62-40	Planting Materials	\$ 18,455	\$ 17,825	30,000	30,000	23,895	6,105	-
	Total Beautification	\$ 151,331	\$ 151,837	\$ 205,190	\$ 288,857	\$ 56,181	\$ 114,965	\$ 117,711
Development								
297-6100-911.51-00	General Marketing (banners, printing, social media)	\$ 4,705	\$ 4,976	\$ 35,000	\$ 36,500	\$ 1,293	222.00	\$ 34,985
297-6100-911.51-00	Branding	34,210	35,568	30,000	86,537	14,593	89,419.00	(17,475)
297-6100-911.51-00	Graphic Design	490	220	-	-	-	-	-
297-6100-911.51-00	Photography	1,125	963	5,000	5,000	-	-	5,000
297-6100-911.51-00	Metro Mode / Issue Media	18,000	18,000	19,000	25,000	20,000	12,001.00	(7,001)
297-6100-911.51-00	CTM Brochure Distribution	2,193	438	-	-	-	-	-
297-6100-911.51-00	Website, Constant Contacts	226	-	230	230	-	-	230
297-6100-911.51-00	Website Hosting & Domain Registration	801	1,828	1,680	1,680	-	-	1,680
297-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
297-6100-911.51-00	Community Art Enhancement	-	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	Dearborn Community Fund Sculpture Initiative	5,900	-	6,000	6,000	-	-	6,000
297-6100-911.51-00	Art Month	4,480	1,000	1,000	1,000	-	-	1,000
297-6100-911.51-00	Pocket of Perception (student art project)	8,000	-	5,000	5,000	-	-	5,000
297-6100-911.51-00	Fall Promotions	592	-	600	600	-	208.00	392
297-6100-911.51-00	Holiday Promotions (Holiday Open House, Santa)	8,197	8,486	15,000	15,000	-	-	15,000
297-6100-911.51-00	Shop Small Business Saturday	4,581	5,565	7,000	7,000	1,090	5,920.00	(10)
297-6100-911.51-00	Restaurant Week	15,583	1,050	16,500	31,553	-	-	31,553
297-6100-911.51-00	African American- History Month	-	43	-	-	-	-	-
297-6100-911.51-00	Movies in the Park	2,582	1,511	2,200	2,200	2,308	12.00	(120)
297-6100-911.51-00	Music in the Park	5,177	316	4,500	4,500	-	-	4,500
297-6100-911.51-00	Art Crawl (Place Holder)	-	-	2,500	2,500	-	-	2,500
297-6100-911.51-00	City Hall Park Events	-	-	5,550	5,550	-	-	5,550
297-6100-911.51-00	Way Finding	-	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	Build Institute	-	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	Jazz on the Ave	51,136	25,088	55,000	55,000	-	-	55,000
297-6100-911.51-00	Eastborn Clean Up	448	-	1,000	1,000	-	-	1,000
297-6100-911.51-00	Covid Comeback Marketing	-	-	20,000	26,000	3,895	429.00	21,676
297-6100-911.51-00	Other Community Development	8,922	750	2,500	2,500	-	98.00	2,402
	Total Development	\$ 182,948	\$ 111,402	\$ 270,860	\$ 355,950	\$ 43,179	\$ 108,309	\$ 204,462
Planning & Administration								
297-6100-911.34-90	Pow Strategies	106,038	114,019	193,140	193,140	58,547	91,882	42,711
297-6100-911.34-90	Communications Manager, Public Relations	38,430	39,130	40,000	41,800	3,900	1,537	36,363
297-6100-911.34-90	Building/Business Incentive	-	7,760	40,000	40,000	-	-	40,000
	Total Directors Expenses	144,468	160,909	273,140	274,940	62,447	93,419	119,074
	Unemployment Compensation	-	-	2,200	2,200	-	-	-
various (comment)	Wages & Benefits	-	-	-	-	-	-	-
various (comment)	Other Office Expenses	10,924	10,707	15,064	15,077	3,195	759	11,123
297-6100-911.34-90	Office Cleaning	825	750	900	900	53	853	(6)
297-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	4,513	3,610	877
297-6100-911.61-90	Non-Capital Equipment (light poles)	-	-	3,500	3,500	-	-	3,500
297-6100-911.68-90	Other Operating Expenses (utilities)	-	-	15,455	15,455	-	-	15,455
297-6100-911.68-90	DCC Gun Range ArtSpace Loan Payment	-	-	14,205	14,205	14,203	-	2
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	464,566	448,590	456,900	456,900	-	-	456,900
	Total Planning & Administration	\$ 631,718	\$ 631,786	\$ 790,364	\$ 792,177	\$ 84,411	\$ 98,641	\$ 606,925
	Expenditures	\$ 975,689	\$ 887,265	\$ 1,266,414	\$ 1,436,984	\$ 183,771	\$ 321,915	\$ 931,298
	Contractual Services							
	Community Promotions							
	Other Operating Expenses							

November 2020

Activity Listing

EDDA

297-6100-911-34-90

Development Contractual Services

Date	Group	Period	PO	FY	Type	Check	Vendor	Amount	Event
30-Nov	4057	5	99307	21	EN		PREMIUM LAWN	25,000.00	Snow Removal
20-Nov	3906	5	99293	21	EN		W H CANON INC	67,345.00	Landscape & Maintenance
21-Nov	3760	5	97952	21	EN		POW STRATEGIES	2,825.00	Pow Strategies
21-Nov	3760	5	97952	21	EN		POW STRATEGIES	2,537.50	Pow Strategies
1-Nov	3791	5	97952	21	AP	27457	POW STRATEGIES	(11,447.71)	Pow Strategies
30-Oct	3792	5	99118	21	AP	378266	SEVICES TO ENHANCE	(52.50)	Office Cleaning
1-Oct	3792	5	97952	21	AP	27457	POW STRATEGIES	(2,825.00)	Pow Strategies
1-Oct	3792	5	97952	21	AP	27457	POW STRATEGIES	(2,537.50)	Pow Strategies
30-Oct	3908	5	99293	21	AP	27487	W H CANON INC	(2,200.00)	Landscape & Maintenance
30-Sep	3909	5	99293	21	AP	27487	W H CANON INC	(3,400.00)	Landscape & Maintenance
30-Sep	3909	5	99293	21	AP	27487	W H CANON INC	(230.00)	Landscape & Maintenance
31-Aug	3910	5	99293	21	AP	27487	W H CANON INC	(5,540.00)	Landscape & Maintenance
31-Jul	3911	5	99293	21	AP	27487	W H CANON INC	(7,950.00)	Landscape & Maintenance
31-Jul	3911	5	99293	21	AP	27487	W H CANON INC	(920.00)	Landscape & Maintenance
30-Jun	3907	5	99293	21	AP	27487	W H CANON INC	(140.00)	Landscape & Maintenance
31-May	3907	5	99293	21	AP	27487	W H CANON INC	(220.00)	Landscape & Maintenance
31-May	3907	5	99293	21	AP	27487	W H CANON INC	(240.00)	Landscape & Maintenance
31-May	3907	5	99293	21	AP	27487	W H CANON INC	(3,000.00)	Landscape & Maintenance

297-6100-911-51-00

Community Promotion

Date	Group	Period	PO	FY	Type	Check	Vendor	Amount	Event
11/4/2020	3490	5	99220	21	EN		BESHARA	75.00	Shop Small Business Saturday
11/9/2020	3598	5	99237	21	EN		DEARBORN FRESH	90.00	Shop Small Business Saturday
11/9/2020	3598	5	99238	21	EN		WDIV TV 4	3,500.00	Metro Mode / Issue Media
11/10/2020	3638	5	98793	21	EN		ISSUE MEDIA GRO	26,000.00	Metro Mode / Issue Media
11/10/2020	3638	5	99241	21	EN		BEWICK PUBLICAT	300.00	Shop Small Business Saturday
11/10/2020	3638	5	99242	21	EN		BEWICK PUBLICAT	75.00	Shop Small Business Saturday
11/13/2020	3726	5	99254	21	EN		COMCAST CABLE C	1,499.50	Shop Small Business Saturday
11/18/2020	3837	5	99271	21	EN		21ST CENTURY ME	300.00	General Marketing (banners, printing, social media)
5/21/2020	3792	5	99220	21	AP	378268	BESHARA	(64.75)	Shop Small Business Saturday
5/21/2020	3642	5	99237	21	AP	377856	DEARBORN FRESH	(90.00)	Shop Small Business Saturday
5/21/2020	3529	5	99096	21	AP	377861	BESHARA	(140.00)	Shop Small Business Saturday
5/21/2020	3645	5	99241	21	AP	377826	BEWICK PUBLICAT	(300.00)	Shop Small Business Saturday
5/21/2020	3645	5	98793	21	AP	377860	ISSUE MEDIA GRO	(14,000.00)	Metro Mode / Issue Media
5/21/2020	3842	5	99271	21	AP	378256	21ST CENTURY ME	(300.00)	General Marketing (banners, printing, social media)

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Officer Nominating Committee

Date Adopted:

Motioned by:

Seconded by:

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: The EDDDA board authorizes Board members Matt Dietz, Julia Kapilango, and Eric Woody to be appointed to the 2021 Officer Nominating Committee.

Yes:

No:

Abstain:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Officer Nominating Committee

Date Adopted:

Motioned by:

Seconded by:

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: The WDDDA board authorizes Board members Mark Guido, Jackie Lovejoy, and Audrey Ralko to be appointed to the 2021 Officer Nominating Committee.

Yes:

No:

Abstain:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Henry Ford Marketing Package - EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA and WDDDA Board of Directors work closely with The Henry Ford in cross-promoting Dearborn's destinations, and has annually participated in a marketing program with The Henry Ford in the amount of \$11,200; and

WHEREAS: The Henry Ford offers a partnership benefit package that includes advertising in two editions of THF Magazine, pre-show slides on the Giant Screen for 12 months, placement and links on the THF webpage, recognition in the THF eNews and opportunities to distribute the downtown promotional materials at the THF and additional event tie-ins; be it

RESOLVED: The EDDDA approves \$5600 for the 2021 marketing program with the Henry Ford and expensed to account #297-6100-911-51-00 from FYE2021; an let it be

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

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Henry Ford Marketing Package - WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The WDDDA and EDDDA Board of Directors work closely with The Henry Ford in cross-promoting Dearborn's destinations, and has annually participated in a marketing program with The Henry Ford in the amount of \$11,200; and

WHEREAS: The Henry Ford offers a partnership benefit package that includes advertising in two editions of THF Magazine, pre-show slides on the Giant Screen for 12 months, placement and links on the THF webpage, recognition in the THF eNews and opportunities to distribute the downtown promotional materials at the THF and additional event tie-ins; be it

RESOLVED: The WDDDA approves \$5600 for the 2021 marketing program with the Henry Ford and expensed to account #296-6100-911-51-00 from FYE2021; and let it be

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

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Homage to Black Excellence Budget Reallocation 2020 - EDDDA

Adopted on:
Motioned by:
Seconded by:

WHEREAS: The EDDDA recognizes the benefit of recognizing the cultural, historic, economic and entrepreneurial spirit of Black History Month activities; and

WHEREAS: The EDDDA promoted four activities in the East District in the month of February 2020, including a movie screening, an art and fashion show, an artist pop up event, and panelists speaking on business ownership and finances; and

WHEREAS: The EDDDA is planning for additional activities to expand the focus of Black History Month to become "Homage of Black Excellence" for 2021 that will include the events of Diversity, Equity and Inclusion (DE&I) Panel and Art of Protest, with additional activities to be added in 2021; and

WHEREAS: Twenty-five thousand dollars (\$25,000) in funds for Jazz on the Ave and Music in the Park 2020 were not utilized and can be reallocated to support the Homage to Black Excellence events, expending from account # 297-6100-911-51-00; so let it be

RESOLVED: The EDDDA reallocates \$25,000 from Jazz on the Ave and Music in the Park 2020 budgets to Homage for Black Excellence events in FYE 2020; and let it be

RESOLVED: The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA for the Homage to Black Excellence events of DE&I and Art of Protest with the service providers and amounts below, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Michigan Chronicle	marketing/advertising	\$300
Facebook/Instagram	Social media mktg./advertising	\$750
Pandora	Streaming marketing/advertising	\$1500
Bewick Publications (Times Herald)	marketing/advertising	\$150
Comcast	marketing/advertising	\$2999.00
Beshara Printing	Posters-1 set for each event	\$200
Beshara Printing	Directional signage- (Covid/Don't Touch) - Art of Protest	\$1500
Beshara Printing	Event banners for each event	\$500

TBD	Custom Acrylastone outdoor information plaques for Art of Protest (\$88 x 12 = \$1056)	\$1100
Jean Smith	Solar powered spot lights/misc. Office supplies	\$500
Dr. Robbya Green-Weir	Consulting fees for DE&I Panel discussions	\$2000
Rozenia Johnson	Project Mgt. Fee - Art of Protest	\$2000
DeJuan McTaw	Photography - Art of Protest	\$300
Mollywop!	Musician Artist Talk during the virtual event of Art of Protest	\$200

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

WH Canon - Additional Holiday Decor 2020

Date Adopted:

Motioned by:

Seconded by:

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

WHEREAS: A competitive proposal process for landscaping and outdoor maintenance services was performed by the City of Dearborn Purchasing Office on behalf of the EDDDA; and

WHEREAS: WH Canon was awarded the contract for services in the EDDDA which include: landscaping, maintenance, litter/debris/graffiti removal, materials and décor/banner installation and takedown; and

WHEREAS: It was recommended to add additional holiday decor in the East DDDA district for Winter 2020; and

WHEREAS: A budget of \$2999 for additional plant materials/decor/services was needed for the district for the following 2020 additional holiday decor of pine trees installed in planter tree wells with lights and garland on the pine trees therefore; let it be

RESOLVED: The EDDDA authorizes expending up to \$2999 to WH Canon for additional materials/services for holiday decor for Winter 2020; let it be further

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

Yes:

No:

Abstain:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social District Program Amenities Amendment I - 2020- WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: Michigan Public Act 124 of 2020, Social Districts, was signed into law on July 1, 2020, enabling Michigan municipalities to establish Social Districts that allow for “common areas” where two or more contiguous licensed establishments (bars, distilleries, breweries, restaurants and tasting rooms) could sell alcoholic beverages in special designated plastic cups to be taken into the area for consumption;

WHEREAS: The WDDDA goal is to establish areas of increased customer traffic and sales at established businesses with unique attractions; and

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) wishes to establish a Social District as presented, following the guidelines provided by the State of Michigan; and

WHEREAS: Businesses who participate in the Social District are required to apply for a license through the State of Michigan Liquor License Commission with approval from the City of Dearborn, as well as name the City of Dearborn as an additional insured on their insurance policies and provide proof of coverage; and

WHEREAS: The participating businesses will need to pay \$250 application fee to the State of Michigan and must follow all the outlined guidelines and directives from the State of Michigan, City of Dearborn and the WDDDA, for participating in a Social District; therefore, let it be

WHEREAS: The WDDDA Board authorized the Social District Plan and the designation of the Social District(s) be presented to the City of Dearborn City Council for approval at the August 20, 2020 Joint DDAs Board meeting; and

WHEREAS: The WDDDA Board approved on November 19, 2020, to authorize the Executive Committee to expend up to \$25,000 to obtain the structures, heat, electrical and furnishings, contingent that it is considered an exigency purchase that follows the purchasing ordinance for emergency purchases, coming from account # 296-6100-911-51-00; and

WHEREAS: Additional amenities will need to be acquired to designate Social District locations; so let it be

RESOLVED: The WDDDA Board authorizes the expenditure of \$1984 for the list of amenities below, from account # 296-6100-911-51-00; and let it be

RESOLVED: The WDDDA Board authorizes the Manager of the DDDAs to execute necessary contracts in conjunction with the Social District program, subject to the review and approval of Corporation Counsel.

Service Provider	Item	WDDDA Cost
Beshara	Signage: 92 - 12 x 18 pole signs at \$7/ea. (directional/rules & code of conduct/enter/exit)	\$700
Beshara	posters (qty. 100)	\$100
Malko Media	Signage: 34 - at \$25/ea. (social district signage for a-frames)	\$850
POW! Strategies, Inc.	Patio heaters (qty. 2)	\$334

Yes:

No:

Abstain:

Absent:

Dearborn DDA

2020 Recap

Take it Forward.™

the
**Henry
Ford**



DEARBORN

Partnership Overview

As a marketing partner, Dearborn DDA received:

ABOUT OUR PARTNERSHIP

The Henry Ford and Downtown Dearborn share a similar philosophy of values and a mutual respect for community support and involvement. Partnering with The Henry Ford allows Dearborn DDA to align with one of the most significant cultural attractions in the metro-Detroit area while receiving a tremendous presence in front of The Henry Ford's national audiences. This exposure gives valuable brand awareness and demonstrates Dearborn DDA's commitment to our community.

As a marketing partner, Dearborn DDA received:

ADVERTISING RECOGNITION

- Full color, 1/2 page display ad in *THF Magazine*: January and June 2018 editions
- Giant Screen Experience pre-show slide, 12 months

DIGITAL MARKETING

- Digital ad in The Henry Ford eNews with link
- Link & listings on The Henry Ford "Vacation Packages webpage year -round
- Dedicated Facebook posts

Advertising



January – May 2020

June – December 2020

Half page ad in both 2020 issues of THF Magazine
Qty. 110,000 digital distribution

Giant Screen Experience




Dedicated pre-show slide and "Love Your Local" commercial in
Giant Screen Experience

2020 attendance as of November 1: 18,000

2019 attendance: 100,000

Digital Marketing



OCTOBER

the Henry Ford

MARVEL
UNIVERSE OF
SUPER
HEROES

Marvel: Universe of Super Heroes

Now Through January 31, 2021

Feel the thrill of the biggest Marvel exhibition ever — for a limited time at Henry Ford Museum of American Innovation. From comics to film, Marvel Universe of Super Heroes features more than 300 artifacts, thousands of characters and one experience beyond imagination.

General admission includes museum entry for \$35 — or save up to \$25 per ticket as a member. Due to limited capacity and popular demand, we recommend reserving your tickets online now.

BUY TICKETS >

Special Perks for Members
As a member, you'll save up to \$25 on each admission to Marvel: Universe of Super Heroes, plus you'll get a year of free admission to the museum and village. And don't forget, members enjoy exclusive perks like presale access to Holiday Nights in Greenfield Village.

BECOME A MEMBER >

A Tribute to Old Car Festival
This year would have marked the 70th anniversary of Old Car Festival. Although it was canceled this year, discover why we look forward to one of our most loved events in Greenfield Village.

LEARN MORE >

Dedicated Ad with link in October eNews

October 1 delivered to 177,534 subscribers
Open Rate 19%, Unique DDA clicks 165



The Henry Ford
★ Favorites · November 25 at 1:31 PM · 🌐

Join **Downtown Dearborn** for Small Business Saturday starting on Saturday, Nov. 28 through Sunday, Dec. 6, and let the holiday shopping begin with great in-store deals and a chance to win amazing, local gifts.

Shop Small Passport
Love your local.
Nov. 28-Dec. 6

1 Shop and dine at as many participating businesses as possible throughout the Shop Small promotion.

2 Get your passport stamped each time you make a purchase at any of the participating businesses.

3 For every stamp received, you are then entered into a drawing to win prizes provided by participating businesses.

4 Take a selfie at any of the participating places of business and share it with Downtown Dearborn on Instagram to get extra enter-to-win opportunities. #ShopSmall #DowntownDearborn

Downtown Dearborn
November 22 at 11:09 AM · 🌐

Kick off your holiday shopping by supporting small, local businesses in Downtown Dearborn starting on Saturday, Nov. 28, Small Business Saturday, through Sunday, Dec. 6.

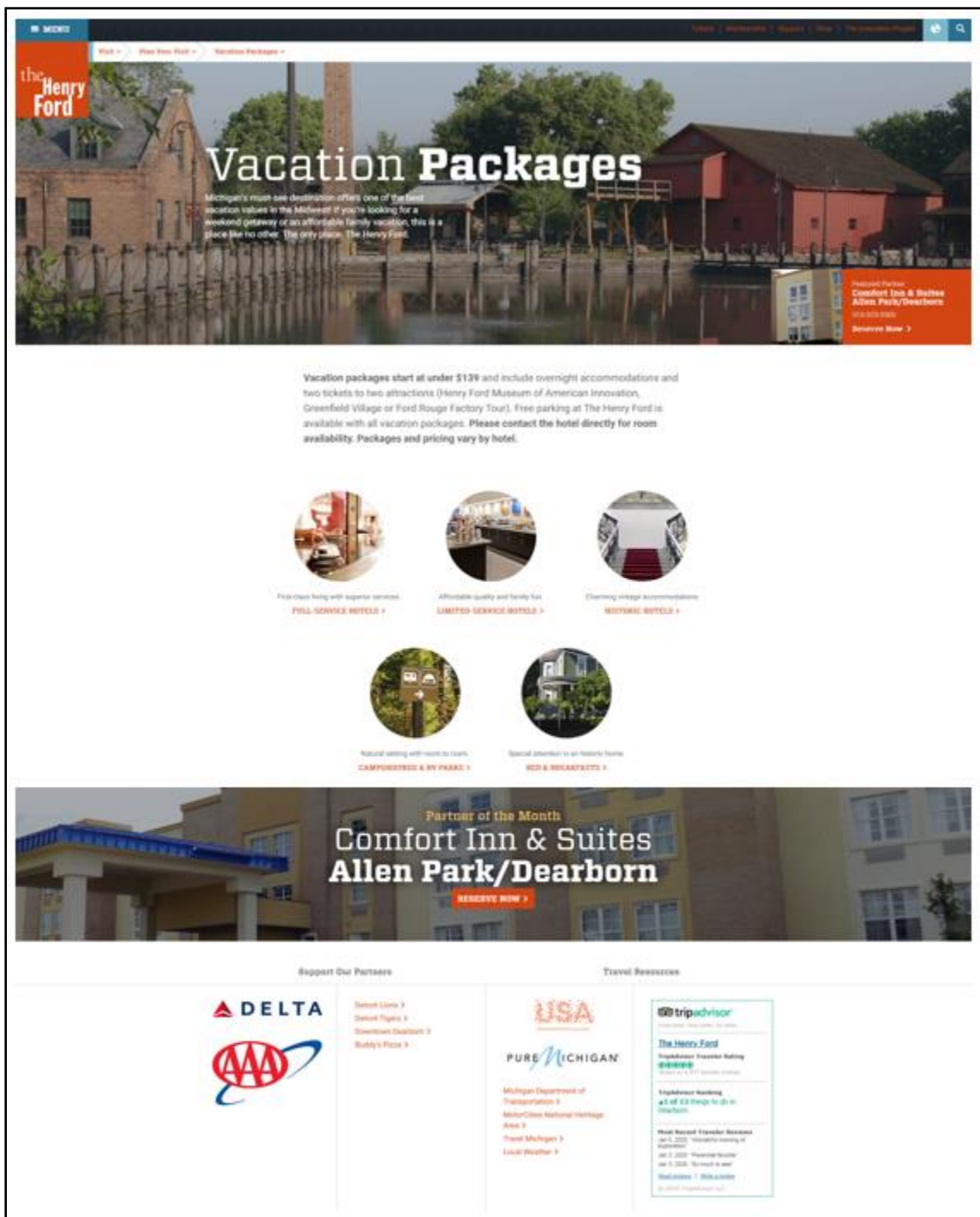
Pick up a Shop Small Passport at any participating business, download one from our website or use the online version!

All the info is available in the **Downtown Dearborn Shop Small** event page, or by going to our website at <https://www.downtowndearborn.org/event/shop-small/>

Happy Shopping!

Dedicated Facebook posts
450,000+ followers
9,200 impressions and 90 engagements

Digital Marketing



Logo Recognition on The Henry Ford's Vacation Packages webpage

www.thehenryford.org/vacations

44,000 page views through November 1, 2020

160,000 page views in 2019

Thank you for your support.

Monique Reister
Account Executive,
Corporate Relations
313.982.6228
Moniquer@thehenryford.org

*EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY
CITY HALL PARK REDESIGN
PROGRESS MEETING 02 NOTES*

DATE: Thursday, December 5, 2020
TIME: 11:00 a.m.
LOCATION: Web Conference

MEETING ATTENDEES

Cristina Sheppard-Decius, Dearborn DDA
Janet Bloom, Dearborn DDA
Emmajean Woodyard, Community Foundation/Arts Council
Mike Kirk, Design /EV Chair
Michael Shooshanian, Dearborn Recreation & Parks
Deena Berri, Dearborn DDA
Johanne Seidel
Dennis Johnson

Caitlin Jackson, Beckett & Raeder
Julia Kapilango, DDA Chairwoman / Art Space
Jean Smith, Dearborn DDA
Diana Abouali, Arab American Museum
Steve Deisler, Dearborn ECD
Jeff Watson, Dearborn ECD
Eric Woody - Beaumont
Kimberly Moore, Art Space

1. Re-Cap of Last Meeting
 - a. Christy re-capped the kick-off meeting, which included introductions of the advisory and design team members, discussion about the park and goals, and a site walk-through.
2. Review of Public Input Alternative Methods
 - a. Caitlin described the two input methods that were considered by the team:
 - i. Method 1: Zoom meeting with live questionnaire via Mentimeter
 - ii. Method 2: Zoom meeting with small group break-out brainstorming groups
 - b. The consensus was that Method 1, using a live questionnaire through Mentimeter, would be the preferred method as it allows for more targeted feedback as opposed to more general brainstorming.
3. Input Exercise Run-Through
 - a. The advisory team then did a run-through of the live Mentimeter questionnaire to experience what it would be like for a participant as well as give the design team feedback as to the advisory team's preferences. The advisory team gave feedback during the exercise.
 - i. BRI will add "work related" to the items that might bring someone to the park
 - ii. BRI will set answers to auto-scroll for open-ended items
 - iii. Early in the exercises, one question should ask if participants are members of the business community, residential community, etc.
 - iv. An optional question will be added to ask participant's zip code



DEARBORN

East Downtown

- b. Members discussed if a survey could be available in an online and offline format after the presentation, as well as if the questions could be available in Arabic. Cristina will discuss with BRI.
 - c. Security of Artspace Lofts residents during events was discussed as an issue to address.
- 4. Meeting Adjourn
 - a. The meeting adjourned around 12:30 pm.
 - b. At the next meeting, the advisory team and design team will discuss the communications plan. Advisory team members should be thinking of how they could reach out to promote the event.

Downtown Dearborn

Design & Economic Vitality Committee

November 18, 2020 @ 2pm

Join Zoom Meeting

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

Meeting ID: 323 245 564 Password: 265323

Dial by your location +1 312 626 6799 US (Chicago) +1 929 205 6099 US (New York)

Meeting ID: 323 245 564 Join by Skype for Business: <https://zoom.us/skype/323245564>

Attendees: Julie Strong, Tom Clark, Mike Kirk, Hassan Sheikh, Steve Deisler, Steve Horstman, Mark Guido, Jeff Watson, Jackie Lovejoy, Cristina Sheppard-Decius, and Janet Bloom.

AGENDA ITEMS	TASKS/ACTIONS	ASSIGNMENTS
A. Open Door Dearborn	<ul style="list-style-type: none">• Al Wissam: plans were sparse, wanted to make recommendation up to \$2500 to secure architectural firm. Recommendation is to have them select small firm on their own, rather than SmithGroup. Steve will follow up.• Better Health: Julie Strong presented information on Better Health for grant. One request to Julie is to refresh front entrance, make it easier to see inside, further down road. Can apply for sign grant later.• Renderings/Design Promotion - Smith Group still owes us district area suggestions. Mike still looking at Royal Furniture block or S. side of Michigan.• Qualified Contractors/Quote Issues: Steve connected with Ken Foley/Tim Hawkins. City has list of contractors and will share with any business who needs. No secondary license needed at city. Oakwood building - change of ownership - any details. Might be able to work with them on upcoming changes.	
B. COVID-19 Business Support	<ul style="list-style-type: none">• Social District: Jeff: review food delivery financial support. Hassan - order doesn't limit igloos/tents for outdoor dining but waiting to hear more from Gov's office.• Outdoor Dining Support-rest. will need to sanitize between each party. Golf courses - use sprayer with disinfectant.• Cristina - staff working on budget and amenities. Sam asked to consider more than temporary items. Bring to board a budget for West DDDA. use funds from unused event funds from cancelled 2020 events. Council asked for survey of	

	<p>non-alcohol establishments. Police suggested patrols at end of evening. Looks like \$30,000. Trash cans - map out, then connect with Tim/Jordan. Mark - council concerned with people crossing Michigan Ave. Police areas not spaces between.</p> <ul style="list-style-type: none"> • Economic Study - start in Jan. - impact of covid on businesses. U of M - Dearborn conducting. 	
C. Sidewalk Cafés	<ul style="list-style-type: none"> • Temp. Outdoor Extension (Extended to Jan. 3) - working on making a culture of outdoor dining in Dearborn; look to continue. • Tree Well Removals – Out for Bid • Outdoor Use Amendment – Start in Nov. • Future Items: <ul style="list-style-type: none"> ○ SPRING 2021: Boardwalk Platform Dining ○ Design Manual: Lighting & Signage 	
D. FYE2022 Budgets & Strategies	<p>Open Discussion/Priorities</p> <ul style="list-style-type: none"> • Suggestions last month: Bike Facilities, Converting office to residential incentives and example plans, social district, WVC and City Hall Park construction, platform dining. Also second story conversions. Look at WVC as an open space. Prioritize list - plan to do in December. 	
E. Advocacy/Historic Pres.	<p>SB54 - restore historic funding. No action taken due to Covid and currently on hold. Mike had received emails asking for support to legislature. Federal tax credits are only for commercial properties. Proposed state tax credits are eligible to residents in historic districts, as well. MHP is asking for support - talk to our senators. Sen. Horne bringing bill forward (might be in Midland/Frankenmuth area). Locally, mention to senators.</p>	
F. Business Assistance Team	<ul style="list-style-type: none"> • Webinar Schedule 	
G. Bike Facilities Implementation Plan	<ul style="list-style-type: none"> • Bike Racks for EDDDA – potential funding 2021 • Bike Lane Education Flyer • Healthy Streets – Spring 2021 	
H. Public Art	<ul style="list-style-type: none"> • Monuments Project (Mellon Foundation) 	
I. Recruitment/Tackling Vacancies	<ul style="list-style-type: none"> • Property Updates & Key Property Mtgs • Broker Roundtable - KW/DABOR • Property Owner Roundtable – push to 2021 • FBC Marketing Piece (Tom, Kaileigh, Steve & Steve) • Branded Signage for Storefronts • Vacancy Report 	

J. Public Spaces & Amenities	<ul style="list-style-type: none"> ● Michigan Avenue (CAVnue Project) ● Spec for Seating at Fishnet ● REQ Library Lot – Survey & Engineering ● City Hall Park Redesign Architects: Follow Up ● EDDDA Parking Lots – Lighting Underway – Alley Demo ● Vision Plan – Arabic Version of Survey, East area and business input ● Vacant Land – Due Diligence <p>Jeff W. - first time Brady site not much traction; now there is interest. Village Plaza - on hold; condition of building - may need to be demolished. Mark - building needs to be more secured, other than fence. Jeff will talk to Tim. Kroger site - spoke to owner - plan to redevelop building for new users. Edward Hotel - meetings on converting space or another party to demolish space. US Dept of Justice and Canada govt. would have to be involved. Back taxes to be paid. Demolition may be around \$16million.</p> <p>5050 Schaeffer - meeting soon on what plans look like.</p>	
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RESOURCES

IMPORTANT DOCS
Metromode DRAFT Summary Launch Lab Framework Launch Dearborn Vision Plan Draft Entrepreneur Ecosystem Committee Notes
Open Door Dearborn Vision Vacancy Roundtable Business Promotion Micro-Grant link FINAL Open Door Dearborn Incentive link
https://staceygrant1.wixsite.com/launchlab Business Resource Incentives Document
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

[Presentation for Connector Streets & Michigan Ave.](#)

[MMTP draft plan link](#)

[Tree Well Overview](#)

[Overall Rendered Plan](#)

[Schaefer Rendered Plan](#)

[Using Public Sidewalks How To Sheet DRAFT](#)

FYE2021 - Art In Public Spaces Plan budgeted

www.brandingdearborn.com

Downtown Dearborn Promotions Committee Minutes

10:00am

Attendees: Matthew Dietz, Helen Lambrix, Julie Schaefer, Katie Merritt, Hassan Sheikh, Jean Smith Dennis Johnson, Cristina Sheppard-Decius, and Janet Bloom.

I. 4th Quarter Events/Promotions Update

Spooky windows - people didn't seem to get concept/not tagging. Some people were out in town. Distribute paint/candy at WF instead.

a. Winterfest Market

With shutdown breakfast may not happen due to shutdown. Tent going to board for approval Thursday. Helen doing social media. 22 vendors lined up. Manage occupancy with covid rules with limiting # of people in tent.

b. Shop Small/Holiday Promotions

39 businesses, up from 23 last year. Pandora ad running - 12K impressions so far. Comcast ads have begun - HGTV, Bravo, Freeform, Hallmark, Food Network. Graphics sent out for businesses to use/share. Interns passed out swag. Postcards/passports to distribute next week with interns. Ads going in papers and on PAC board. Matt - have city page reflect retail is open. Helen is working on FB Open Dearborn page and website to have updated list. Interns calling to update list.

c. Open Dearborn/Restaurant Promotions (next three weeks+)

Matt - have city page reflect retail is open. Helen is working on FB Open Dearborn page and website to have updated list. Interns calling to update list.

II. 1st Quarter Events

a. Black History Month

Meeting was brainstorming and setting up next meetings. Will be held in February and June 19th for mobility roll and stroll.

b. DRW

Jean has call on Monday with Sam Abbas to discuss.

Meeting Date:
November 18, 2020
10:00 am

Meeting Location:
DDDA Office
43615 Michigan Avenue

Conference Call #:
Join Zoom Meeting
<https://zoom.us/j/308973055?pwd=Sy9GNIBXaGZ4Um9xRlZrRzk3WTdHQT09>

Meeting ID: 308 973 055
Password: 123811

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

Dial by your location
+1 929 205 6099
US (New York)

c. Social District Kick-Off

Cristina presented to city council two weeks ago. Was asked to focus on Wagner Park, Muirhead, grassy area next to Biergarten and WVCommons. Investigating igloos/structures – lots of locations are back ordered.

III. Volunteer Management Plan & Updates/Needs

IV. Strategic Planning & FYE2022 Budgets

a. Photography 2021 Schedule Needed

V. Website SEO/Design Refresh

Look at mobile app. options. Create brand site/DDDA site. Don't duplicate info. on both sites.

VI. Storytelling Time– What's Happening Around Town

Board not doing CTM right now - card rack distribution. On hold right now due to travel down and the feeling that it may not be a good ROI. Hard to track effectiveness.

The Henry Ford - plan to move forward with proposing advertising contract to board. They will support our social media.

Review 2021 event calendar and see what to do different in 2021 for events. Currently doing budget review.

Katie mentioned reviewing a community magazine. Today magazine. Southgate, Allen Park, Novi, etc. Review to see if feasible in Dearborn.

DATE	EVENT	HASHTAG	CHAMPION
	Black History Month		
March 20 - 29, 2020	Dearborn Restaurant Week	#DRW2020	Sam Abbas
March	Reading Month/ The Big Read		Maryanne Bartles
April	Art Month		Emma Jean Woodyard
May 2021	Historical Walk/Bike Tour		
May 18	Martian Marathon		Mo Hider
May 6	Ladies Night		Chris Sickle
May 2	Free Comic Book Day		Katie Merritt
May 16	Spring Perennial Exchange		Katie Merritt
July 10 – September 25	Farmers Market	#DFM	NEED A CHAIR
June 5, July 10, August 14	Kids Days	#KidsDays	NEED A CHAIR

June 3-July 8	Music in the Park	#MIP2020	Julia Kapliango
June 12, July 17, August 14, Aug. 21	Movies in the Park (West & East Alternate)	#Movies2019	NEED A CHAIR
June 26, July 24, Aug 28	Friday Nites	#FridayNites	NEED A CHAIR
July 15-August 19	Jazz on the Ave	#JazzAve2019	Julia Kapilango
July 14-August 18	Tunes at Noon	#TunesatNoon	
July 24-25, 2021	JAM3A		AANM
Sept. 12	Fall Perennial Exchange		Katie Merritt
Oct. 24 (same day as TOT?)	Pumpkin Carving		
Oct. 24	Trick-or-Treat	#DearbornTreats #TrickorTreat	
Oct. 26	Doggone Dearborn		
???	Beer Crawl		Lynette Downey
Nov. 28	Shop Small & EDDDA Winter Breeze	#ShopSmall	
Online version December 9? Spring/Summer 2021	EDDDA Open House		
Dec. 12	WDDDA Winterfest Market	#DWM2019	



DOWNTOWN DEARBORN STEERING COMMITTEE



December 9, 2020

9 a.m.

Attendees: Mike Kirk, Peggy Richards, Kari Woloszyk, Mark Guido, Cristina Sheppard-Decius, Jackie Lovejoy, Julia Kapilango, Hassan Sheikh, and Janet Bloom.

I. Actions/Updates for Main Street Application

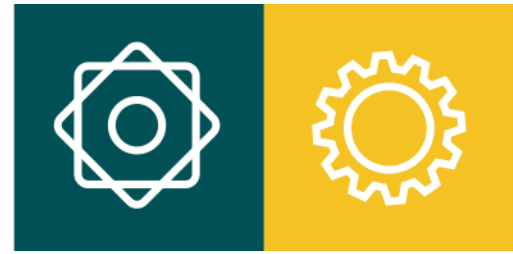
a. Michigan Main Street Select Level Application Work Plan

i. To Do:

1. Application Timeline – February 5, 2021 — Completed applications due at MEDC by 4pm
2. Letters of Support – Due No Later than January 10
Mike suggested having board chairs work with board members to submit letters of support by providing paragraph and encouraging them to send back on their letterhead. Eric Woody working on Beaumont submission. Need to follow up with those who were assigned or volunteered businesses and organizations to reach out to. Include large subdivision groups, Dearborn Historical Society and Maryann Bartles with library. Focus needs to be on support and will volunteer to support projects and programs. Include residents and businesses in both East and West. Jackie: DMC/Henry Ford Health/Wayne County. Hassan: ACCESS, LAHC and others. Peggy: Detroit Visitors Bureau and confirmed Dearborn Federal will do letter.
3. Update Communications Plan
In Spring is when presentation happens. One community brought a marching band. Peggy suggested a Prom-posal style with residents/businesses taking part.
4. Update Budget
5. Mapping/Inventory
In process.

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



- ii. Completed:
 - 1. Council Resolution
 - 2. Letters Received: Healthy Dearborn, Mike Kirk, Chamber
- II. Vision Plan Update - translation of survey needed
Hassan checking on getting it translated.
- III. Next Steps for DDI Creation
 - a. Service Agreement –Meeting will be set in 1st quarter of 2021 with Legal (Julia, Eric, Jackie and Mark) – start in January (6-8 month process)

Julia stated that chairperson roles for committees are not in written form and it is one of job's of the Steering Committee to create those job descriptions. It will need to be included in the bylaws.

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



JOINT DDDA EXECUTIVE COMMITTEE MEETING



December 7, 2020

9 a.m.

Attendees: Julia Kapilango, Dan Merritt, Sam Abbas, Jeff Watson, Hassan Sheikh, Jeff Lynch, Moe Hider, Jean Smith, Cristina Sheppard-Decius, and Janet Bloom.

1. JOINT BOARD MEETING AGENDA ITEMS
 - a. 2020 Nominating Committees
East: Matthew Dietz, Eric Woody, Julia Kapilango
West: confirming with those who participated last year; Sam will send to Cristina on Thursday.
Nominating Committee will have one month to work on slate of officers and present in January 2021.
 - b. The Henry Ford Partnership
Total amount is \$11,200. It was requested to increase social media presence due to Covid. Package includes social media, digital ads, giant screen ad, website ads, and ads in The Henry Ford magazine. Screen was closed several months due to covid. Dan and Sam asked to negotiate package offerings and price. Julia asked to see if THF would allow the DDA to do an ad on their billboard on Southfield Rd.
 - c. Social Media Management
OneMagnify is not a fit for the DDDAs needs currently. POW has been covering to have the social media portion handled for the DDDAS since PR contract expired. POW won't be able to cover starting in January. Discuss having current person do content strategy and continue social media management with Sam and Moe to train and guide. Cost around \$2,000 a month. Sam and Moe shared to make sure content is consistent across platforms, content is crisp and add more lifestyle items. Julia supports the idea and suggests short videos to be "on the ground" in districts. Sam requested plan on strategy and bio of current person. Sam, Moe and Cristina to meet to discuss further in December.
2. WDDDA ONLY ITEM
 - a. Social District Signage, Logistics and Marketing Materials – Service Providers Amendment
\$25,000 was marked for the Executive Committee from Nov. 19, 2020 board meeting for structures, heat, electrical and furnishings.
Amendment includes signage and heaters.
3. EDDDA
 - a. Homage to Black Excellence Budget Reallocation
\$25,000 - Review funds available from Jazz on the Ave., possibly half and DRW carry forward funds and unused funds from Music in the Park. Sponsor goal is \$75,000.



Includes virtual exhibition, outdoor art installation, gallery install, 4 virtual panels and a mobility roll and stroll.

It was noted that board members cannot enter into contracts without board approval.

b. City Hall Park Redesign Community Outreach Translation Services

Requested to translate materials into Arabic and Spanish. Translation services were not in the contract. Anticipate around \$1500-\$2500 for translating marketing materials, survey, online survey and then translating back received surveys. Mentimeter for real time survey can only be done in one language. Cristina to pull costs together. Janet to check with Travis on any service available at city or contacts with service providers.

4. UPDATES/DISCUSSION

a. Budgets – FYE2022

Cristina stated draft budgets are due. Doing base layer now and have about two months of small edits. Need to consider projects, programs or events to be modified, improved or cut that will impact budget.

5. CALL TO EXEC COMMITTEE

Dan - Shop Small was better than projected. Not up to last year's level but better than anticipated. Noted that he would like staff to connect with vendor doing photography.

Moe shared his light install is around \$1500 for holiday display. Three year agreement with the first year more due to hardware installation.

Cristina stated working with MDOT/DTE and look at redoing sidewalks and replacing light poles to give facelift. Will need to keep automated vehicle program in mind along Michigan Ave.

Sam asked to see if parking lot adjacent to Black Box Coffee could reopen. Will need to request from Fordland and City. He mentioned that the loading area in front of Orange Theory has trucks 26-52 ft. long and if someone in curb cut out, they park on street for deliveries.

2021 EDDDA/WDDDA Joint Board Meeting Dates*

Board Meetings:

Third Thursday of Every Month at 8:00am,
at Dearborn Administrative Center, 16901 Michigan Avenue, Dearborn, MI 48126 or held
virtually**

January 21	July 15 - Public Info Session for PA57
February 18	August 19
March 18	September 16
April 15	October 21-Public Info Session for PA57
May 20	November 18
June 17	December 16

*These dates are subject to cancellation

**The meeting location is subject to change, with ample notice

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 EDDDA/WDDDA Schedule of Joint Meetings - EDDDA

Adopted: November 19, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Janice Cislo

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) meets monthly to handle the economic, planning and financial matters of the downtown district per the requirements of Public Act 197;

WHEREAS: The EDDDA Board wishes to work more closely with the West Dearborn Downtown Development Authority (WDDDA) to better collaborate, share information and opinions, and create a cohesive Dearborn; and

WHEREAS: The EDDDA Board and WDDDA Board select July 15, 2021 and October 21, 2021 to better collaborate, share information and opinions with the public in an open Public Information Meeting, fulfilling the requires of PA57; be it

RESOLVED: The EDDDA Board will continue to meet jointly with the WDDDA on the third Thursday of every month at 8:00 a.m. either in the Dearborn Administrative Center (DAC) or virtually; be it also

RESOLVED: The attached proposed EDDDA/WDDDA joint meeting schedule will be adopted for the 2021 calendar year.

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

No:

Abstained:

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

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 WDDDA/EDDDA Schedule of Joint Board Meetings - WDDDA

Adopted: November 19, 2020

Motioned by: Director Thomas Clark

Seconded by: Director John McWilliams

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) meets monthly to handle the economic, planning and financial matters of the downtown district per the requirements of Public Act 197;

WHEREAS: The WDDDA Board wishes to work more closely with the East Dearborn Downtown Development Authority (EDDDA) to better collaborate, share information and opinions, and create a cohesive Dearborn; and

WHEREAS: The WDDDA Board and EDDDA Board select July 15, 2021 and October 21, 2021 to better collaborate, share information and opinions with the public in an open Public Information Meeting, fulfilling the requires of PA57; be it

RESOLVED: The WDDDA Board will continue to meet jointly with the EDDDA on the third Thursday of every month at 8:00 a.m. either in the Dearborn Administrative Center (DAC) or virtually; be it also

RESOLVED: The attached proposed EDDDA/WDDDA joint meeting schedule will be adopted for the 2021 calendar year.

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

No:

Abstained:

Absent: Vice Chairperson Mohammed Hider

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Open Door Dearborn Business Incentives Program - Grant Application: A-Wissam, 13354 Michigan Ave.

Date Adopted: November 19, 2020

Motioned by: Director Mary O'Bryan

Seconded by: Mayor Jack O'Reilly

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

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

WHEREAS: The applicant and property owner, Nizar Souwaida of Al-Wissam, Inc., plans to implement new interior window and display improvements, located at 13354 Michigan Ave., in the EDDDA District; and

WHEREAS: The applicant has applied for Level I of the Open Door Dearborn grant program, requesting a grant of \$2,500 for design assistance in order to develop architectural drawings for the improvements that can then be used to acquire three bids for future Level III grant funding; and

WHEREAS: At the November 18, 2020, regular meeting of the Design/EV Committee, the committee unanimously approved recommending to the EDDDA Board funding the applicant for a Level I Open Door Grant in the amount of \$2,500.00, with a requirement to utilize a certified architect; so let it be

RESOLVED: The EDDDA awards a Level I grant for \$2,500.00 from the Open Door Dearborn grant program from account #297-6100-911-34-90 to Al-Wissam, for design assistance, subject to review and approval of Corporation Counsel.

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

No:

Abstained:

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

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Open Door Dearborn Business Incentives Program - Grant Application: Dearborn Investments, LLC,
22250 Michigan Ave.

Date Adopted: November 19, 2020

Motioned by: Director Karen Nigosian

Seconded by: Mayor Jack O'Reilly

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

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

WHEREAS: The applicant and property owner Dearborn Investments, LLC, plan to place a new tenant, Better Health, in the former Merchants of Wine location at 22250 Michigan Ave., in the WDDDA district, occupying the entire 15,000 sq. ft.; and

WHEREAS: The project includes replacement of exterior entry concrete and roof of the building estimated at \$71,000; and

WHEREAS: Dearborn Investments has secured three qualified construction contract quotes; and

WHEREAS: The applicant has applied for Level III of the Open Door Dearborn grant program, requesting a grant of \$10,000; and

WHEREAS: The applicant must still receive City of Dearborn Design Review Committee and Building permit approval; and

WHEREAS: At the November 18, 2020, regular meeting of the Design/EV Committee, the committee unanimously approved recommending to the WDDDA Board funding the applicant for a Level #3 Open Door Grant in the amount of \$10,000.00 with no special conditions; so let it be

RESOLVED: The WDDDA awards a Level #3 grant up to \$10,000.00 from the Open Door Dearborn grant program from account #296-6100-911-34-90 to Dearborn Investments, LLC, subject to the review and approval of Corporation Counsel.

Yes: Chairperson Sam Abbas, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly,
Director

Thomas Clark, Director Mark Guido, Director Jackie Lovejoy, Director John
McWilliams, Director Karen Nigosian, and Director Audrey Ralko.

No:

Abstained:

Absent: Vice Chairperson Mohammed Hider

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Downtown Dearborn Economic Study - EDDDA

Date Adopted: November 19, 2020

Motioned by: Director Mark Guido

Seconded by: Director Kamal Turfah

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Downtown Development Authority (WDDDA) will be coordinating with University of Michigan- Dearborn to conduct an economic study of the Downtown Dearborn districts in order to plan and implement market strategies; and

WHEREAS: The EDDDA and WDDDA will be working with students who will be lead by a teacher to conduct this as a class project at the cost of \$2000, split equally; let it be

RESOLVED:

1. The EDDDA authorizes the expenditure of \$1000 from FYE2021 Contract Services account #297-6100-911-34-90 with University of Michigan - Dearborn to complete an economic study in Downtown Dearborn; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with the University of Michigan - Dearborn, subject to review and approval by Corporation Counsel.

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

No:

Abstained:

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

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Downtown Dearborn Economic Study - WDDDA

Date Adopted: November 19, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Jackie Lovejoy

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) and the East Dearborn Downtown Development Authority (EDDDA) will be coordinating with University of Michigan- Dearborn to conduct an economic study of the downtown Dearborn districts in order to plan and implement market strategies; and

WHEREAS: The WDDDA and EDDDA will be working with students who will be lead by a teacher to conduct this as a class project at the cost of \$2000; let it be

RESOLVED:

1. The WDDDA authorizes the expenditure of \$1000 from FYE2021 Contract Services account #296-6100-911-34-90 with University of Michigan - Dearborn to complete an economic study in Downtown Dearborn; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the University of Michigan - Dearborn, subject to review and approval by Corporation Counsel.

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

No:

Abstained:

Absent: Vice Chairperson Mohammed Hider

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Essential IT Web Services for DRW and Downtown Dearborn websites - EDDDA

Date Adopted: November 19, 2020

Motioned by: Director Kamal Turfah

Seconded by: Director Matthew Dietz

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) promotes its districts and provides resources to the community and businesses through its collaborative websites; and

WHEREAS: The EDDDA and WDDDA uses Essential IT for the Dearborn Restaurant Week (DRW) website to provide web hosting and web maintenance services for a 12-month period for DRW from September 1, 2020- August 31, 2021 for a total of \$360, split evenly; and

WHEREAS: The EDDDA and WDDDA uses Essential IT for the Downtown Dearborn website to provide web hosting and web maintenance services for a 12-month period from July 1, 2020- June 30, 2021 for a total of \$1068, split evenly, creating a total of \$1428, to be split equally at \$714 per district; therefore, be it

RESOLVED:

1. The EDDDA authorizes the expenditure of \$714.00 to Essential IT for web hosting and maintenance from September 1, 2020 - August 31, 2021 for Dearborn Restaurant Week and for the Downtown Dearborn website from July 1, 2020 - June 30, 2021, expending from account # 297-6100-911-51-00; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA for Essential IT, subject to review and approval by Corporation Counsel.

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

No:

Abstained:

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

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Essential IT Web Services for DRW and Downtown Dearborn websites - WDDDA

Date Adopted: November 19, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Director Audrey Ralko

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) and East Dearborn Downtown Development Authority (EDDDA) promotes its districts and provides resources to the community and businesses through its collaborative websites; and

WHEREAS: The WDDDA and EDDDA uses Essential IT for the Dearborn RestaurantWeek (DRW) website to provide web hosting and web maintenance services for a 12-month period for DRW from September 1, 2020- August 31, 2021 for a total of \$360, split evenly; and

WHEREAS: The WDDDA and EDDDA uses Essential IT for the Downtown Dearborn website to provide web hosting and web maintenance services for a 12-month period from July 1, 2020- June 30, 2021 for a total of \$1068, split evenly, creating a total of \$1428, to be split equally at \$714 per district; therefore, be it

RESOLVED:

1. The WDDDA authorizes the expenditure of \$714.00 to Essential IT for web hosting and maintenance from September 1, 2020 - August 31, 2021 for Dearborn Restaurant Week and for the Downtown Dearborn website from July 1, 2020 - June 30, 2021, expending from account # 296-6100-911-51-00; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA for Essential IT, subject to review and approval by Corporation Counsel.

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

No:
Abstained:

Absent: Vice Chairperson Mohammed Hider and Director John McWilliams

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Farmers Market Extension 2020_Service Providers_ Amendment II_WDDDA

Date Adopted: November 19, 2020
Motioned by: Director Mark Guido
Seconded by: Director Jackie Lovejoy

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

WHEREAS: The WDDDA authorized a budget of \$22,000 in expenditures for the 2020 Farmers & Artisans Market; and

WHEREAS: The Promotions Committee recommends extending the Farmers Market until the end of October 2020 to create a welcoming environment for the fall season and encourage consumers to visit the downtown; and

WHEREAS: The Farmers Market started five weeks later than usual for 2020 due to Covid-19 reducing the overall costs, therefore, funding is available and vendors have agreed to participate in an extended Dearborn Farmers & Artisans Market; and

WHEREAS: A listing of selected vendors and expenditures is recommended for the extended Farmers & Artisans Market for the 2020 season, being expended from account #296-6110-911-34-90; and

WHEREAS: The WDDDA authorized the expenditure of up to \$1510 for the Farmers & Artisans Market extension from the Farmers Market budget line item account # 296-6110-911-34-90 for 2020 at the September 2020 board meeting; and

WHEREAS: In order to provide fresh fruits and vegetables at the market, a partnership with Eastern Market Corporation for a booth onsite was approved October 15, 2020, for \$400 per market day for a total of \$1600 for participating on October 9, 16, 23, and 30, 2020; and

WHEREAS: Beshara was approved for \$60 to produce six yard signs to advertise the Farmers Market extension, the cost had increased to \$80 this year, so a request for an additional \$20 is needed; so let it be

RESOLVED:

1. The WDDDA authorizes the expenditure of an additional \$20 to Beshara for the Farmers & Artisans Market extension from the Farmers Market budget

line item account # 296-6110-911-34-90 for 2020; and

2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the companies listed below for the extended Farmers & Artisans, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Taste the Local Difference	Advertisement- magazine	\$ 100.00
Edible WOW LLC	Advertisement- magazine	\$ 1,800.00
Farmers Market Coalition via Jean Smith	Membership renewal- POP Club related materials/ resources	\$40.00
Michigan Agritourism Association	Advertisement- magazine	\$ 150.00
Times Herald (Bewick Publications)	Advertisement- newspaper	\$ 300.00
Beshara Printing	Posters (qty. 100) and yard sign patches	\$ 310.00
Lawrence Arbor Dates: 7/17/20, 8/21/20 Visual Ronin Media (Michael Kuentz) Dates: 9/18/20, 9/25/20 Dearborn School of Music Dates: 7/24/20, 8/28/20, 9/4/20 One Man Music Band Date: 7/31/20, 8/7/20 Amy Loskowski Dates: 7/10/20, 8/14/20, 9/11/20	Entertainment at market (\$150 per performance, with exception of One Man Music Band for \$135) EXTENSION: Five more dates of music with Larry Arbour (\$150), Amy Loskowski (\$150), TBD, TBD and TBD for a total of \$750 budgeted.	\$2500.00
Malko Media	A-frame signage, road closed signage, vinyl coverups (tent, over the street banners, and street pole banners)	\$1000.00
Essential IT, LLC	web hosting, maintenance, technical support (Jan. 2020-Dec. 2020)	\$ 720.00
Michigan Farmers Market Assoc. (MIFMA)	Dues for membership- advertisement	\$200.00
Jean Smith, Events Mgr.	cooking demo supplies, caution tape, tables, a-frame signs	\$700.00
Brendel's	Portajohns, sinks, and hand sanitizer stands	\$2940
Malko Media	Yard signs - Safety reminders and FM specific	\$300

	(\$9.50ea - qty. 30 signs total)	
Malko Media	A-frame signs (\$120 ea.) qty. 4 plus signage (8 signs at \$23ea.)	\$680
Epiccrowdcontrol.com	floor/ground stickers (\$17/ 6pk) qty 3 sets	\$51
Press & Guide	monthly newspaper - 4 ads in June	\$600
Arab American News	4 weeks of ads	\$900
Mama Mia	postcard printing and distribution	\$2990.00
Beshara	EXTENSION - posters	\$100
Brendel's	EXTENSION - portajohn/sinks	\$450
Bewick Publications (Times-Herald)	EXTENSION - newspaper ad - one week	\$150
Beshara	EXTENSION - yardsigns (qty. 6)	\$80
Eastern Market Corporation	EXTENSION- fruit/vegetable stand	\$1600

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

No:

Abstained:

Absent: Vice Chairperson Mohammed Hider

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Grant Awardees signage - EDDDA

Date Adopted: November 19, 2020

Motioned by: Director Kamal Turfah

Seconded by: Director Mary O'Bryan

WHEREAS: The EDDDA and WDDDA has launched the new branding initiative and recognizes the benefit of Marketing and Promoting businesses and activities in the District, and in pairing with the request to market the Open Dearborn Grant program when businesses are awarded a grant on the business property; and

WHEREAS: A three quote process was completed for 24"x 30" static cling window signs and the lowest bidder was Malko Media; and

WHEREAS: A budget of \$500 is recommended for three grant awardees (1 WDDDA and 2 EDDDA) and two potential awardees (1 WDDDA and 1 EDDDA); so let it be

RESOLVED: The EDDDA authorizes the Manager of the DDDAs to award the contract to the lowest bidder, Malko Media, expending up to \$300 for the production of the static clings from the General Marketing budget line item account #297-6100-911-51-00, subject to review and approval of Corporation Counsel.

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

No:

Abstained:

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

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Grant Awardees signage - WDDDA

Date Adopted: November 19, 2020

Motioned by: Director John McWilliams

Seconded by: Director Jackie Lovejoy

WHEREAS: The EDDDA and WDDDA has launched the new branding initiative and recognizes the benefit of Marketing and Promoting businesses and activities in the District, and in pairing with the request to market the Open Dearborn Grant program; and

WHEREAS: A three quote process was completed for 24"x 30" static cling window signs and the lowest bidder was Malko Media; and

WHEREAS: A budget of \$500 is recommended for three grant awardees (1 WDDDA and 2 EDDDA) and two potential awardees (1 WDDDA and 1 EDDDA); so let it be

RESOLVED: The WDDDA authorizes the Manager of the DDDAs to award the contract to the lowest bidder, Malko Media, expending up to \$200 for the production of the static clings from the General Marketing budget line item account #296-6100-911-51-00, subject to review and approval of Corporation Counsel.

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

No:

Abstained:

Absent: Vice Chairperson Mohammed Hider

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

MDA Annual Conference 2020 - Amendment I - EDDDA

Adopted: November 19, 2020

Motioned by: Director Kamal Turfah

Seconded by: Director Janice Cislo

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

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

WHEREAS: The EDDDA and WDDDA sponsored the MDA annual conference held virtually on November 5-6, 2020, in the amount of \$300 which included three conference registrations and marketing opportunities; and

WHEREAS: Three board members from the EDDDA and one board member from the WDDDA were able to attend the MDA annual conference ; and

WHEREAS: An additional cost of \$75 for the extra conference registration was incurred; therefore, be it

RESOLVED:

1. The EDDDA authorizes the expenditure of an additional \$75 for an additional EDDDA board member participant at the 2020 Virtual MDA Annual Conference from the Training/Transportation budget line item account # 297-6100-911-58-10; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA for the MDA Annual Conference, subject to review and approval by Corporation Counsel.

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

No:

Abstained:

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

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Shop Small FYE2021 Amendment II-EDDDA

Adopted: November 19, 2020
Motedion by: Director Janice Cislo
Seconded by: Director Mary O'Bryan

WHEREAS: Small Business Saturday, a movement to encourage people to shop at small, local businesses on the Saturday after Thanksgiving, was initiated by American Express in 2010 and recognized by the U.S. Senate as an official day in 2011; and

WHEREAS: In 2012, American Express launched a national media campaign to promote the day and work with local businesses, and in 2018 over 7,500 neighborhood champions signed on to promote the day which grew exponentially, and in 2019 a new record of \$19.6 billion was spent at small independent businesses on Small Business Saturday; and

WHEREAS: To build a comprehensive marketing plan in Dearborn, the Dearborn Area Chamber of Commerce and both East and West Downtowns plan to continue to partner together to promote Small Business Saturday and holiday shopping through its joint Shop Small marketing campaign in 2020; and

WHEREAS: A photographer, Visual Ronin, is being added to the event for \$600, to be split equally for \$300 per district, and due to a paper size issue, an adjustment to the Beshara passports for an increase of \$33, to be split equally between EDDDA and WDDDA at \$16.50 each district; and

WHEREAS: The EDDDA and WDDDA collectively budgeted \$14,000 for FYE2021; therefore, let it be

RESOLVED:

1. That the EDDDA authorizes the expenditure of up to \$7,000 for the Shop Small marketing campaign from the Community Promotions/Shop Small budget line item account # 297-6100-911-51-00 for 2020; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with the companies listed below for the Shop Small marketing campaign, subject to review and approval by Corporation Counsel.

Service Provider	Item	Total Cost	EDDDA Cost
Beshara	posters	\$100	\$50
Beshara	Passports (qty. 5K)	\$633	\$316.50
Beshara	postcards (\$96.67 WF,	\$290	\$96.67

	\$96.67 SSE, \$96.67 SSW)		
Bewick Publications (Times Herald)	newspaper ad (1 week, 2 issues)	\$150	\$75
Pandora	ads on streaming service	\$1485	\$742.5
Comcast	Cable TV ads	\$2999	\$1499.50
WDIV	TV ads	\$7000	\$3500
Visual Ronin (Michael Keuntz)	Photography	\$600	\$300

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

No:

Abstained:

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

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Shop Small FYE2021- Amendment II - WDDDA

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

WHEREAS: Small Business Saturday, a movement to encourage people to shop at small, local businesses on the Saturday after Thanksgiving, was initiated by American Express in 2010 and recognized by the U.S. Senate as an official day in 2011; and

WHEREAS: In 2012, American Express launched a national media campaign to promote the day and work with local businesses, and in 2018 over 7,500 neighborhood champions signed on to promote the day which grew exponentially, and in 2019 a new record of \$19.6 billion was spent at small independent businesses on Small Business Saturday; and

WHEREAS: To build a comprehensive marketing plan in Dearborn, the Dearborn Area Chamber of Commerce and both East and West Downtowns plan to continue to partner together to promote Small Business Saturday and holiday shopping through its joint Shop Small marketing campaign in 2020; and

WHEREAS: A photographer, Visual Ronin, is being added to the event for \$600, to be split equally for \$300 per district, and due to a paper size issue, an adjustment to the Beshara passports for an increase of \$33, to be split equally between EDDDA and WDDDA at \$16.50 each district; and

WHEREAS: The EDDDA and WDDDA collectively budgeted \$14,000 for FYE2021; therefore, be it

RESOLVED:

1. That the WDDDA authorizes the expenditure of up to \$7,000 for the Shop Small marketing campaign from the Community Promotions/Shop Small budget line item account # 296-6100-911-51-00 for 2020; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the companies listed below for the Shop Small marketing campaign, subject to review and approval by Corporation Counsel.

Service Provider	Item	Total Cost	WDDDA Cost
Beshara	posters	\$100	\$50
Beshara	Passports (qty. 5K)	\$633	\$316.50
Beshara	postcards (\$96.67 WF, \$96.67 SSE,	\$290	\$96.67

	\$96.67SSW)		
Bewick Publications (Times Herald)	newspaper ad (1 week, 2 issues)	\$150	\$75
Pandora	ads on streaming service	\$1485	\$742.5
Comcast	Cable TV ads	\$2999	\$1499.50
WDIV	TV ads	\$7000	\$3500
Visual Ronin (Michael Keuntz)	Photography	\$600	\$300

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

No:

Abstained:

Absent: Vice Chairperson Mohammed Hider

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social District Program Amenities- 2020- WDDDA

Date Adopted: November 19, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Director Karen Nigosian

WHEREAS: Michigan Public Act 124 of 2020, Social Districts, was signed into law on July 1, 2020, enabling Michigan municipalities to establish Social Districts that allow for “common areas” where two or more contiguous licensed establishments (bars, distilleries, breweries, restaurants and tasting rooms) could sell alcoholic beverages in special designated plastic cups to be taken into the area for consumption;

WHEREAS: The WDDDA goal is to establish areas of increased customer traffic and sales at established businesses with unique attractions; and

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) wishes to establish a Social District as presented, following the guidelines provided by the State of Michigan; and

WHEREAS: Businesses who participate in the Social District are required to apply for a license through the State of Michigan Liquor License Commission with approval from the City of Dearborn, as well as name the City of Dearborn as an additional insured on their insurance policies and provide proof of coverage; and

WHEREAS: The participating businesses will need to pay \$250 application fee to the State of Michigan and must follow all the outlined guidelines and directives from the State of Michigan, City of Dearborn and the WDDDA, for participating in a Social District; therefore, let it be

WHEREAS: The WDDDA Board authorized the Social District Plan and the designation of the Social District(s) be presented to the City of Dearborn City Council for approval at the August 20, 2020 Joint DDAs Board meeting; and

WHEREAS: Obtaining structures, along with heat, electrical, and furnishings will need to be some of the amenities acquired for the Social District locations; therefore, let it be

RESOLVED: The WDDDA Board authorizes the Executive Committee to expend up to \$25,000, contingent that this is an exigency purchase that follows the purchasing ordinance for emergency purchases, to obtain the structures, heat, electrical and furnishings, from account # 296-6100-911-51-00; and, let it be

RESOLVED: The WDDDA Board authorizes the Manager of the DDAs to execute necessary contracts in conjunction with the Social District program, subject to the review and approval of Corporation Counsel.

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

No: Director John McWilliams

Abstain:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Sprout Social Media Analytics - EDDDA

Adopted: November 19, 2020
Motioned by: Director Mary O'Bryan
Seconded by: Director Matthew Dietz

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Downtown Development Authority (WDDDA) have an active and engaging presence online and utilize multiple social media channels; and

WHEREAS: It is recommended that the DDDAs manage its own reporting and social media analytics so they can pivot and react quickly to received data, helping to increase proper social media utilization and community engagement; and

WHEREAS: Sprout Social was selected due to its robust reporting, analytics, customer relationship management features, and ability to schedule posts; and

WHEREAS: This reporting and analytics are key ingredients to provide administration and sponsors important data to be able to guide decisions and scheduling posts and allow for better time management; and

WHEREAS: The cost of Sprout Social Professional package is \$149 a month per user for up to ten social profiles, split equally between the East and West DDDAs; therefore, let it be

RESOLVED:

1. That the EDDDA authorizes the expenditure of up to \$74.50 per month for the Sprout Social Professional from the Community Promotions account # 297-6100-911-51-00; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with Sprout Social, subject to review and approval by Corporation Counsel.

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

No:

Abstained:

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

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Sprout Social Media Analytics - WDDDA

Adopted: November 19, 2020
Motioned by: Director Jackie Lovejoy
Seconded by: Director Audrey Ralko

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) and the East Dearborn Downtown Development Authority (EDDDA) have an active and engaging presence online and utilize multiple social media channels; and

WHEREAS: It is recommended that the DDDAs manage its own reporting and social media analytics so they can pivot and react quickly to received data, helping to increase proper social media utilization and community engagement; and

WHEREAS: Sprout Social was selected due to its robust reporting, analytics, customer relationship management features, and ability to schedule posts; and

WHEREAS: This reporting and analytics are key ingredients to provide administration and sponsors important data to be able to guide decisions and scheduling posts and allow for better time management; and

WHEREAS: The cost of Sprout Social Professional package is \$149 a month per user for up to ten social profiles, split equally between the East and West DDDAs; therefore, let it be

RESOLVED:

1. That the WDDDA authorizes the expenditure of up to \$74.50 per month for the Sprout Social Professional from the Community Promotions account #296-6100-911-51-00; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with Sprout Social, subject to review and approval by Corporation Counsel.

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

No:

Abstained:

Absent: Director Thomas Clark, Vice Chairperson Mohammed Hider and Director John McWilliams

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Winterfest 2020_Amendment II - WDDDA

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

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) and East Dearborn Downtown Development Authority (EDDDA) jointly promote and organize events to drive consumer traffic to their districts and create a vibrant environment during the holidays; and

WHEREAS: The Promotions Committee has scheduled the Winterfest holiday shopping and family fun event on December 12, 2020; and

WHEREAS: The WDDDA budgeted \$15,000 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: Additional vendors have been secured for event and listed below for approval; therefore, be it

RESOLVED:

1. That the WDDDA authorizes the expenditure of up to \$28,652 for the Winterfest event from the Community Promotions/Holiday Promotions budget line item account # 296-6100-911-51-00 for 2020; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the companies listed below for the Winterfest event, subject to review and approval by Corporation Counsel.

Vendor	Item	Total Cost
Beshara	Banner	\$55
Reflections of You, LLC	Mirror Me Photo Booth	\$700
Amy Loskowski (AJ Lynn)	musical entertainment	\$500
Henry Ford College	ice sculptures (3 precarved/3 live demo)	\$375
Perry's Tent Rental	tent/heat/generators	\$14,120.26
Reindeer Ranch	Two live reindeer, 3 hours	\$2999
TBD	Santa	\$600

Beshara	postcards (\$96.67 WF, \$96.67 SSE, \$96.67 SSW)	\$96.67
Beshara	posters (qty. 100)	\$100
Bewick Publications (Dearborn Times Herald)	two ads in one week	\$150
Al Seder (Santa)	Breakfast w/ Santa (4 hours)	\$400
Visual Ronin (Michael Keuntz)	Photographer at Breakfast w/ Santa	\$600
Jean Smith	4 propane fire pits	\$1256
Jean Smith	4 propane heaters	\$1000
Jean Smith	8 propane refillable tanks	\$800
TBD	4 tents/structures for Wagner Park	\$2600
Jean Smith	4 portable heaters	\$800
Nickel & Saph	Insurance	\$1500

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

No:

Abstained:

Absent: Vice Chairperson Mohammed Hider