

VISION IN ACTION

FOUNDATION FOR THE FUTURE

Dearborn's downtowns have been busy working toward key transformational strategies that have resulted in these recent accomplishments - the foundation for future implementation of this vision.

COVID-19 Resources for Dearborn Businesses
TIPS, FUNDING AND BUSINESS ASSISTANCE

RECOMMENDED FIRST STEPS

1. Contact the Department to assist you with tax credits and other applications.
2. Contact the Department to help you understand the various loan programs.
3. Contact the Department to request information on grants.
4. Register for unemployment insurance.
5. If you have a business, contact your lender to discuss loan options and payment deferrals.
6. If you have a business, contact your lender to discuss loan options and payment deferrals.

Program	Amount	Eligibility	Application Period	Application Method	Application Fee	Interest Rate	Term	Other Info
Small Business Administration (SBA) 7(a) Loan	Up to \$5M	Small Business	2020-2021	Online	\$0	Prime + 2.75%	10 years	Must be in business for 2 years
Small Business Administration (SBA) 8(a) Loan	Up to \$10M	Disadvantaged Business Enterprise (DBE)	2020-2021	Online	\$0	Prime + 2.75%	10 years	Must be in business for 2 years
Small Business Administration (SBA) 504 Loan	Up to \$5M	Small Business	2020-2021	Online	\$0	Prime + 2.75%	10 years	Must be in business for 2 years
Small Business Administration (SBA) 7(a) Loan	Up to \$5M	Small Business	2020-2021	Online	\$0	Prime + 2.75%	10 years	Must be in business for 2 years

Pandemic Response

DEARBORN Downtown

Business Assistance Team

Town Hall Virtual Meeting 2.0
Thursday, Aug. 13, 2020
11 a.m. - noon
via Zoom (RSVP required)

BAT Services
The new Dearborn BAT program offers a variety of small business technical experts and resources to fit your needs.

- Business Plans
- Business Models
- Cash Flow / Accounting
- Antiqua Stress Test Analysis
- Marketing Strategies
- Social Media
- E-Commerce

Your Community Team
A 30-member team of small business experts is available for one-on-one meetings to share advice, best practices and knowledge. Created and led by major community supporters with the KNOWLEDGE and EXPERTISE to guide you through the comeback to success, including, but not limited to:

- East and West Dearborn DDAs downtowndearborn.org
- City of Dearborn cityofdearborn.org
- Dearborn Area Chamber of Commerce dearbornareachamber.org
- Arab American Chamber of Commerce americanarab.com
- UM Dearborn - College of Business umich.edu
- Wayne County waynecounty.com/departments/economicdev/theme.aspx
- SCORE scoreusa.net
- Build Institute buildinstitute.org
- Smithgroup smithgroup.com
- Annexgroup annexgroup.com
- MEDC medcmichigan.org
- SBC sbcdetroit.com
- SBA sba.gov/office/district/detroit

Short on Staff?
Staffing support is available from UM-Dearborn - College of Business

- Student Internships: available full semester
- 2020: paid/wage; resumes available from BAT
- Targeted class projects: short term (2-5 week projects), long term (up to 3 months) targeted support, 20 students (7 group/project teams)

Funding Assistance
Financial support programs can provide money to fill your short- and long-term needs. Financial programs are being announced all the time, and you need to work fast to apply. We have the experts to help. Be the first to know about them.

Webinar Training
Don't have the time for one-on-one help? Watch an informative small business webinar. Local and state organizations, including the Small Business Administration, Wayne County Economic Development and Small Business Development Corporation are working with the Dearborn BAT to announce a new series of web sessions.

The Dearborn BAT will connect you to all the resources in one meeting. Participants are requested to RSVP for the town hall meeting to receive the Zoom meeting invite. If you have any questions contact us at: bat@dearborn.org

Business Assistance Team



Open Door Facades



Building Design



Workforce



Wagner Place



Bike Lanes



Mobility



Unify East and West



Branding



Artspace Lofts



Open Space

Dearborn Business Leaders Consortium

SMART: Sustainability + Resilience

Living



Second story lofts



Arab American Museum

Culture



Murals

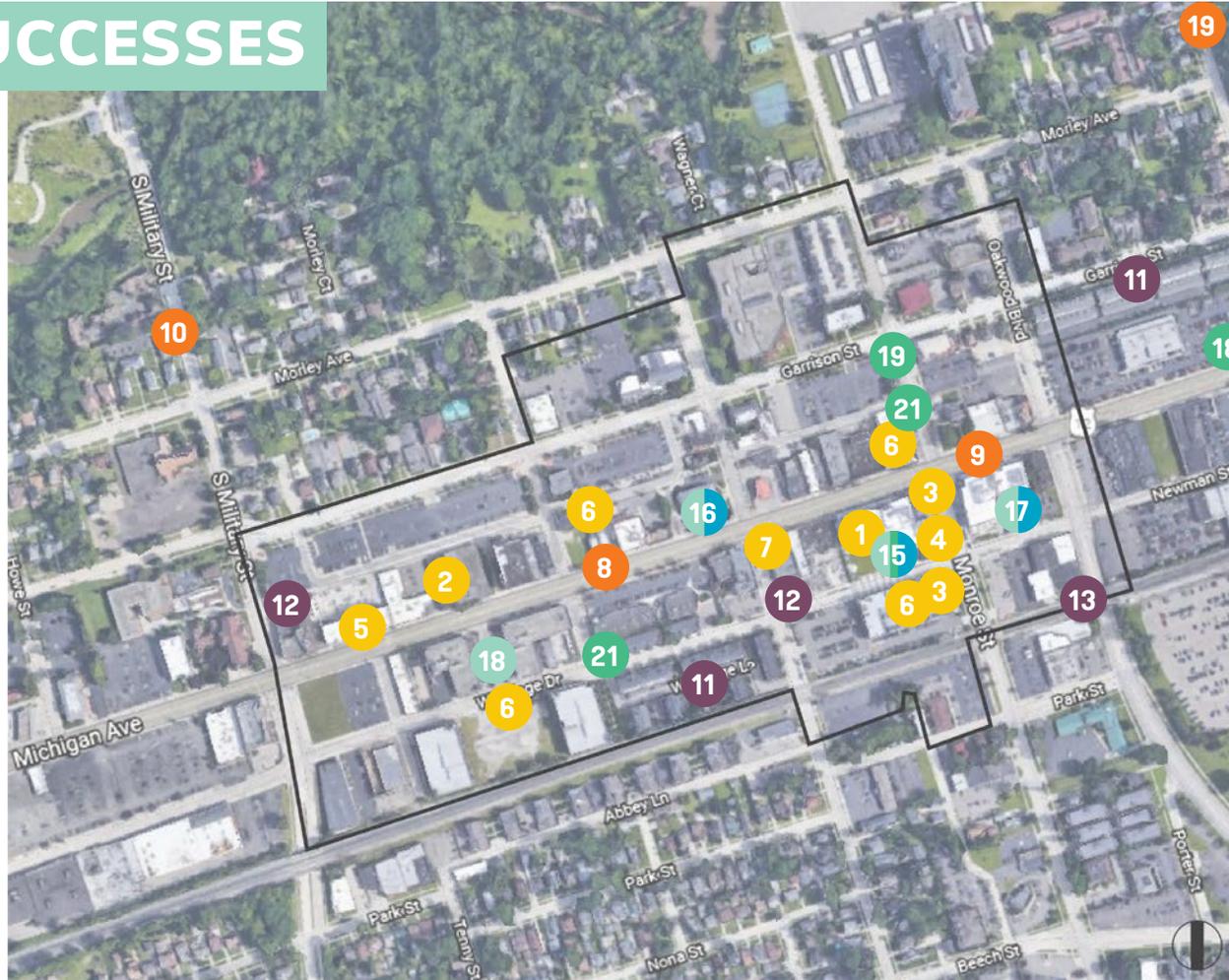


Events



Ethnic Food Hub

WEST SUCCESSES



BUSINESS

- 1 Wagner Place
- 2 Open Door Facade Improvement
- 3 Outdoor Platform Dining
- 4 Open Door Facade Improvement
- 5 Downtown Hotel
- 6 New Social District
- 7 Open Door Facade Improvement

STREETSCAPE

- 8 Michigan Ave
- 9 Wagner Place
- 10 North Connector

RESIDENTIAL

- 11 Townhouse development
- 12 Mixed-Use Development
- 13 Form-Based Code
- 14 Brady Street Redevelopment Site

CULTURAL

- 15 Wagner Park Mural
- 16 Muirhead Plaza Mural
- 17 Pocket Park Mural

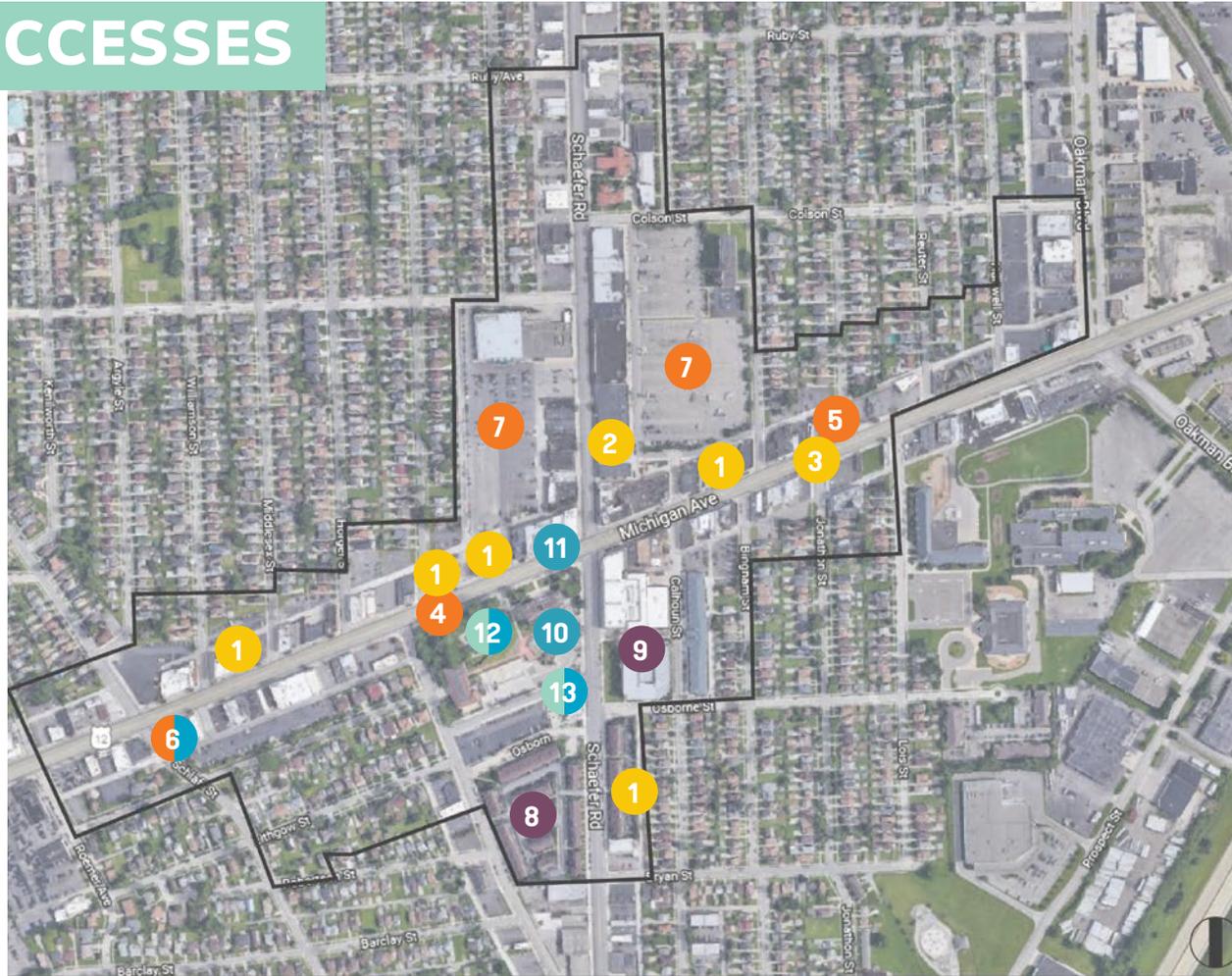
PUBLIC SPACES

- 18 W. Village Commons Plaza
- 15 Wagner Park
- 16 Muirhead Plaza
- 17 Pocket Park

TRANSPORTATION

- 18 Multi-Modal Station
- 19 New Bike Share Lanes
- 20 North / South Streetscape connector
- 15 Winter Outdoor Seating in Wagner Park

EAST SUCCESSES



BUSINESS

- 1** Open Door Grant Recipient
- 2** Major Retail Renovation
- 3** Strategic Facade Block Study Program

STREETSCAPE

- 4** City Hall Park Redesign
- 5** M Cantina Outdoor Dining Parking Lot
- 6** Platform dining location
- 7** LED Lighting Improvements

RESIDENTIAL

- 8** Georgetown Condos
- 9** Dearborn Town Center/Public Parking

CULTURAL

- 10** ArtSpace
- 11** Arab-American Museum
- 12** City Hall Park Mural
- 13** Fish Market Mural
- 6** Platform Dining mural

PUBLIC SPACES

- 12** City Hall Park
- 13** Fish Market

IMPLEMENTATION ROADMAP

The Route

Five key Transformational Strategies were identified in 2016 by the community to kick-start and achieve the Downtown Dearborn vision, including Image, Mobility, Cohesive Community, Innovative Retail and Next-Gen Appeal. A five-year action plan was then put in place by the DDA Boards, stakeholders and volunteers that has generated many successes along the way. By staying focused on these five key transformational strategies the community has been able to prioritize investment of time, energy and funds. There are still some actions to complete and should continue to be implemented to achieve transformational success. A wider net of volunteers, funding and supporters will make it possible, while setting up a long-term organizational structure for Downtown Dearborn, Downtown Dearborn, Inc., will assure that the vision and strategies carry on as the community evolves.

The next step is for the DDA Boards, stakeholders and committees to update the strategy and action plan based on this refined Vision Plan. Annually, the DDA Boards should assess the action plans and priorities to inform budgets, projects, programs and capital improvements. Also, updating the strategic plan should be completed every 3-5 years, depending on market dynamics, trends and benchmarking, to assure continued growth, as well as to identify gaps and hurdles. It is also important in reminding each other of the successes along the way and provides an opportunity to include new community members on the overall vision plan as the downtown evolves.

Areas of improvement in the current strategic plan include innovative ways to be more green and SMART, more inclusive engagement of businesses and volunteer force, leveraging partnerships to achieve goals, and an actionable plan for connecting east to west and key centers of activity. The DDAs have invested heavily in its image and branding over the last five years, now use that knowledge to grow awareness of the brand and inspire others to elevate the first impression.

Recommended transformational strategies for 2022-2025:

- Inspire – focus on building design, and showcasing the Dearborn history, culture and vibe
- Connect – focus on mobility, connecting east/west, activity hubs and open spaces, diversify living options, partnership and inclusive engagement
- Innovate – focus on SMART improvements, sustainability, and talent attraction

The Mode

The DDDAs have had great success by using the Main Street Approach to revitalization. In its early stages of working together in 2016, the DDDAs jointly formed the following standing committees that should continue to be a driving force for its community engagement, planning and implementation of action plans. Below are some of the areas of focus for each committee over the next few years.

Design and Economic Vitality Committee

- continue the strategic focus and increase funding for the Open Door Dearborn Grant program;
- utilize the Initiate online business training tool in conjunction with the Business Assistance Team (BAT) and enhance outreach;
- increase and enhance open spaces;
- define plans for connecting east/west;
- develop action plans around SMART improvements, upper story development, green and sustainability improvements, talent attraction and utilizing market research to guide business development.

Promotions/Organization Committee

- continue to evaluate, improve and expand the events and promotions to showcase the vibe of Downtown Dearborn including its college town and multi-cultural experiences;
- enhance community outreach and engagement with multi-lingual marketing;
- reduce printing and move to more digital or mobile options to reduce carbon footprint;
- continue to diversify social media and do not rely on one mode of communication;
- host merchant meetings and increase face-to-face interaction with businesses to improve engagement;
- develop an action plan for student volunteer involvement.

Steering Committee

- continue the formation of the Downtown Dearborn, Inc., 501C3 organization;
- expand community outreach to assure broad-based community support and engagement;
- increase fund and friend raising;
- finalize the service agreement between the DDDAs and DDI for organizational best management of roles, practices and processes.

Once the non-profit 501C3 organization, Downtown Dearborn, Inc. is operational, it should focus on:

- Vision and Strategic Plan Implementation
- Fundraising
- Stakeholder Engagement

Advisory Committees

Advisory Committees were also formed to focused on key transformational strategies and projects that required significant focus, including:

- **Mobility:**
 - focus on the implementation of the MMTP;
 - continue expanding modes of transportation to be more equitable, sustainable and accessible for all.
- **Branding:**
 - launch the new Downtown Dearborn website that is tourism focused;
 - Grow usage of brand across all City departments, marketing and outreach;
 - develop a wayfinding action plan and art connections east/west.
- **City Hall Park Redesign:**
 - complete design and fundraising plans to complete project in 2023;
 - determine event and art programming;
 - develop community rentals and use plans.

These committees should continue through the completion of their action plans and/or projects. They should also be used as a resource after completion if other issues or needs arise.

New Advisory Committees occasionally should be formed to ensure collaboration with key organizations, assets and broad-based community engagement or upon request of the standing committees where deemed necessary. Several potential Advisory Committees:

- **Farmers Market Facilities** – focused on the location selection and development of an all-seasons facilities and community-wide access.
- **SMART** - focused on green, technology, sustainable infrastructure and programs.
- **EDDDA Form-Based Code** - to review and recommend a Form-Based Code similar to that in the WDDDA.
- **Historic Preservation** - supporting local and national historic district programs, incentives, advocacy and city ordinances and policies.

All committees should look at new ways to recruit, retain, and activate committee members. This means activation beyond the committee meeting, creating more mobile and remote interactions, and being open to flexible involvement. Recruitment should focus on skills, talent and ideas that individuals can bring to the table, as well as broadening social circles to understand the diversity of perspectives and needs of the community as it transitions.

Ordinances that will be imperative for Downtown Dearborn to advocate, inform and either assist or lead are:

- **EDDDA Form Based Code**
- **Local Historic District Ordinance**
- **Scooter Mobility Ordinance**

Streamlining processes to be more business friendly is a high priority. Programs such as the Social District can be made easier for businesses to participate, and the annual Outdoor Seating Program so that Downtown Dearborn can become a premiere outdoor dining destination. Better coordination between City and DDDA on monitoring and assisting small businesses through start-up and development, extending business retention efforts, while maintaining current property data, market data, GIS interactive mapping and trends for benchmarking and success stories.

Physical Improvements Toolkit

See how these tools will continue to be priorities for both East and West Downtown on the next two pages.



Outdoor Dining



Infill Development



Facade Improvements



Signage + Wayfinding



Streetscape Improvements



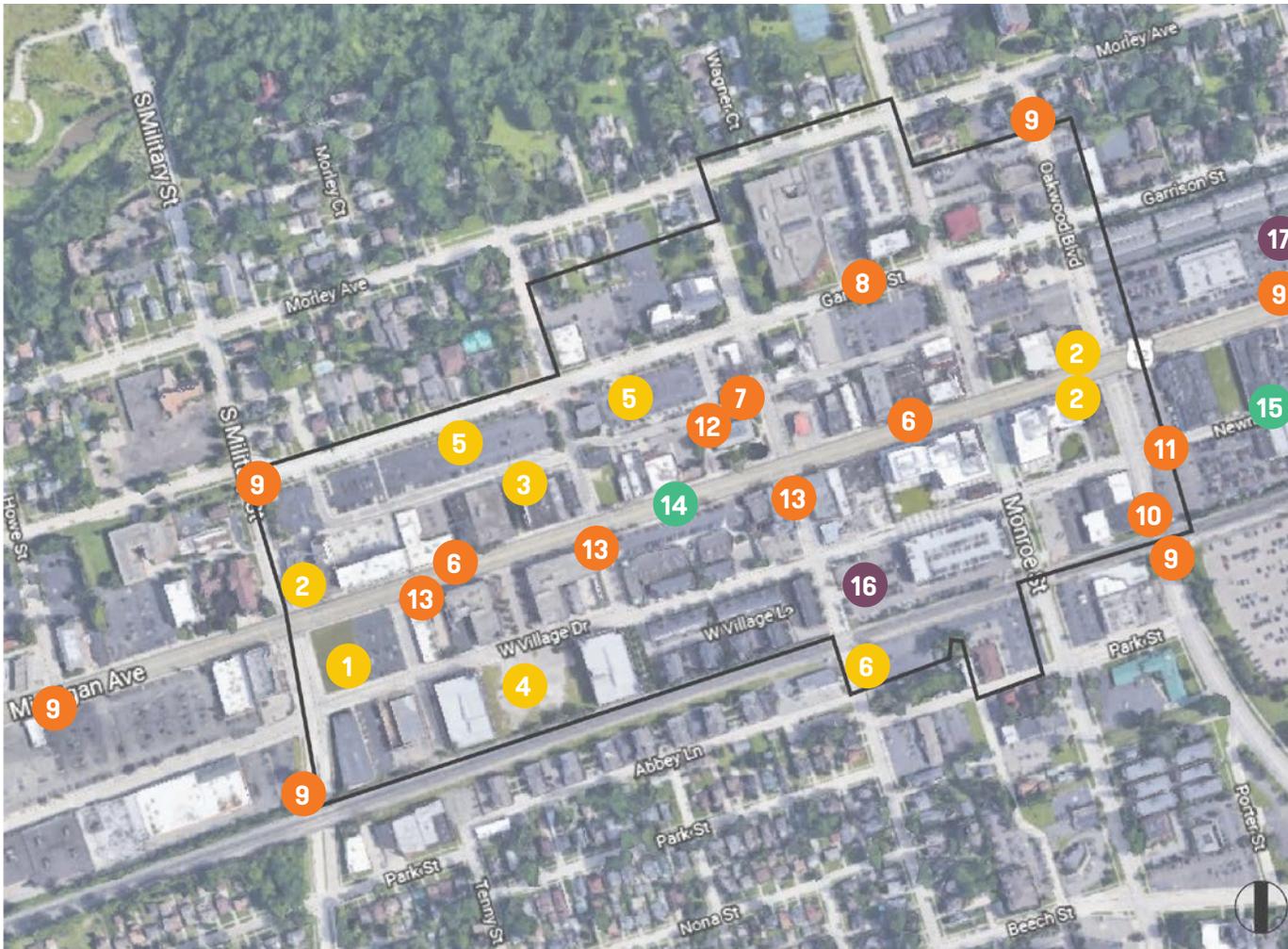
Mobility Improvements



Public Art

WEST PRIORITIES

Toolkit in Action



West Downtown Vision

An entertainment destination in West Downtown Dearborn, historic charm meets the buzz of new restaurant and entertainment venues, gracious homes meet cosmopolitan lofts and condos, and new retail and office spaces add to the energizing mix. Just blocks from the activity of Michigan Avenue, parks and tree-lined streets as well as a scenic stretch of the Rouge River take the pace from revitalized to relaxing. A compact yet full-service downtown for all seasons,

REDEVELOPMENT

- 1 Infill Development: Bank-owned vacant lot
- 2 Office / Retail / Residential Redevelopment
- 3 New Residential Development
- 4 Infill Development land
- 5 City-owned parking lots - redevelopment potential

STREETSCAPE

- 6 Michigan Avenue Streetscape/ Mid-block Crossing/New Lighting
- 7 New Library Landscape / Parking Lot
- 8 Bike Sharrows
- 9 Gateway Signage
- 10 Rail Overpass Art Project
- 11 Public Art/Gateway Entry
- 12 Mobility Hub
- 13 South Connector Streetscape Improvement

TRANSPORTATION

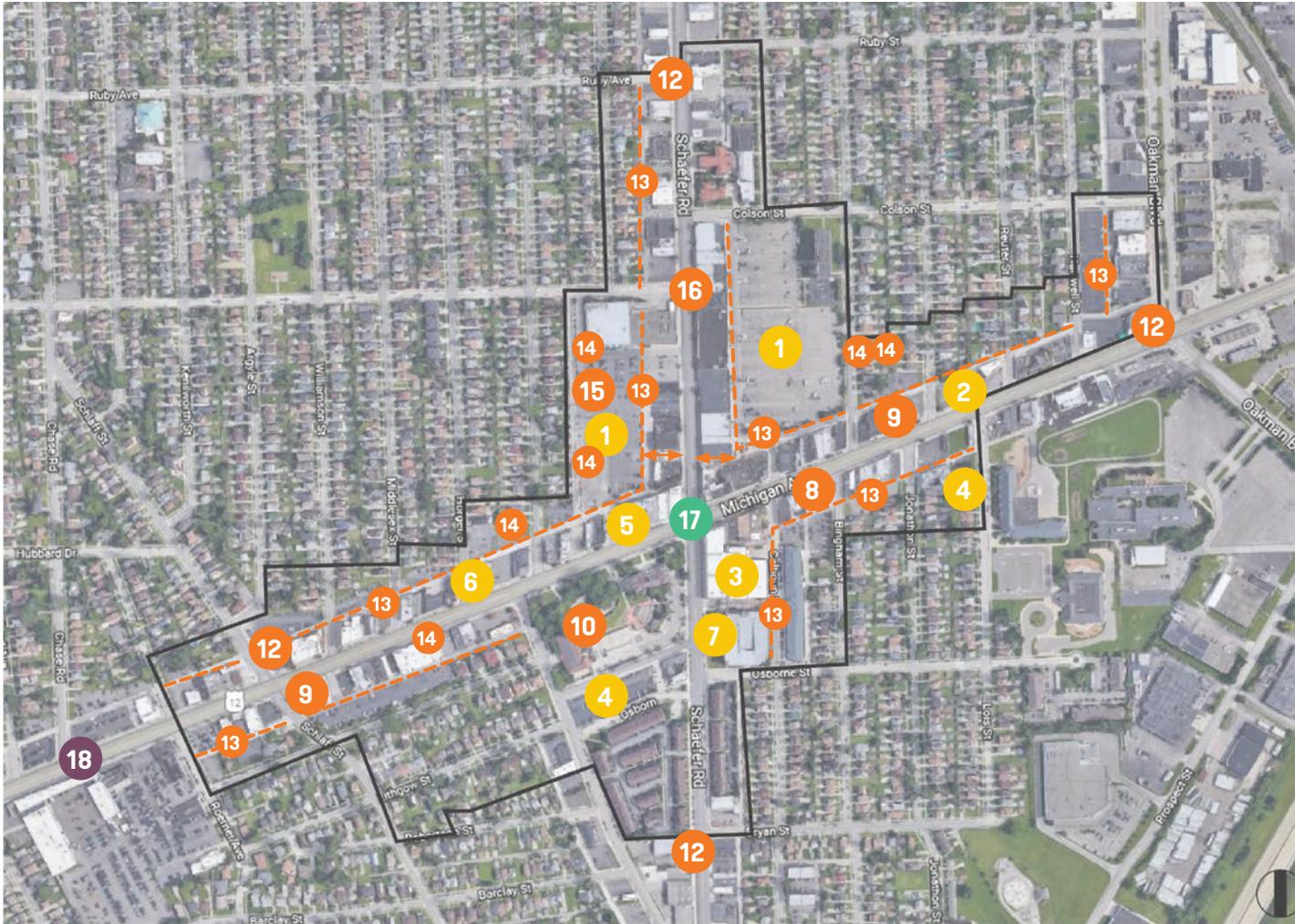
- 14 Cavnué Autonomous Vehicle/ Transit Corridor
- 15 Living Street Design to Train Station

OTHER

- 16 Farmers Market Shelter
- 17 Expand DDA/TIF boundary east

EAST PRIORITIES

Toolkit in Action



East Downtown Vision

A hub for arts and culture Community-minded, creative and multicultural, Downtown East Dearborn is centered on several walkable blocks of Michigan Avenue extending both east and west from the Smithsonian-affiliated Arab American National Museum and the nationally recognized City Hall Artspace Lofts across the street. With art showings, galleries and events in City Hall Park such as each summer's free Jazz on the Ave concert series, Downtown East Dearborn's vision of arts and culture is catching on.

REDEVELOPMENT

- 1 Redevelopment Site: Sustainable parking lot project)
- 2 Redevelopment Site: former Pizza Hut
- 3 Vacancy/Redevelop: Dearborn Town Center
- 4 Infill Development Site
- 5 Vacancy/Redevelop: Manufacturers Bank
- 6 13850 Commercial Building Redevelopment
- 7 Redevelopment Site: Mixed-Use

STREETSCAPE

- 8 Block Facade Design Study
- 9 Potential New Pocket Park
- 10 City Hall Park Redesign
- 11 Streetscape/Road Diet/Mid-Block Crossing
- 12 Gateway Entry Signage
- 13 Pedestrian improvements to the alleys
- 14 Parking Lots Improvements
- 15 Mobility Hub
- 16 Schaefer Streetscape Improvements

TRANSPORTATION

- 17 Cavnu Autonomous Vehicle/ Transit Corridor

OTHER

- 18 Align DDA and TIF Boundary and expand west

DEARBORN 2040 Downtown Vision

Downtown Dearborn is where cosmopolitan meets community: Access all the amenities of big city life — without sacrificing a sense of belonging. It's a cohesive community with next-gen appeal, enriched by walkable public spaces, cultural vitality and innovative retail diversity. A scaled-down-yet-still-urban destination defined by talent, drive and diversity. As one of the most desirable cities in the United States to live and top regional destinations to visit and work, it is truly a place that locals are proud to call home and hub of activity where everyone is welcomed and included to celebrate in its rich tapestry of cultures, ideas, foods, festivities, education, recreation, tourist attractions, arts and history.

Keep your cosmopolitan outlook. Cherish your community traditions. If that's the balance you're after as you set out to make your mark in the world, then Dearborn is where you'll find it.

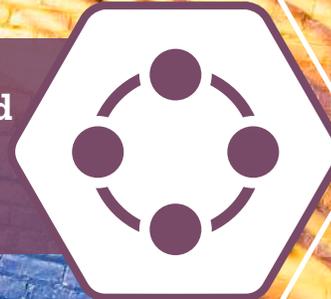
DIVERSE

From people to places to experiences, Dearborn offers the diversity of a city several times its size.



CONNECTED

Dearborn is the place to feel and be connected — to the rest of the world, to Detroit and the region and to the people around you.



INNOVATIVE

From Henry Ford to today and beyond, Dearborn has been a magnet for people who want to do something different and make their ideas happen.

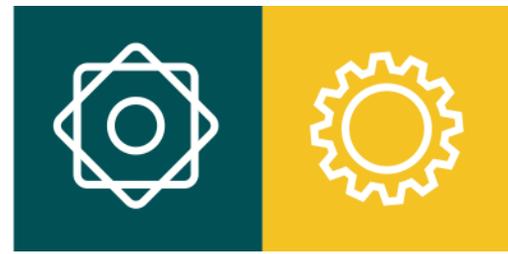


Contact:
www.downtowndearborn.org
info@downtowndearborn.org
313-943-3141





DOWNTOWN DEARBORN STEERING COMMITTEE MINUTES



December 1, 2021

9 a.m.

Attendees: Mike Kirk, Peggy Richard, Hassan Sheikh, Jeff Lynch, Jackie Lovejoy, Eric Woody, Cristina Sheppard-Decius, Steve Deisler, and Janet Bloom.

A. Vision Plan Document Review

Add in Trailway Connection, add bright colors so items pop on page. Clean up some verbiage. Missed connection items we talked about adding. Need more specific call outs with balloons. Land use in background is good to see use. Arrows are too muted - use mustard yellow to pop color. Freeway gateway needs to pop, too.

What can visually and physically connect both downtowns? Look at impactful signage.

Wayfinding sign - Mike Kirk: Midland has fun and colorful signage. Hassan: with highway intersection - good opportunity to "join" community. Steve Deisler: Sterling Heights - illuminated towers with various colors. They are also around Woodward.

Have buildings illuminated throughout the year - AAA Headquarters, Ford Headquarters, and previous Hyatt location; Jeff will contact Workspace Experience Mgr., have it throughout the year.

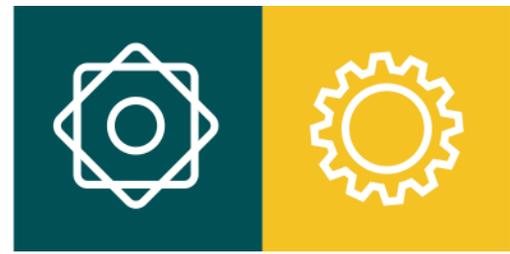
Showcase Art and Cultural corridors and activities. History of Michigan Ave. Add conversation on Smart Technology. Discuss Road Diet. Smart/Heritage Corridors. Jackie: adult playgrounds with gliders and other equipment for health.

Mike Kirk - Given restrictions at each end, it won't impact flow to take the stretch between downtowns and take one lane on either side to create a promenade between two downtowns. Can do biking/walking trails, benches, education, stopping points for interest and improve pedestrian experience. Like High Line in New York. Add curblines, and elevate inner lane in either direction.

Eliminate barriers - Greenfield flyover. It would be an economic improvement to improve visibility and traffic if flyover removed. Fairlane Town Center - connect with new GM. Comments have been those getting off bus find it a challenge and also hard to connect Universities to Fairlane Town Center.

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



Change some of the text- outline white text with black lines.

Goals and Objectives:

Building Design - Mike: improve walkability in inviting space and sidewalks, would that change title of "building design". Title it "Built Environment" - create inviting walkways and space to improve walkability and pedestrian experiences. Don't list everything, it ends up creating tasks.

Living - add senior family and family housing. Hassan - need studies on how to make it more development friendly. Steve - address variety of design styles and cost.

MAPS:

Implementation Roadmap: be sure to read thoroughly.

Priorities Maps:

West - either add #3 or renumber

East - TIF boundary map (#18 not on map). Need to be sure it is on for East and West. Maybe indicate in first map so clearly defined but currently doesn't have districts on it indicated. Check to see if anything missed. No center section since first map covers those items.

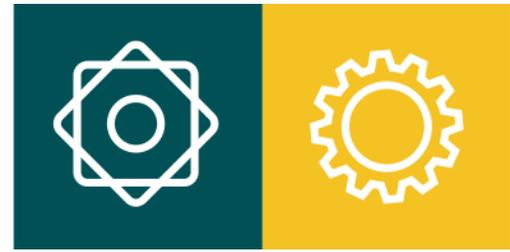
Last page - make it a one page flyer so it's a takeaway. User might be funder, a business we can recruit. Mike Kirk: have CBRE review packet to see what developers are looking for. Jeff Lynch offered team at Ford to review, too. This will be a key part. Boards will also be reviewing. Have Dearborn Board of Realtors to review. Have all Chambers review: Yemeni Chamber and Arab American Chamber - invite them to next board meeting. Present draft to boards in December, then January and February, plan to have a community session (with council also invited) and a council session for review.

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DOWNTOWN DEARBORN DESIGN/EV COMMITTEE MINUTES



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>

December 8, 2021
2 p.m.

Attendees: Mike Kirk, Hassan Sheikh, Mark Guido, Jeff Watson, Steve Horstman, Matthew Diesler, Steve Deisler, Cristina Sheppard-Decius, and Janet Bloom.

Agenda

- I. Open Door Dearborn
 - a. Budget

FYE 20 and FYE2021 - Given out 6 grants this year (3 per district). \$35,000 committed in East and \$30,000 committed in West. We have some funds left in each.

There are potential grants on the horizon: 7-8, 2 for sure in the next two months (Baba's for facade work - awning/landscaping and 13355 Michigan - next to Hawaiian Nails. Nothing coming to the next board meeting.

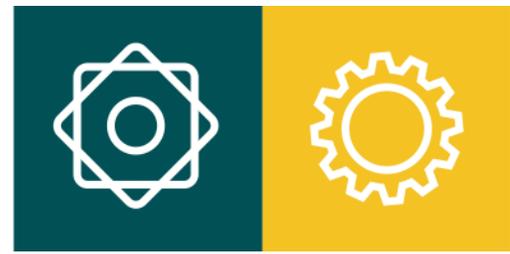
We went through funds quickly so thought was to be more strategic or targeted in awarding grant dollars, for example, signs versus facades versus interiors. This will need further discussion. We may run out of budget before June 30, 2022.

Jeff Watson - do a photograph library of before and after plus a streetscape view. Agree to increase budget but need to have conversation on where can we get biggest impact for the downtowns. Need to look at options for location of Farmers Market Shed and need to look at it from an urban design format.

Mike: other projects only support facades and leave rest to building owners. It allows for a higher impact on public look.



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Mark - set line items for facades, signage and interiors. Then assign priorities and indicate bulk is facades.

Mike: West has form based codes. If someone does over the top signage then can consider to give more grant money as a premium if deemed appropriate.

Mike - maybe put an upper limit so it focuses on small businesses; Steve stated Kalamazoo tried and city's legal said it was not allowed. Steve will get legal opinion from Kalamazoo. Must review both projects. How do you define "return on investment" - took rate of return or return on investment as a deciding factor if needed to select competing projects.

Jeff - are there guidance or standards we can put in place to help generate connection with those with certain types of improvements that helps direct dollars to those businesses in greater need.

Mike - have scoring reflect the desire for smaller business or scale of project.

Open Door grant already has measurement of businesses that the downtown is seeking to help add weight to selection.

Steve - more vacancies and need in East currently. Potential grant applications - most are qualified for \$10K grant, 8 new people coming in. Suggestion is \$20K per district per year increase for grant program. Amend budget if we can find source. Mike - that amount is appropriate if we stick with facades only. If doing more than facades, then \$40K per district per year is more appropriate. Currently, \$40K budgeted in each district per year.

In 2020, spent \$37,500 in East. In 2020, spent \$17,500 in West.

Right now, \$5K left in East and \$10K left in West.

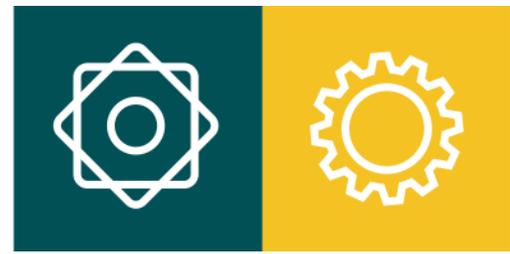
Mark - talk to finance to see if these can be considered projects so they roll automatically. If this program is staying around. Can do even if not committed dollars. Rather than doing carry forward each year.

Motion to add \$20,000 to each district for the remainder of the year, fiscal year 2022, to only support facade and signage work only.

Motion to approve was by Mark Guido, seconded by Jeff Watson.



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All eyes. No oppose. Motion passes.

b. Project Updates

Steve - hope that Baba's and Issam's project to come in within the next month. Baba's is facade and landscaping and Issam's for facade work.

II. Market Research

- a. Cobalt Contract - company does detailed retail and market analysis with phone/tracking data of customer use and business use. Looking for a total of four reports. Two seasons of data: Fall and Spring ,per district. Will be used for planning and visioning process. Quote was \$2700, to be split equally. Reports will include scope of work: visitor demographics, home locations, market spending patterns, and frequency of visits. Compare results with common data source - age groups, income levels and dollars spending. Sent sample of project from Minnetonka, MN to DEV Committee. Would like to have Will onsite and to pick and choose what data we want to capture. Steve - will contact Will to set up another meeting. DEV committee can't spend money. Next step is to meet with Will and finalize data report. Cristina - it would go to board to notify where we are pulling funds from for this expenditure since it was not a planned project but is under the \$3K. Will do meeting then plan to present to board either January or February.

III. Business Development & Assistance

a. Initiate Program

Cristina and Steve Horstman have gone through the training. Information available online to grow or starting a business. Marketing, financial planning, projections, etc. We can offer to help businesses and show them program. Businesses can do survey to discover what areas they need help. Cristina can then help that business and also it would point them in the direction of answers online. Cristina will send link to DEV Committee. This is a great small group or one-on-one training on bank of computers.

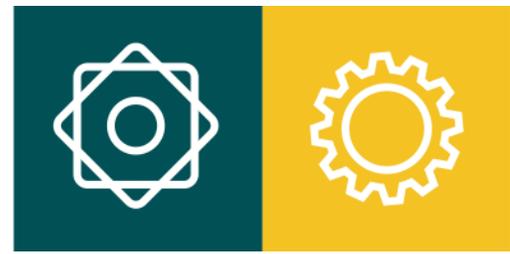
b. BAT Relaunch & Flyer

10 businesses stepped forward and were able to assist 3-4. Due to



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other priorities stepping forward, we had to step back on program and in turn, number of applicants dropped. Talked about doing small business meetings at businesses and bring in an expert or targeted talks to businesses. Challenge is business owners don't have a lot of time to do.

- c. PACE Program - energy efficiency and sustainability and it is a funding mechanism. Focused on small to large businesses. Our local contact comes to businesses and helps them launch. Mike - seems to require lots of information and may not be getting projects to the finish line. Suggestion made to bring contact in to answer about possible barriers and how to remove those. It is paying back on your loan via taxes. No personal guarantee needed. Steve will get meeting on the books for a presentation.

- d. Property Updates

Jeff W. - for most part things are on hold until new administration is in, as they get brought up to speed. Howard and Michigan (Tuxedo Bros.) - work session next week with two bidders and CBRE rep. Council wanted to hear more about the back ground on the projects. They may make a formal recommendation before end of year or hold until new administration.

The grass area between parking decks. Ownership is being transferred to the City. Returning parcel to city, Redico looked at site and came to conclusion that it was not developable as they wanted and were under deadline to either develop or return to city.

IV. Budgets

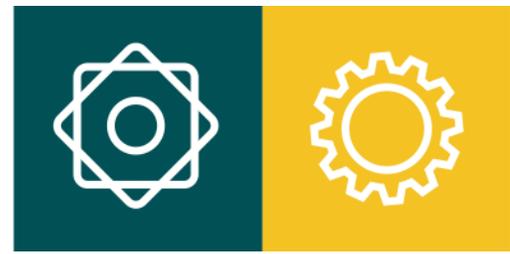
- a. FYE2022 Projects

Streetscapes, bike racks (East and West), building conversions (converting from office to living space - especially upper floors above retail) - use funds for market analysis and concepts. Matt - there are also creative uses of upper floor spaces besides residential. Look at shared access to reach multiple upper developments. Mike - would our contacts from realtors or brokers have case studies to use to demonstrate ideas. Market Shelter design and location; streetscape enhancement - for East tree wells, and markings for shared streets and rest are planting materials. City Hall Park - will be doing community public sessions coming up - need to find funders, foundations, grants and partners. Need to



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build in funds for engineering and construction. It will show up in your budget a different way since CBI.

b. FYE2023 Recommendations

For East, Schaefer and pocket parks that have been identified. Do more tree wells in East and streetscape enhancements in both East and West. Look at comparison East to West. Over the Road banners - one in West, suggest one on Schaefer; digital billboards - two in West - do we look at having one in East. Incubators and popups; plan revisions with downtown development plan and TIF plan, internship program - with schools to work with us on data - longevity (usually only in 3 months).

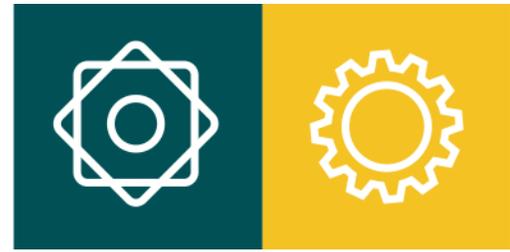
- V. Vision Plan Overview
- VI. Committee Recruitment (Should align with our Vision Plan)
- VII. Multi-Modal & Physical Improvement Projects Updates
 - a. Bike/Scooter Facilities
 - b. Public Spaces
 - c. Infrastructure
 - d. Landscape/Maintenance
 - e. Art



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



DOWNTOWN DEARBORN PROMOTIONS COMMITTEE MINUTES



December 8, 2021

9 a.m.

Attendees: Julie Schaefer, Katie Merritt, Elizabeth Curran, Matthew Dietz, Eric Woody, Chris Sickle, Helen Lambrix, Cathleen Francois, Cristina Sheppard-Decius, and Janet Bloom.

A. Communications/Social Media

a. Report

October: Impressions over 117K, engagement was 104% of goal of 58K, 107 new followers.

November: 170K impressions for a total of 2.95 impressions. Impressions were over 3 million. Lots of people sharing. We did boost lots of content due to events. Boosts - it comes up in feed more often but no "sponsored" in Facebook feed. Grew the audience this month. Top posts: like the Dearborn video - it was shared frequently. Constant Contact share and winter events. IG - they can save to look at later or send a direct message to others. We get higher impressions for DM shares. The WDIV did a news segment interviewing Jay Kruz and Katie Merritt for Shop Small and that was popular. Need to have businesses track customer return trips and good to ask where from/what drew them in.

Katie: several customers declined in doing the QR codes for prizes but still participated in the event. No prize listed with QR codes so maybe that was a deterrent. Pine Coast - mixed message - 10% versus 20%. Also, the discount was automatically applied to purchase. Cathleen - 20% for day of kickoff and 10% for remainder of time. Katie: if not giving automatically, need to have it say "mention Shop Small for discount". Cristina Sheppard-Decius: need to include a

Join Zoom Meeting
<https://zoom.us/j/308973055?pwd=Sy9GNlBxAGZ4UmgxRlZrRzk3WTdHQ09>

Meeting ID: 308 973 055
Password: 123811

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

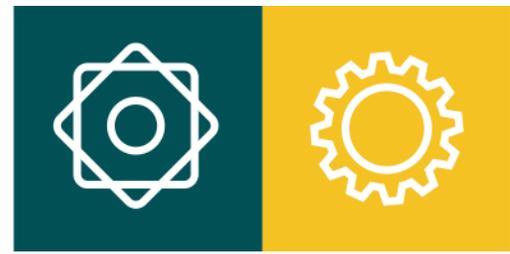
Dial by your location
+1 929 205 6099
US (New York)
+1 312 626 6799
US (Chicago)
+1 301 715 8592
US

Meeting ID: 308 973 055
Find your local number: <https://zoom.us/u/adku9nqyrM>

Join by Skype for Business
<https://zoom.us/skype/308973055>



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way for folks to sign up for Constant Contact at events/social media campaigns. Matthew: do an informational reel, and walk them through what they need to do. Helen: plan in 2022 for more strategy of videos on various platforms. Looking for a more organic look and more personal feel in social media.

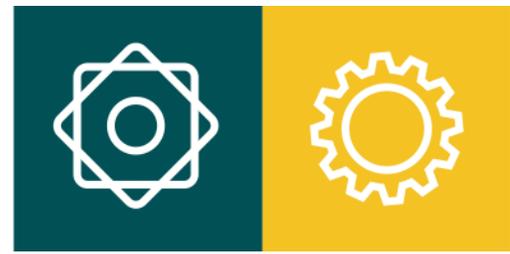
- b. Publitas – magazine style eblast (<https://www.publitas.com/>)
From MFEA Constant Contact, it was a clickable magazine with videos. It was more stylized. Need to add to budget by Dec. 10 if want to proceed. December 10 is last day for budget requests for FYE 2023.

B. 3rd/4th Quarter Event Reports/Feedback

- a. Shop Small (and Fall Events)
Adopt a Tree Well - start efforts earlier next year; Pumpkin Carving - great posts, great event, Blick banner drew attention, painting option well received.
Shop Small - 31 businesses participated; will do a survey to businesses. Will get word out on how businesses participate.
- b. Shop Small Kick Off Event - lots of wonderful pictures came through; Toys for Tots - can expand on in 2022; look at reviewing whether it is the right weekend and should it be its own event and change times. Reindeer were a draw. By 2pm, it was busy. Katie: not sure who was planning to attend already or who came out for event. Nice event. Yes, readjust timing, etc. Shop Small swag - get it later each year and quantities reduce each year. Consider doing "Dearborn" specific swag instead. Still do American Express swag, too. Matthew: timeframe was a little off. Great venue. Maybe card-making for a couple hours. Katie: all the activities on one day; maybe add other activities on other days. Matthew: make experience of shopping key - knowledgeable staff, etc.
- c. Winterfest Market - Breakfast with Santa - oversold but Sam said he would accommodate extra guests. Localhop doesn't have great



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controls on that. Have waitlist for crafters; due to temperature of 61 and rain - no ice carving.

C. 1st Quarter Events 2022 – DRW

- a. Dearborn Inn has interim manager so working on kickoff location. March 18-27, 2022.

D. Sponsorship Outreach/Goals FYE2022 (June 30)

East was \$90,000, West was \$55,000. East needs \$79K still; West, still need additional funds. Provide our team with contacts or suggestions on reach out.

E. FYE2023 Budget

- a. Branding/Promotional Items Needed for Year

What's a DDDA - multilingual - piece to hand out at events; evergreen restaurant brochure; up Shop Small budget for bags and other swag. Restaurants - brown paper bags and plastic bags with Downtown Dearborn logo. Use bags during DRW. If canvas bag - get discount when you shop. Bump stickers- or 3x3 squares.

DTE - GFI issues with streetlights still in East. They keep tripping.

F. Storytelling Time– What's Happening Around Town

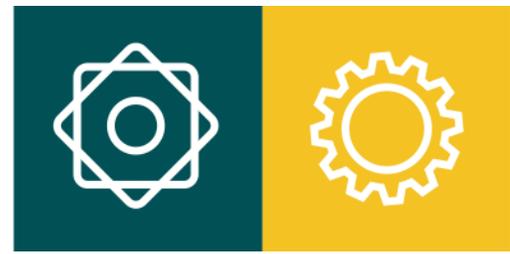
G. COMMITTEE ASSIGNMENTS/TAKE AWAYS

- a. Matthew: Chris at Imageworks - window gallery is open and may be doing something this weekend. Helen, check to see if we can post about it.
- b. Better Health Market - delayed opening - sounds like January or February opening.
- c. Julie with Library - pulling back in person programming - especially for 5 and under. Notices were sent. Moving it to virtual. Sent revised newsletter this week. If attending a program, please wear mask, general library areas - same as city directive. Movies are doing well. Grant for Immunity for Communities received - it is to spread message to those who have strong



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reservations on vaccines and to have it in various languages. Library Foundation working on fundraising and will have more details.

- d. Non-profit group - Janet suggested to do a non-profit/community organization meeting to meet each other, share calendars and share volunteer opportunities and collaboration efforts. Yes, proceed to do sub-committee to update current list of non-profits and community organizations. Consider a quarterly meeting setup.

H. TO DO/DISCUSSION FOR FUTURE

- a. Legal/Financial Collection of Funds on Square/Paypal
- b. Fan Club Drive/Friends of Downtown Dearborn



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Downtown Dearborn Social Media Metrics - Jan. - November 2021

IMPRESSIONS

Total for 2021: 2,949,800 (up 125.8%)

- Goal: 1.65 Million
- 2020 Comparison: 1,464,858
- 2019 Comparison: 2,531,751

Impressions per Platform:

Facebook: 1,995,378
Instagram: 917,689
Twitter: 36,704

ENGAGEMENT

Total Engagement 2021: 63,016
(up 37.3%)

- Goal: 58K, 108% of goal

Engagement Rate per Impression: 2.1%

Engagement per Platform:

Facebook: 56,096
Instagram: 6,497
Twitter: 423

AUDIENCE

2021: 16,685 (Up 12.2%)

- Goal: 18K
- GROWTH: 2021 total: 2,682

Audience Growth per Platform:

Facebook: 1,013
Instagram: 1,533
Twitter: 136

Facebook Top Posts:

Downtown Dearborn
August 12

Downtown Dearborn Movies in the Park is happening tomorrow night (Friday) at Wagner Park! Bring the fam, grab a bite to eat, set up your lawn chairs or a cozy blanket and join us for a screening of the movie "Dolittle."

The movie starts at 8:30 PM, so get here early to secure your spot and enjoy a summer evening with us in #DowntownDearborn!

#Dearborn #summerfun #loveyourlocal #thingstodoindearborn #familyfriendlydearborn #metrodetroitkids

3,840 People Reached
611 Engagements

Performance for Your Post

3,840 People Reached

114 Reactions, Comments & Shares

53 Like	38 On Post	15 On Shares
18 Love	10 On Post	8 On Shares
3 Haha	3 On Post	0 On Shares
28 Comments	20 On Post	8 On Shares
12 Shares	12 On Post	0 On Shares

497 Post Clicks

16 Photo Views	19 Link Clicks	462 Other Clicks
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NEGATIVE FEEDBACK

6 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Downtown Dearborn
August 4

Let's get Lunch, Dearborn!
Why not get out of the house or the office today and stop by Lile's Ham Sandwich Shop?

Located at 13800 Michigan Ave. in our East Downtown, Lile's is a long-time Dearborn institution that has been operating since 1965. Keeping the menu simple, with a small selection of premium ingredient sandwiches, soup, and soft drinks. Lile's is a great place to swing in to grab a bite to eat on your lunch break! They are open from Monday - Friday, 10 AM - 3 PM!

4,082 People Reached
514 Engagements

Downtown Dearborn
July 27

Have you noticed the mural going up on the side of Blick Art Materials? The Pockets of Perception PCP Design Team has been working hard this summer to create this new piece of public art for everyone to enjoy! This group is made up of students, who work together to create the mural design under the direction of artist/educator Sunshine Durant. They are part of each step in the process, from participating in team building exercises, interaction with professional artist mentor... See More

2,946 People Reached

148 Reactions, Comments & Shares

97 Like	37 On Post	60 On Shares
29 Love	7 On Post	22 On Shares
2 Wow	0 On Post	2 On Shares
13 Comments	2 On Post	11 On Shares
7 Shares	7 On Post	0 On Shares

176 Post Clicks

41 Photo Views	0 Link Clicks	135 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Instagram Top Posts:

downtowndearborn



downtowndearborn Have you noticed the mural going up on the side of Blick Art Materials?

The Pockets of Perception (POP) Design Team has been working hard this summer to create this new piece of public art for everyone to enjoy!

This group is made up of students, who work together to create the mural design under the direction of artist/educator Sunshine Durant. They are part of each step in the process, from participating in team building exercises, interaction with professional artist mentors, conducting si... [More](#)

Jul 27, 2021

Post Performance

👍 80 💬 3 ➦ 13 📄 3

Interactions

10

Actions taken from this post

Profile Visits **10**

Discovery

714

Accounts reached

5% weren't following you

Follows	2
Reach	714
Impressions	948
From Home	879
From Profile	42
From Hashtags	2
From Other	25

downtowndearborn



downtowndearborn Have you had a chance to check out the ZAPI Art Project? These utility boxes got a colorful makeover a few weeks ago and the art is settling in to the Wagner Park area nicely now, don't you think?

It's going to be sunny tomorrow afternoon, why not stop by the last @dearbornfarmersandartisansmkt (between 2-7 PM) and get a look of the art up close and in person?

Thank you to the artists for their contribution to our downtown beautification, and thanks again to the Padzieski Art Gallery and the... [More](#)

Sep 23, 2021

Post Performance

👍 77 💬 5 ➦ 0 📄 1

Interactions

8

Actions taken from this post

Profile Visits **8**

Discovery

727

Accounts reached

5% weren't following you

Follows	--
Reach	727
Impressions	934
From Home	878
From Profile	28
From Explore	7
From Other	21

downtowndearborn



downtowndearborn Welcome back to Campus U of M Dearborn!

We're onsite with the Dearborn Area Chamber, welcoming students back to Dearborn and encouraging them to hit the town and enjoy everything #DowntownDearborn has to offer!

👍👍👍

#DearbornLove #CollegeTown #loveyourdowntown #loveyourlocal #supportlocal #supportsmallbusiness @umdearborn @dearbornareachamber

Aug 31, 2021

Post Performance

👍 71 💬 2 ➦ 2 📄 3

Interactions

34

Actions taken from this post

Profile Visits **34**

Discovery

895

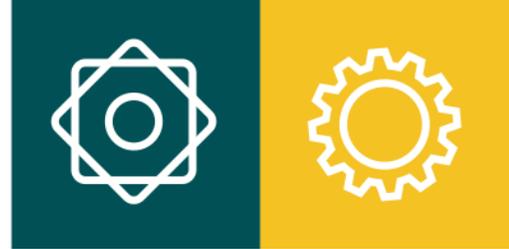
Accounts reached

16% weren't following you

Follows	14
Reach	895
Impressions	1,058
From Home	878
From Profile	53
From Explore	25
From Other	102



Downtown Dearborn
13615 Michigan Ave., Suite B-2
Dearborn, Michigan 48126
313-943-3141
downtowndearborn.org



2021 November Event Report

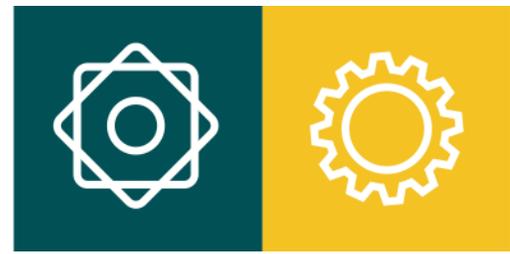
- ATW - 19 businesses participated with stunning to mixed review on their tree-wells. A few businesses opted to do both entrances with emphasis on their optimal customer entrance instead of their Michigan Avenue tree-well.
- Pumpkin Carving /Trick or Treat - What an outstanding event we had this year! All of the 250 Dearborn Fresh and Westborn Market pumpkins were used. A huge thank you to Blick Art for the colorful banner created for our displays! Paints were donated from Blick and were highly popular for the pumpkins. The streets were lined with costumed children visiting the 44 participating businesses, and the maps were a huge help and success.
- Shop Small - 31 businesses were included in the Shop Small campaign this year - a survey has been sent out to all of the businesses to get their feedback. Campaign ran until Monday of this week - results of the survey will be reported at the next meeting.
- Shop Small Kick-Off - Kidcadia Venue was beautiful with very light participation in the morning that increased and peaked between 2pm and 3pm. Activities and Entertainment included - Reindeer and Batting Pens at City Hall Park, Blick Make and Take Cards, pictures with Santa and Mrs. Claus, live entertainment from National Arab Orchestra's Victor Ghanam and young up and coming Dearborn Jazz Artist Anissa Lea, Toys for Tots drop-off in the SMART Flex vehicle out front. TAKE AWAY RECOMMENDATION - have the event later in the day and separate it from the Shop Small Campaign

Upcoming Winter Events

- Winterfest
- Restaurant Week



JOINT DDDA EXECUTIVE COMMITTEE MEETING MINUTES



December 6, 2021

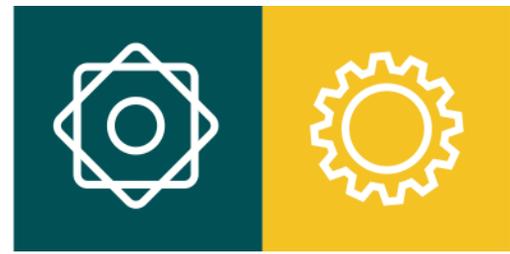
9 a.m.

Attendees: Sam Abbas, Jeff Lynch, Eric Woody, Matthew Dietz, Jeff Watson, Hassan Sheikh, Steve Deisler, Cathleen Francois, Cristina Sheppard-Decius, and Janet Bloom.

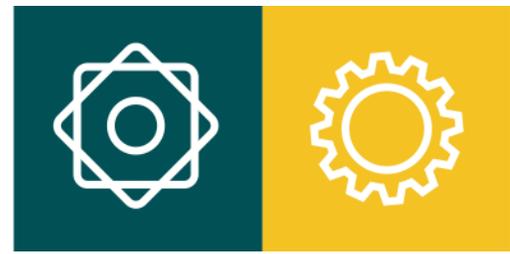
1. JOINT EXECUTIVE COMMITTEE ACTION
 - a. Office Lease
Lease not received from Beaumont yet. As soon as we hear, we will schedule a meeting with the Executive Board for review.

2. JOINT BOARD MEETING AGENDA ITEMS
 - a. Social Media Management Contract 2022
Contract expires end of this month; \$35,400 for year - split equally East and West. \$17,700 each district. Helen gave report last month to board on social media. Engagements are above goal; audience is seeing steady growth - still working on reaching goal. This contract is at least half of what former PR RFP's amounts came in at. Cristina recommends to keep contract as it is. Value of an "on the ground" fills that need. PR - we need to see if another company could handle the media connection side. Steve and Helen have talked about training sessions with businesses to get them active and engaged with social media. One area of consideration is not having enough time to do PR follow up with media outlets to push for further engagement after press release distribution. Matthew - in next contract add trainings for businesses.

 - b. Line Item Reappropriation - Branding
Octane: Reappropriation for West \$57,210.86 and East \$15,947.50. Budgeted \$50,000 for Social District and never launched. We have funds available to do so. Website is designed, and we are still working on creating content. \$480K, spent \$408K, board approved Fall and Winter items; and then we need this reappropriation.
SEO/Search Engine Optimization would be bumped to after July 1, 2022. When we budgeted, we didn't have full amount in PO, which meant we needed to add to PO prior to Carry Forwards so the Carry Forward would cover full amount. PO was shorted but had budgeted for it.
Board had approved \$480K and it would be multiyear. Sam - wants a list of Octane projects. Get a list of deliverables from Octane. Cristina will connect with Octane to figure out what needs to be presented next week.



- c. Graphic Design Services January -June 2022
B covered this portion.
 - d. Snow Removal (legal item)
Met with Premium a couple months ago on service issues and disputed charges. Premium was to provide an "appeal" of our disputed charges. They have since come back recently to say they would absorb the January charges we felt we were double billed on. Purchasing didn't feel that "snow event" was clearly indicated in contract. We felt that we were getting double charged (coming out to correct areas that should have only been charged once or misbilling on snow events).
Janet met with Licia from Legal and Mark and Jay from purchasing to review. Legal reviewing contract for verbiage.
 - e. Draft Vision Plan Presentation
Cristina will email Executive Board the current document for review.
 - f. Missed Payment – POW! Billing of May 2020 Social Media Ad Buy/Board Mtg Expense - \$379.32
Jeff Watson wanted to have Boards review this payment since out of current budget year. Cristina - has plenty of budget so not worried about not being able to cover. It was the last board meeting prior to COVID shutdown. Cristina has put billing reminders at her end to send to Janet and Jeff Watson to help track future payments.
Sam - petty cash or P-card available? Jeff Watson - concerned that staff pays sales tax when not able to get removed. Purchasing is reviewing all policies so we can add this to discussion. POW! Strategies was not given P-card since they are contractors and not employees.
2. WDDDA ONLY ITEM
 - a. none
 3. EDDDA
 - a. none
 4. NEW BUSINESS/DISCUSSION
 - a. Outgoing Board Member Recognitions:
 - a. Mayor O'Reilly
 - b. John McWilliams
 - c. Jan Cislo?? - Staying on board.
Review what other boards have done to see what would be appropriate.
 - b. Event Goals Policy & Participation Fee Policy
Sam - wants to review each event to see if strong enough to be supported by 50% sponsorship. Need to decide how to evaluate events overall.



- c. 2022-2025 Strategic Plan
Will work on this over the next four months. Will need to set up work sessions.
 - d. Board of Director Vacancies/Recruitment
Jeff Watson - one EDDDA board member, Hamzah Nasser, was approved by council. He was sworn in. Jeff preparing two memos for two others who have expressed interest.
There are two openings on West and three openings on East.
5. OLD BUSINESS FOR AGENDA
- a. Office Lease
6. CALL TO EXEC COMMITTEE

JANUARY ITEMS SLATED

- o By-Laws
- o Board Member Job Description
- o Event Goals/Participation Fee Policy
- o Executive Board Nominations & Elections
- o Social Media Ad Schedule 2022
- o SmithGroup Services 2022 via POW! Strategies

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Beaumont Office Lease 2021-EDDDA

Date Adopted: November 18, 2021

Motioned by: Director Jay Kruz

Seconded by: Director Janice Cislo

WHEREAS: At its October 21, 2021, Joint DDDA Board meeting, the EDDDA and WDDDA resolved to not renew the shared lease of office space in the Connector Building at City Hall Artspace Lofts, 13615 Michigan Avenue Building, expiring December 31, 2021; and

WHEREAS: A Non-Renewal Letter was sent certified mail, regular mail and email to Artspace on November 1, 2021; and

WHEREAS: A new lease agreement occupying 3,371 sq.ft. with Oakwood Healthcare, Inc. in the Beaumont building located 4700 Schaefer Road, Suite 360, Dearborn, MI 48126, is recommended; so let it be

WHEREAS: The one-year lease with four one-year options to renew with Oakwood Healthcare, Inc. shall commence on December 15, 2021;

WHEREAS: Oakwood Healthcare, Inc. will subsidize the market rate rent for a total of \$2,000 per month (\$7.12psf) gross rent including furniture, but excluding electricity, adjusted annually by the Consumer Price Index (CPI); and

WHEREAS: The EDDDA and WDDDA shall continue sharing office space and split the rent and electrical costs equally;

WHEREAS: Amendment to the EDDDA adopted FYE2022 budget of \$7,500 for building rental is necessary; and

RESOLVED: The EDDDA Board authorizes the Manager of the DDDAs to execute a one-year lease agreement with four one-year renewal options with Oakwood Healthcare, Inc., in the Beaumont building located at 4700 Schaefer Road, Suite 360, beginning December 15, 2021 in partnership with the WDDDA, subject to the review and approval by Corporation Counsel ; furthermore

RESOLVED: The EDDDA will share rent with the WDDDA in an amount of \$1000 monthly from the Building Lease budget line item 297-6100-911-44-10 plus 50% of monthly electrical costs; furthermore

RESOLVED: The EDDDA amends its FYE2022 building lease budget line item to \$11,915 annually by reappropriating \$4,415 from account 297-6100-911-51-00.

Yes: Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark G. Guido, Director Jay P. Kruz, and Director Kamal Turfah

No:

Abstained: Vice Chairperson Eric Woody

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Beaumont Office Lease 2021-WDDDA

Date Adopted: November 18, 2021

Motioned by: Director Jackie Lovejoy

Seconded by: Secretary-Treasurer Jeff Lynch

WHEREAS: At its October 21, 2021, Joint DDDA Board meeting, the EDDDA and WDDDA resolved to not renew the shared lease of office space in the Connector Building at City Hall Artspace Lofts, 13615 Michigan Avenue Building, expiring December 31, 2021; and

WHEREAS: A Non-Renewal Letter was sent certified mail, regular mail and email to Artspace on November 1, 2021; and

WHEREAS: A new lease agreement occupying 3,371 sq.ft. with Oakwood Healthcare, Inc. in the Beaumont building located 4700 Schaefer Road, Suite 360, Dearborn, MI 48126, is recommended; so let it be

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WHEREAS: The EDDDA and WDDDA shall continue sharing office space and split the rent and electrical costs equally;

WHEREAS: Amendment to the WDDDA adopted FYE2022 budget of \$7,500 for building rental is necessary; and

RESOLVED: The WDDDA Board authorizes the Manager of the DDDAs to execute a one-year lease agreement with four one-year renewal options with Oakwood Healthcare, Inc., in the Beaumont building located at 4700 Schaefer Road, Suite 360, beginning December 15, 2021 in partnership with the WDDDA, subject to the review and approval by Corporation Counsel ; furthermore

RESOLVED: The WDDDA will share rent with the WDDDA in an amount of \$1000 monthly from the Building Lease budget line item 296-6100-911-44-10 plus 50% of monthly electrical costs; furthermore

RESOLVED: The WDDDA amends its FYE2022 building lease budget line item to \$11,915 annually by reappropriating \$4,415 from account 296-6100-911-51-00.

Yes: Vice Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark G. Guido, Director Jackie Lovejoy, Director John L. McWilliams, Director Karen Nigosian

No:

Abstained:

Absent: Chairperson Sam Abbas and Director Audrey A. Ralko

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Open Door Business Grant Program - Deadline Extension - Dearborn Investment Co. LLC / Better Health

Adopted: November 18, 2021

Motioned by: Director Jackie Lovejoy

Seconded by: Director John McWilliams

WHEREAS: The WDDDA participates in the Open Door Grant Program and offers funds to businesses for building improvements; and

WHEREAS: Dearborn Investment Co. LLC (property owner) and Better Health (tenant) were awarded a \$10,000 Level III Open Door grant on November 18, 2020, to apply to roof and concrete sidewalk repairs ; and

WHEREAS: The Open Door Grant Guidelines require that grant recipients complete their project improvements, secure a Certificate of Occupancy and are open for business within one year of grant award; and

WHEREAS: The property owner and tenant are requesting a 90-day extension to complete the project due to supply chain delays; so let it be

RESOLVED: The WDDDA authorizes Dearborn Investment Co. LLC (property owner) and Better Health (tenant) 90-day extension of the Open Door Dearborn Grant requirements to complete their project and open for business; furthermore

RESOLVED: The new deadline for project completion and opening is February 18, 2022, subject to review and approval by Corporation Counsel.

Yes: Vice Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark G. Guido, Director Jackie Lovejoy, Director John L. McWilliams, Director Karen Nigosian

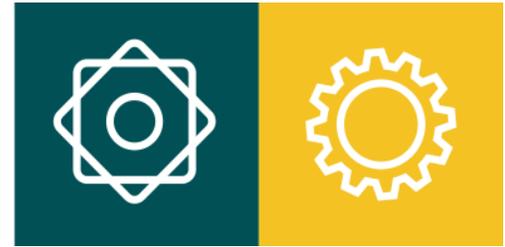
No:

Abstained:

Absent: Chairperson Sam Abbas and Director Audrey A. Ralko



DOWNTOWN DEARBORN BIKE SHARE/MOBILITY COMMITTEE MINUTES



December 2, 2021

11:30 a.m.

Attendees: Marc Brigolin, Tracy Besek, Steve Deisler, Dave Norwood, Steve Horstman, Kari Woloszyk, Chris Small, Tim Harrison, Cristina Sheppard-Decius, and Janet Bloom.

I. DDDA Board Support - 11/18/21

A. Create two documents: General Program Overview and FAQ's.

SPIN presented a good Scooter presentation to DDDA boards at board meeting Nov. 18. General questions of how to control, where are they operating, what are the costs and how are we monitoring and how is it maintained. FAQ's segment was very helpful. Plan to use PPT as tool for people to access to learn about the program and how we plan to implement. Plan to do a general overview and one as a FAQs. Marc - can host a one-pager on transportation website. Forward any comments to Steve to add to PPT or overview of program. Tracy - yes break into smaller parts. She will share with Bike Dearborn. Need to be sure that it is a proposal and not city council approved yet. This plan will be presented to new administration for review and approval.

II. Public Outreach - December 2021/January 2022

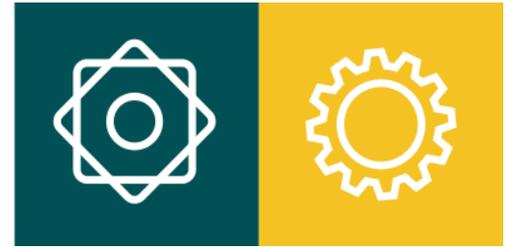
A. Informational - Social Media

B. Direct contact with area agency contacts - who?

Steve: targeting around April for launch. Still need MOU and scooter ordinance. Ordinance takes two readings. Want to encourage the committee to reach out to area groups, etc. with PPT. Get list of agencies who would prefer a Zoom recording. Conduct a structured short Zoom meeting with SPIN and record it and cover FAQs during it and post on website. Marc would like the presentation for their Student Government. Cristina would like to try and engage with students.



DOWNTOWN DEARBORN BIKE SHARE/MOBILITY COMMITTEE MINUTES



III. Next Steps - End of January 2022

A. Advisory Memo for Work Session

Goal is to get a revised memo and get it prepared for a work session. We will add specifics received in the last month. We hope to have official program request to city council a couple weeks after that. It may be early February for that. Work with city staff to prepare MOU and ordinance. Plan to get community support prior to bringing to council. Work sessions are currently in person but COVID dependent. Evaluate who we should include such as community supporters.

B. City Council: Program Support and Authorize Staff to prepare MOU and Scooter Ordinance.

Do we need ordinance before MOU is signed? Ideally go hand in hand. Steve and Dave will create schedule.

Chris Small – look to parallel scooter program with larger return to work first quarter of next year. Already have a plan in place and locations selected. Ford would have different requirements with items such as workers compensation and different user interfaces since additional red tape with liability touching on always wearing a helmet, proper shoes, etc.

Figured out with SPIN to use Ford employee IDs. Ford will do hubs on campus. Working with SPIN on lock and unlock, etc. Chris works with Frank and a few others so makes process seamless.

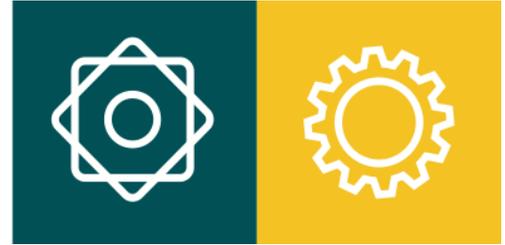
Steve: we have work to do on hub and location maps.

Chris- geomap certain areas. Maybe a conversation on how to educate areas where scooters cannot be. SPIN has experience with geofencing.

Trail is only good connection to get students to downtown. Need to define what is allowed on trail. SPIN can control speed of scooters. Marc supports scooters going on trails since it is the connector to downtowns. Chris - Usually it is a speed restriction, not an equipment restriction.



DOWNTOWN DEARBORN BIKE SHARE/MOBILITY COMMITTEE MINUTES



Key point to get resolved is where geofencing should be. Wayne County Parks may need to be involved in regards to trail. Dave Norwood has two contacts: Alicia Bradford - Friends of the Rouge, Elizabeth Isler-Wayne County Parks. Dave emailed to both about this program.

David – U of M-Dearborn would need to set up their own MOU with SPIN but city can provide draft to utilize.

Cristina - great if we can roll out items by Fall, bikes may not happen until 2023.

Grants – letter of support for upcoming grants would be welcomed from U of M-Dearborn.

January meeting is 1/27/2022.

Cristina and Marc to connect on when to facilitate at U of M.

Tim Harrison – add additional hubs – Steve will connect with Frank about suggested areas.

Northside of Outer Drive/Tenny/Beech. Monroe between Carlyle is top spot - Actually Monroe – from Michigan to Outer Drive.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Board Attendance Absence Waivers-EDDDA

Date Adopted: November 18, 2021

Motioned by: Secretary-Treasurer Matthew Dietz

Seconded by: Director Mark Guido

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) recognize the benefit of engaged board members with consistent attendance at monthly board meetings; and

WHEREAS: The EDDDA and WDDDA board members have provided their reasons for absences for the 2021 calendar year for absence waiver consideration; and

WHEREAS: The following EDDDA Board Member has met the criteria for absence waivers for the October 2021 monthly board meeting, excluding any special board meetings:

Jay Kruz - October;
so let it be

RESOLVED: The EDDDA agrees to approve the presented absence waiver and excuse the absence as indicated by Jay Kruz for the monthly meeting conducted in October 2021.

Yes: Vice Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark G. Guido, Director Jay P. Kruz and Director Kamal Turfah

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Board Attendance Absence Waivers-WDDDA

Date Adopted: November 18, 2021

Motioned by: Secretary-Treasurer Jeff Lynch

Seconded by: Director Mark Guido

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) and East Dearborn Downtown Development Authority (EDDDA) recognize the benefit of engaged board members with consistent attendance at monthly board meetings; and

WHEREAS: The WDDDA and EDDDA board members have provided their reasons for absences for the October 2021 board meeting for absence waiver consideration; and

WHEREAS: The following WDDDA Board Member has met the criteria for an absence waiver for the October 2021 monthly board meeting, excluding any special board meetings:

Jackie Lovejoy - October;
so let it be

RESOLVED: The WDDDA agrees to approve the presented absence waiver and excuses the absence of Jackie Lovejoy for the monthly meeting conducted in October 2021.

Yes: Vice Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark G. Guido, Director Jackie Lovejoy, Director John L. McWilliams, Director Karen Nigosian

No:

Abstained:

Absent: Chairperson Sam Abbas and Director Audrey A. Ralko

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2022 Officer Nominating Committee

Date Adopted: November 18, 2021

Motioned by: Mayor John O'Reilly

Seconded by: Director Janice Cislo

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 Eric Woody, Matthew Dietz, and Mark Guido to be appointed to the 2022 Officer Nominating Committee.

Yes: Vice Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark G. Guido, Director Jay P. Kruz and Director Kamal Turfah

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2022 Officer Nominating Committee - WDDDA

Date Adopted: November 18, 2021

Motioned by: Mayor Jack O'Reilly

Seconded by: Secretary-Treasurer Jeff Lynch

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 Mohammed Hider, Jackie Lovejoy and Mark Guido to be appointed to the 2022 Officer Nominating Committee.

Yes: Vice Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark G. Guido, Director Jackie Lovejoy, Director John L. McWilliams, Director Karen Nigosian

No:

Abstained:

Absent: Chairperson Sam Abbas and Director Audrey A. Ralko

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

SPIN Scooter Program

Adopted: November 18, 2021

Motioned by: Director Janice Cislo

Seconded by: Secretary-Treasurer Matthew Dietz

WHEREAS: Mobility is a key transformational strategy of the East and West Dearborn Downtown Development Authorities (DDDA); and

WHEREAS: The DDDA Mobility Committee has studied the implementation of an overall scooter program for the downtown districts and other City commercial districts to provide added mobility to the public; and

WHEREAS: The DDDA Mobility Committee recommends SPIN Scooter as the best provider of city scooter programs to partner and negotiate a pilot program for a proposed launch in Spring 2022; and

WHEREAS: The SPIN Scooter Program will require Council support to create a scooter ordinance, execute a memorandum of understanding (MOU) with SPIN and further definition of operations, maintenance and deployment locations; and

WHEREAS: The DDDA reviewed the SPIN scooter program at its November 18, 2021, Joint Board meeting; therefore, let it be

RESOLVED: The EDDDA supports the development and implementation of a SPIN Scooter Program; furthermore

RESOLVED: The EDDDA recommends sending an Advisory Memo including program details to the Dearborn City Council seeking Council support and authority to create an MOU with SPIN and a city-wide scooter ordinance.

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

No: Director Jay P. Kruz

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

SPIN Scooter Program

Adopted: November 18, 2021

Motioned by: Director Jackie Lovejoy

Seconded by: Vice Chairperson Mohammed Hider

WHEREAS: Mobility is a key transformational strategy of the East and West Dearborn Downtown Development Authorities (DDDA); and

WHEREAS: The DDDA Mobility Committee has studied the implementation of an overall scooter program for the downtown districts and other City commercial districts to provide added mobility to the public; and

WHEREAS: The DDDA Mobility Committee recommends SPIN Scooter as the best provider of city scooter programs to partner and negotiate a pilot program for a proposed launch in Spring 2022; and

WHEREAS: The SPIN Scooter Program will require Council support to create a scooter ordinance, execute a memorandum of understanding (MOU) with SPIN and further definition of operations, maintenance and deployment locations; and

WHEREAS: The DDDA reviewed the SPIN scooter program at its November 18, 2021, Joint Board meeting; therefore, let it be

RESOLVED: The WDDDA supports the development and implementation of a SPIN Scooter Program; furthermore

RESOLVED: The WDDDA recommends sending an Advisory Memo including program details to the Dearborn City Council seeking Council support and authority to create an MOU with SPIN and a city-wide scooter ordinance.

Yes: Vice Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark G. Guido, Director Jackie Lovejoy, Director John L. McWilliams, Director Karen Nigosian

No:

Abstained:

Absent: Chairperson Sam Abbas and Director Audrey A. Ralko

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Tree Well Removal - Amendment I - DDDA

Date Approved: November 18, 2021

Motioned by: Secretary -Treasurer Matthew Dietz

Seconded by: Director Janice Cislo

WHEREAS: The EDDDA recognizes the benefit of beautification and adding esthetic elements to a downtown for placemaking purposes; and

WHEREAS: The EDDDA values implementing planters and landscaping to beautify the district, yet balanced with available sidewalk use for economic drivers such as outdoor restaurant seating; and

WHEREAS: The EDDDA developed a plan for planter tree well removal along Michigan Avenue to spur economic development, and two tree wells have been identified for immediate removal in front of Joe's Top Dog and M Cantina in order to create additional outdoor seating along Michigan Avenue and the EDDDA budgeted \$32,000 to complete this project; and

WHEREAS: The project has been competitively solicited three times by the Purchasing Department with no bidders received, spanning the last six months; and

WHEREAS: The Executive Committee recommends following the *DDDA Purchasing Policy Section II Solicitation: Item f* - "In the event no bids are received after two solicitation attempts or all bids are rejected, the DDDAs may, by resolution, after stating the reasons therefore, direct the Manager of the DDDAs to make the purchase in the open market without solicitation"; so let it be

RESOLVED: Due to the lack of bidders, competition for contractors and projects, and the need for timely completion of this project for business growth the EDDDA authorizes the Manager of the DDDAs to make the purchase of the tree well planter removal and concrete replacement in the open market without bid solicitation and bring the selected service provider to the Board for approval if over \$10,000.

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

No: Director Jay P. Kruz

Abstained:

Absent: