



**EAST DOWNTOWN DEARBORN**  
Neighborhood Feel. Totally Real.



## **EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING**

**THURSDAY, FEBRUARY 21, 2019**

**8:00 A.M. – 9:30 A.M.**

**Dearborn Administrative Center**  
16901 Michigan Avenue, Dearborn, MI

**I. Call to Order**

Chairman Abbas/Chairman Saionz

**II. Roll Call**

Secretary Kruz & Secretary Van Noord

**III. Joint Meeting Chair for February 2019: Sam Abbas**

**IV. Approval of the January 2019 Meeting Minutes**

**V. Treasurer's Report**

Finance/Treasurers

**A. Receive & File Report**

**VI. Action Items**

**A. Joint Board Actions**

1. Metromode
2. Snow Removal – Additional Funds
3. Executive Management Contract

**B. EDDDA Actions Only**

1. Artspace Loan Extension
2. Free Comic Book Day Sponsorship

**C. WDDDA Actions Only - none**

**VII. Discussion**

**A. Sponsorship Policy**

**B. FYE2020-22 Budget Draft**

**VIII. Committee Reports**

**A. Promotions/Organization Updates**

Chair Sam Abbas

**B. Design/Economic Vitality**

Chair Mike Kirk

**IX. DDDA Executive Management Team Report & ECD Report**

**X. Call to Board of Directors**

**XI. Call to Audience**

3 min./guest

**XII. Adjournment**

# AGENDA OVERVIEW

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## Action Items

### ***Treasurer's Report***

Both the EDDDA & WDDDA February 1, 2019 financial reports will be sent under separate cover.

### ***JOINT ACTIONS***

#### ***Metromode***

For the past two years, the DDDAs have partnered with Issue Media Group to produce stories focused on economic development in Dearborn through their online media channels Metromode Detroit and SecondWave. This past year, we partnered with them to not only bring coverage to economic news stories, but also to provide a pitch competition series for entrepreneurs and spaces in Downtown Dearborn and production of a [video \(LINK\)](#). Attached is the impact report of this past year's results. Brian Boyle of Issue Media Group will be at the meeting to present and discuss the report, as well as discuss what is proposed for this next year.

The Executive Boards met to discuss the proposal and the contract attached includes the modifications. The contract is for six months with two three-month renewals for in-depth economic stories. Quarterly reports have been requested to add to this as well. Total contract, if all terms fulfilled, would be \$48,000 split equally between the EDDDA & WDDDA.

#### ***Snow Removal – Additional Funds***

Due to the ice storms and duration of storms, it is projected that both DDDA districts will go above the previously authorized expenditures for snow removal this season. Both boards budgeted \$30,000. We are recommending another \$15,000 each to make it through the season. To work within the DDDAs existing budgets, funds can be used from the Building/Business Incentive line item. The Boards will be presented with new business incentive programs in March, but actualization of funding businesses most likely wouldn't occur until after July, therefore, utilizing these funds for snow removal is a safe plan. In the future, we do recommend a larger budget for snow removal so we are not in this situation of moving funding around from other line items.

#### ***Executive Management Services***

The Executive Boards are recommending that extending the current contract with POW! Strategies, Inc. to provide executive management services for the DDDAs through December 31, 2019. Details and supporting documentation will be provided separately.

### ***EDDDA ACTIONS ONLY***

#### ***Artspace Loan Extension***

The EDDDA provided two loans to Artspace for the project, one in which the EDDDA received a loan from the Downriver Conservancy Consortium in order to loan it to Artspace. The amount owed is \$142,029.20. Artspace is required to begin repayment to the EDDDA in the amount of 10% of the outstanding loan, beginning on September 4, 2019. Likewise, the EDDDA is required to begin repayment

to the DCC for the same amount on the same day. If Artspace does not pay the EDDDA, the EDDDA is still responsible to repay DCC timely. The loan from EDDDA to Artspace is subordinate to the IFF/Artspace loan. The subordination agreement states that Artspace may make payments under the junior lien (EDDDA lien) as long as payments under the Senior Note (IFF lien) are current.

Artspace has requested an extension of the IFF loan, which requires the EDDDA authorization. If Artspace receives an extension from IFF to commence making payments (Artspace was supposed to start making the payments December 1, 2018), to December 1, 2019, that means the EDDDA cannot receive any payments before December 1, 2019.

It is recommended by legal and the Executive Board to allow an extension to June 1, 2019, so Artspace can start making its payments to EDDDA a timely manner in September 2019. The Executive Board also wants to see substantial progress/completion of the build out that has currently stalled in the Artspace Connector.

### ***Free Comic Book Day***

For the last 15 years, the EDDDA has supported Free Comic Book Day at Green Brain Comics. This is a one day event that attracts hundreds of consumers to the district for shopping and activities, stimulating the local economy. Proposed sponsorship is \$1000 as in years past. The proposal is attached with further details.

### ***WDDDA ACTIONS ONLY***

NONE

### ***DISCUSSION ITEMS***

#### ***Sponsorship Policy***

At the request of the Boards, the Executive Management team has drafted a sponsorship policy to help the Boards best determine approving future sponsorships of other organizations' events, programs and marketing opportunities. Also included in this policy is how the DDDAs themselves will pursue sponsors to support its own programs and events. This helps set a standard in both directions.

Before you are both a Sponsor-Provider Policy and a Sponsor-Seeker Policy.

Both policies seek to establish fair and transparent protocols regarding sponsorship opportunities. The need for two policies addresses the reality that the DDDAs will, at different times, play the role of sponsor-provider and that of sponsor-seeker.

The Sponsor-Provider Policy outlines the criteria and decision making process that the DDDAs will utilize when receiving sponsorship requests from other organizations.

The Sponsor-Seeker Policy outlines the criteria and decision making process that the DDDAs will utilize when approaching other organizations to serve as sponsors of the DDDAs.

This item is for initial review and further Board input is desired before approving at the Board meeting in March.

## ***FYE2020-2022 Budget***

Proposed budget for the DDDAs for FYE2020-2022 will be sent out on Tuesday after some final modifications before coming to the Boards for approval. We will provide an overview of the budgets at this meeting, but voting to approve the draft budgets that then go before Council will be held in March. Below is a quick synopsis of what is new or different in the budgets.

### Revenue

The DDDAs' major source of revenue is Tax Increment Financing. It has been encouraged by Executive Management to diversify funding so that the DDDAs are not solely reliant on TIF to grow and manage the districts, as well as maintaining current level of services. Increasing sponsorship revenue is one source that is growing and continues to be projected for future years. Grants are encouraged but are usually tied with a specific project or program; therefore, these cannot be a guaranteed source of funds until the grant is actually awarded. The Executive Management team will continue to pursue grants where programming opportunities are available. Some upcoming possibilities will be with the MEDC for public space improvements, as well as façade improvements.

The other funding source that has been explored over the last year is a Principal Shopping District assessment. A PSD can be assessed to provide for things such as downtown management, marketing, promotions, beautification, maintenance and security. PSDs do not invest in infrastructure and developments. A PSD can be established for the same boundaries of a DDA or different boundaries. In Dearborn's case, if a PSD was established for the same boundaries of each DDA, those same Boards can oversee the PSD funds. If it is a different boundary than the DDA, a separate Board must be established. We are still exploring the funding and responsibilities of a much broader PSD area that would connect both districts along Michigan Avenue. A previous study of a PSD was conducted in 2006 and recommended this very concept. In either scenario, the PSD is needed to help reverse the strain on the reserves, continue to provide services and programs necessary for vibrant districts, as well as for the DDDAs to invest in more streetscape, infrastructure, public spaces and development projects that stimulate the economy. It is recommended that the PSD be structured to bring in a minimum of \$150,000 annually per district.

### Expenses

Between both DDDA budgets, you will continue to see the collaborative efforts on programs, marketing and events for Downtown Dearborn, as well as the distinct projects that each district needs independently to stimulate growth.

Across the boards:

- Adding a social media fund line item to put all social media advertising expenditures from events and general marketing in this line item as opposed to with the individual event budgets. This is to ease financial reporting. All event budgets were then adjusted accordingly.
- Same as above applies for printing.
- Consolidated website hosting expenses for downtowndearborn.org and dearbornrestaurantweek.com into one line item. We are discontinuing service for the individual DDDA pages and have redirected those to downtowndearborn.org.
- Continuing investment in new holiday décor to fully cover areas throughout the districts.
- Landscape costs reflect the current contracts with WH Canon (EDDDA) and Fairlane Grounds (WDDDA). Contracts are set to renew in May 2020. (In FYE2021, it is recommended to increase WH Canon's contract for watering and litter purposes, although this budget will not reflect this

until the contract is renewed.) In addition to this we have budgeted for some additional landscaping needs in areas that need attention for both districts.

- Separated streetpole banners from General Marketing line item for clarity.
- Big Read is projected for FYE2020 and 2022 (every other year).
- Continuing investment in Art Month at the current rate, as well as a more significant investment in community art initiatives as a long-range plan. To that note, an Art in Public Spaces Plan is recommended for the districts to develop a formal plan for what art, where and an investment schedule. This should then inform our annual budgets for community art investments.
- A comprehensive Vision Plan is needed for the DDDAs and Downtown Dearborn as a whole. This has been budgeted for this current fiscal year, but may need to overlap fiscal years.
- Holiday promotions/WinterFest – goal is to grow this to a Campus Martius style event/program within five years.
- Added an Event for the WDDDA by moving Tunes at Noon to Wagner Place; and the EDDDA changing Tunes at Noon to an evening music event from June-July so that there is continuous music throughout the summer.
- The Shop Small program is investigating an APP that can be used for coupon-usage for the district and consumer incentives.
- In the future, although not specified in the three-year budget yet until we have more detail on potential costs, the DDDAs should plan to invest in:
  - Wayfinding (2021)
    - Entry Signs
    - Pedestrian Directionals
    - Visitor Info Boards
  - Business Development & Recruitment Efforts
    - Pop Up Shop takeovers (lease a property or purchase)
    - Chariot – Inter Shuttle
    - Redevelopment & Property Tours & Marketing
    - Business Location Incentives

#### WDDDA

##### Specifically for the WDDDA

- Continue to invest in Business Development and Physical Improvements items such as
  - Connector Streetscapes
  - Michigan Avenue Streetscape
  - Wagner Place/Event Festivities Design Plan
  - W. Village Commons Plaza Redesign
  - Farmers Market Shell/Shed
  - Public Space Amenities, ie: Mobile Charging Spots
  - Development Infill

#### EDDDA

##### Specifically for the EDDDA

- Continue to invest in Business Development and Physical Improvements items such as
  - AANM Alley Improvements
  - Mural Parklet Improvements
  - Parking Lot Improvements/ Alley/Wall /Parking lot entry walls/markers

- Raised Tree Wells – Michigan Avenue – Sidewalk Café areas
- Landscaping improvements in parking lots and other key areas; trees on Schaefer
- City Hall Park Improvements
- Trash Cans
- Window Art Displays

CITY OF DEARBORN  
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)  
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)  
REGULARLY SCHEDULED JOINT BOARD MEETING  
JANUARY 17, 2019  
DEARBORN ADMINISTRATIVE CENTER  
MINUTES

**MEMBERS PRESENT**

JOINT EAST & WEST : Mark Guido, Mayor Jack O'Reilly

EAST DDDA : Judith McNeeley, Jay Kruz, Dan Merritt, Mary O'Bryan, Scott Saionz, Kamal Turfah

WEST DDDA : Sam Abbas, Thomas Clark, Mohammed Hider, James Jernigan, Jackie Lovejoy, John McWilliams, Karen Nigosian, Audrey Ralko, Doug Van Noord

**MEMBERS ABSENT**

EAST DDDA : Joseph Bojovic, Janice Cislo

WEST DDDA : None.

**NON-MEMBERS PRESENT**

CITY OF DEARBORN : Licia Yangouyian (Law), Maria Buffone (Finance), Laura Freeman (Council), Steve Horstman (ECD), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA), Andrew Daulton (DDDA), Teresa Duhl (DDDA).

OTHERS : Don Tanner (Tanner Friedman), Kim Eberhardt (Tanner Friedman)

**I. Call to Order**

Joint DDDA Chair Dan Merritt called the meeting to order at approximately 8:15am.

**II. Roll Call**

EDDDA: Secretary-Treasurer Jay Kruz called the roll of Board members. A quorum was Present.

WDDDA: Secretary-Treasurer James Jernigan called the roll of Board members. A quorum was present.

**III. Election of Executive Committee Officers**

EDDDA: The 2019 Officer Nominating Committee has recommended Scott J. Saionz for Chairperson, Dan Merritt for Vice-Chairperson, and Jay Kruz for Secretary-Treasurer. Chairperson Dan Merritt motioned to approve the slate. Mayor O'Reilly seconded. Passed by unanimous vote.

WDDDA: The 2019 Officer Nominating Committee has recommended Sam Abbas for Chairperson, James Jernigan for Vice-Chairperson, and Doug Van Noord for Secretary-Treasurer. Director Jackie Lovejoy motioned to approve the slate. Director Mohammed Hider seconded. Passed by unanimous vote.

**IV. Join Meeting Chair for January: Scott Saionz**

**V. Approval of Minutes**

EDDDA: The minutes from the November 15, 2018 Joint Board meeting were presented for approval. Director Dan Merritt motioned to approve. Secretary-Treasurer Jay Kruz seconded. Passed by unanimous vote.

WDDDA: The minutes from the November 15, 2018 Joint Board meeting were presented for approval. Director Mark Guido motioned to approve. Director Karen Nigosian seconded. Passed by unanimous vote.

**VI. Treasurer's Report  
A. Receive & File Report**

EDDDA: Maria Buffone from Finance reviewed the financial statement dated December 28, 2018. Revenue to date totaled \$695,429. Expenditures to date totaled \$188,498. The current cash position equals \$1,571,861, and it is estimated that the EDDDA's cash position at the end of the fiscal year will be \$550,983. Per Chairperson Scott Saionz, the Treasurer's Report was received and filed.

WDDDA: Maria Buffone from Finance reviewed the financial statement dated December 28, 2018. Revenue to date totaled \$561,510. Expenditures to date totaled \$302,121. The current cash position equals \$946,646, and it is estimated that the WDDDA's cash position at the end of the fiscal year will be \$364,278. Per Chairperson Sam Abbas, the Treasurer's Report was received and filed.

**VII. Presentation: Downtown Dearborn 2018 Year in Review by Tanner Friedman**

Presented by Don Tanner and Kim Eberhardt of Tanner Friedman. Presentation included

slides to illustrate the 2018 goals and accomplishments, covering the branding campaign, social media work, media relations, e-communications, and advertising. For a full report, see the board packet attachment.



## **VIII. Action Items**

### **A. Joint Action Items**

#### **1. Tanner Friedman Contract Renewal**

EDDDA: The EDDDA Board approved the option to renew the second of two one-year renewals of the contract with Tanner Friedman for strategic communications from February 20, 2019, through February 19, 2020, in an amount not to exceed \$80,000, split equally between the EDDDA & WDDDA. Director Dan Merritt motioned to approve. Mayor O'Reilly seconded. Passed by unanimous vote.

WDDDA: The WDDDA Board approved the option to renew the second of two one-year renewals of the contract with Tanner Friedman for strategic communications from February 20, 2019, through February 19, 2020, in an amount not to exceed \$80,000, split equally between the EDDDA & WDDDA. Director Jackie Lovejoy motioned to approve. Vice Chairperson James Jernigan seconded. Passed by unanimous vote.

#### **2. CTM Brochure Distribution**

EDDDA: The EDDDA approved entering into a one-year contract with CTM for FYE2019 in an amount not to exceed \$7000 shared equally with the WDDDA, and brochure printing production with Foster Printing not to exceed \$1500 shared equally with the WDDDA for 40,000 rack cards from the CTM Brochure Line Item #297-6100-911-51-00 FYE2018. Mayor O'Reilly motioned to approve. Secretary-Treasurer Jay Kruz seconded. Passed by unanimous vote.

WDDDA: The WDDDA approved entering into a one-year contract with CTM for FYE2019 in an amount not to exceed \$7000 shared equally with the EDDDA, and brochure printing production with Foster Printing not to exceed \$1500 shared equally with the EDDDA for 40,000 rack cards from the CTM Brochure Line Item #296-6100-911-51-00 FYE2018. Director Jackie Lovejoy motioned to approve. Seconded by Director Mohammed Hider. Passed by unanimous vote.

#### **3. Chamber Directory**

EDDDA: The EDDDA approved an expenditure not to exceed \$1237.50 from General Marketing Fund 297-6100-911-51-00, payable to Harbor House Publishers for a full-page advertisement in partnership with the EDDDA in the 2019 Dearborn Area Chamber of Commerce Membership Directory. Further, the EDDDA approved an expenditure not to exceed \$250 from Interim Graphic Design Fund 297-6100-911-51-00 payable to Bright Sky Creative for the creation of the full-page advertisement in partnership with the EDDDA in the 2019 Dearborn Area Chamber of Commerce Membership Directory. Director Dan Merritt motioned to approve. Seconded by Director Mark Guido. Passed by unanimous vote.

WDDDA: The WDDDA approved an expenditure not to exceed \$1237.50 from General Marketing Fund 296-6100-911-510-00, payable to Harbor House Publishers for a full-

page advertisement in partnership with the EDDDA in the 2019 Dearborn Area Chamber of Commerce Membership Directory. Further, the WDDDA approved an expenditure not to exceed \$250 from Interim Graphic Design Fund 296-6100-911-51-00 payable to Bright Sky Creative for the creation of the full-page advertisement in partnership with the EDDDA in the 2019 Dearborn Area Chamber of Commerce Membership Directory. Secretary-Treasurer Doug Van Noord motioned to approve. Director Mohammed Hider seconded. One no vote. One abstention. Motion passed.

#### **4. Henry Ford Marketing Package**

EDDDA: The EDDDA approved \$5600 for the 2019 marketing program with The Henry Ford and expensed to account #297-6100-911-51-00 from FYE2019. Mayor O'Reilly motioned to approve. Director Judith McNeeley seconded. Passed by unanimous vote.

WDDDA: The WDDDA approves \$5600 for the 2019 marketing program with The Henry Ford and expensed to account #296-6100-911-51-00 from FYE2019. Vice Chairperson James Jernigan motioned to approve. Seconded by Director Thomas Clark. Passed by unanimous vote.

#### **5. Main Street Conference 2019**

EDDDA: The EDDDA approved allocating \$2000 for one EDDDA board member's travel, lodging and registration costs associated with the Main Street NOW Conference 2019 and expense to Account #297-6100-911-58-10; and that all other out-of-pocket costs are the responsibility of the Board member or volunteer. Director Dan Merritt motioned to approve. Mayor O'Reilly seconded. Passed by unanimous vote.

WDDDA: The WDDDA approves allocating \$2000 for one WDDDA board member's travel, lodging and registration costs associated with the Main Street NOW Conference 2019 and expense to Account #296-6100-911-58-10; and that all other out-of-pocket costs are the responsibility of the Board member or volunteer. Director Thomas Clark motioned to approve. Seconded by Director Karen Nigosian. One no vote. Motion passed.

#### **6. Main Street & MDA Memberships**

EDDDA: The EDDDA approved an amount not to exceed \$462.50 for its joint membership portion with the WDDDA in the National Main Street Center (Main Street America) and the Michigan Downtown Association, and expensed to Account # 297-6100-911-65-00. Director Dan Merritt motioned to approve. Seconded by Director Judith McNeeley. Passed by unanimous vote.

WDDDA: The WDDDA approved an amount not to exceed \$462.50 for its joint membership portion with the EDDDA in the National Main Street Center (Main Street America) and the Michigan Downtown Association, and expensed to Account # 296-6100-911-65-00. Director Karen Nigosian motioned to approve. Director John McWilliams seconded. Passed by unanimous vote.

## **7. Events**

### **7a. Dearborn Restaurant Week**

EDDDA: The EDDDA authorizes sharing expenditures equally with the WDDDA related to Dearborn Restaurant Week with the following service providers: Hallarsen Group, iHeart Media, Times Herald, Outfront Billboards, Got Print, Beshara Printing, Malko Media, and Metro Times. Director Dan Merritt motioned to approve. Director Mark Guido seconded. Motion passed by unanimous vote.

WDDDA: The WDDDA authorizes sharing expenditures equally with the EDDDA related to Dearborn Restaurant Week with the following service providers: Hallarsen Group, iHeart Media, Times Herald, Outfront Billboards, Got Print, Beshara Printing, Malko Media, and Metro Times. Vice Chairperson James Jernigan motioned to approve. Secretary-Treasurer Doug Van Noord seconded. Motion passed by unanimous vote.

### **7b. Ladies Night**

EDDDA: The EDDDA obligated \$927.50 in expenditures for the Ladies Night event from the Community Promotions Budget # 297-6100-911-51-00 for FYE2019. Further, the EDDDA will acknowledge receipt of funds for the Ladies Night event up to \$1000 in FYE2019. The EDDDA director is authorized to execute contracts on behalf of the EDDDA with Beshara Printing, Malko Media, Oriental Trading, Facebook via POW! Strategies, and Sarieni Photography for Ladies Night, subject to review and approval by Corporation Counsel. Director Dan Merritt motioned to approve. Seconded by Director Kamal Turfah. Motion passed by unanimous vote.

WDDDA: The WDDDA obligated \$927.50 in expenditures for the Ladies Night event from the Community Promotions Budget # 296-6100-911-51-00 for FYE2019. Further, the WDDDA will acknowledge receipt of funds for the Ladies Night event up to \$1,000 in FYE2019. The WDDDA director is authorized to execute contracts on behalf of the WDDDA with Beshara Printing, Malko Media, Oriental Trading, Facebook via POW! Strategies for Ladies Night, subject to review and approval by Corporation Counsel. Vice Chairperson James Jernigan motioned to approve. Seconded by Director Mohammed Hider. Motion passed by unanimous vote.

### **7c. Spring/Fall Perennial Exchange**

EDDDA: The EDDDA obligated \$1030 in expenditures for the Perennial Exchange events from the Community Promotions Budget # 297-6100-911-51-00 for 2019; and the EDDDA will acknowledge receipt of funds for the Perennial Exchange event up to \$450 for 2019. The EDDDA director is authorized to execute contracts on behalf of the EDDDA with Visual Ronin, Beshara Printing, Malko Media, Bewick Publications, and Facebook via POW! Strategies for the Spring Perennial Exchange, subject to review and approval by Corporation Counsel. Director Dan Merritt motioned to approve. Director Judith McNeeley seconded. Motion passed by unanimous vote.

WDDDA: The WDDDA obligated \$1030 in expenditures for the Perennial Exchange events from the Community Promotions Budget # 296-6100-911-51-00 for 2019; and the WDDDA will acknowledge receipt of funds for the Perennial Exchange event up to \$450 for 2019. The WDDDA director is authorized to execute contracts on behalf of the WDDDA with Visual Ronin, Beshara Printing, Malko Media, Bewick Publications, and Facebook via POW! Strategies for the Spring Perennial Exchange, subject to review and approval by Corporation Counsel. Vice Chairperson James Jernigan motioned to approved. Director Jackie Lovejoy seconded. Motion passed by unanimous vote.

#### **7d. Movies in the Parks**

EDDDA: The EDDDA obligated \$2350 in expenditures for the Movies in the Park event for 2019 event season (\$1450 in FYE2019 and \$900 in FYE2020) from the Community Promotions Budget # 297-6100-911-51-00; and the EDDDA director is authorized to execute contracts on behalf of the EDDDA with Stardust Theaters, Swank, and Beshara Printing for Movies in the Park, subject to review and approval by Corporation Counsel. Director Dan Merritt motioned to approve. Mayor O'Reilly seconded. Motion passed by unanimous vote.

WDDDA: The WDDDA obligated \$2350 in expenditures for the Movies in the Park event for 2019 event season (\$1450 in FYE2019 and \$900 in FYE2020) from the Community Promotions Budget # 296-6100-911-51-00; and the WDDDA director is authorized to execute contracts on behalf of the WDDDA with Stardust Theaters, Swank, and Beshara Printing for Movies in the Park, subject to review and approval by Corporation Counsel. Director Jackie Lovejoy motioned to approve. Director Mohammed Hider seconded. Motion passed by unanimous vote.

### **B. EDDDA Actions Only**

#### **1. Jazz on the Ave**

The EDDDA obligated \$54,690 from the Community Promotions Budget # 297-6100-911-51-00 to fund the event costs for the 2019 Jazz on the Ave events; and the EDDDA director is authorized to execute contracts on behalf of the EDDDA with Hi Falutin Music!, Jokers Entertainment, Brendals, KLA Laboratories Inc., Bewick Publications/Press & Guide, Recreation, Beshara, Facebook via POW! Strategies, and Nickel & Saph for Jazz on the Ave, subject to review and approval by Corporation Counsel. Director Dan Merritt motioned to approve. Director Kamal Turfah seconded. Motion passed by unanimous vote.

#### **2. Music in the Park**

The EDDDA obligated \$6,620 from the Community Promotions Budget #297-6100-911-51-00 to fund the event costs for the 2019 Music in the Park events; and the EDDDA director is authorized to execute contracts on behalf of the EDDDA with Windy Weber, Malko Media, KLA Laboratories Inc., Beshara, and Facebook via POW! Strategies for

Music in the Park, subject to review and approval by Corporation Counsel. Director Dan Merrit motioned to approve. Mayor O'Reilly seconded. Motion passed by unanimous vote.

### **C. WDDDA Actions Only**

#### **1. Farmers & Artisans Market**

That the WDDDA obligated \$25,540 from the Community Promotions Budget # 296-6100-911-51-00 (\$18,378 FYE2019 and \$7,162 FYE2020) to fund the event costs for the 2019 Dearborn Farmers & Artisans Market; and the WDDDA will acknowledge receipt of funds for the Farmers & Artisans market up to \$23,500; and the WDDDA director is authorized to execute contracts on behalf of the WDDDA with Taste the Local Difference, Edible WOW LLC, Michigan Agritourism Association, Bewick Publications, Beshara Printing, Ann Arbor Symphony Orchestra, The Henry Ford College, Amy Loskowski, Michael Kuntz Lawrence Arbour, Jimmy's Party Rentals, PostNet, Essential IT, LLC, Malko Media, Michigan Farmers Market Assoc. (MIFMA), Nickel & Saph, Facebook via POW! Strategies, and Brendels Septic for Dearborn Farmers & Artisans Market, subject to review and approval by Corporation Counsel. Director Mark Guido motioned to approve. Director Jackie Lovejoy seconded. Motion passed by unanimous vote.

#### **2. Friday Nites**

The WDDDA obligated \$42,520 from the Community Promotions Budget # 296-6100-911-51-00 to fund the event costs for the 2019 Friday Nites events; and the WDDDA director is authorized to execute contracts on behalf of the WDDDA with Michigan Generator, Jimmy's Party Rental, S&R Rentals, KLA Laboratories Inc., Gail & Rice, the City of Dearborn Recreation Department, Beshara, Brendel's Septic, Facebook via POW! Strategies, Bewick Publications/Press & Guide/MetroTimes, iHeart, and Nickel & Saph for Friday Nites, subject to review and approval by Corporation Counsel. Mayor O'Reilly motioned to approve. Director Mohammed Hider seconded. Motion passed by unanimous vote.

#### **3. Kids' Days**

The WDDDA obligated \$16,035 in expenditures for the Kids Days on the Commons events for 2019 event season from the Community Promotions Budget # 296-6100-911-51-00; and the WDDDA director is authorized to execute contracts on behalf of the WDDDA with the City of Dearborn Recreation Department, Gail & Rice, Inflatable Play Space, Pebbles the Clown, Jimmy's Party Rentals, Ann Arbor Symphony, Howdy Doodles, Eugene Clark, Beshara Printing, Nickel & Saph, and Facebook via POW! Strategies for Kids Day, subject to review and approval by Corporation Counsel. Director Jackie Lovejoy motioned to approve. Director Mohammed Hider seconded. Passed by unanimous vote.

#### **4. Tunes at Noon**

The WDDDA obligated \$6,620 from the Community Promotions Budget # 296-6100-911-51-00 to fund the event costs for the 2019 Tunes at Noon at Wagner Place events; and the WDDDA director is authorized to execute contracts on behalf of the WDDDA with Windy Weber, KLA Laboratories Inc., Malko Media, Beshara, Facebook via POW! Strategies for Tunes at Noon, subject to review and approval by Corporation Counsel. Director Thomas Clark motioned to approve. Director Jackie Lovejoy seconded. Motion passed by unanimous vote.

#### **5. Martian Marathon**

The WDDDA approved the expenditure of \$375 for flyer printing by Beshara Printing and RF Events for blow up martian inflatables for Martian Marathon business specials promotion from Community Promotions Fund; and the WDDDA director is authorized to execute contracts on behalf of the WDDDA with the Beshara Printing and RF Events for the Martian Marathon, subject to review and approval by Corporation Counsel. Director Thomas Clark motioned to approve. Director Mohammed Hider seconded. Passed by unanimous vote.

#### **6. Farm to Table Amendment**

The WDDDA Board authorized the expenditure of an amount not to exceed \$12,000 in expenditures from the Community Promotions/W. Village Commons Events budget #296-6100-911-51-00 for the production and promotion of the 2019 Farm to Table event with the service providers listed below, and the WDDDA director is authorized to execute contracts on behalf of the WDDDA with Henry Ford College, S&R Tent Rental, Mama Mia Marketing, Malko Media, Beshara Printing, Whole Hearted Decor, Beshara Printing, M Cantina, Merchant of Vino, Westborn Market, Henry Ford College for Farm to Table, subject to review and approval by Corporation Counsel. Director Jackie Lovejoy motioned to approve. Director Mohammed Hider seconded. Passed by unanimous vote.

### **IX. Committee Reports**

#### **A. Promotions/Organization Update**

Upcoming Events: Dearborn Restaurant Week: February 11 - 17; DRW Kick off event : January 30th; Ladies Night: May 1; Free Comic Book Day: May 4; Mutt Strut: May 11. See meeting minutes for more information on these and other promotions events and issues.

#### **B. Design/Economic Vitality**

Ideas discussed at last meeting include Launch Lab for business development and training; property owners roundtable; rebid of intercept survey; window display project; POP Design project; entrepreneur roundtable, commercial kitchen space. Art Month is coming in April. See meeting minutes for more information and details.

### **X. DDDA Executive Management Team Report & ECD Report**

Branding Dearborn Visioning Session happening on February 1 at the Ford Community and Performing Arts Center.

**XI. Call to Board of Directors**

None.

**XI. Call to Audience**

None.

**XII. Adjournment**

Meeting adjourned at 10:22am.

Approved by:

Jay Kruz, Secretary-Treasurer, EDDDA

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Doug Van Noord, Secretary-Treasurer, WDDDA

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City of Dearborn  
West Downtown Development Authority (WDDDA)  
Prepared as of February 1, 2019

Description	FY2017	FY2018	FY2019				
			Adopted	Amended	Actual	Budget	Budget
		Actual	Budget	Budget		(Encumbered)	Remaining
<b>REVENUES:</b>		Unaudited					
Property Tax Capture	\$531,015	496,065	507,210	507,210	443,526	-	\$63,684
BRA Tax Captures		119,900	150,610	150,610	150,610	-	-
<b>Tax Revenue Total:</b>	<b>\$ 531,015</b>	<b>\$ 615,965</b>	<b>\$ 657,820</b>	<b>\$ 657,820</b>	<b>\$ 594,136</b>	<b>\$ -</b>	<b>\$ 63,684</b>
Local Community Stabilization Shared Rev	18,518	12,332	13,110	13,110	25,313	-	N/A
Interest Income	3,495	9,786	9,183	9,183	7,919	-	\$1,264
Donations from Private Sources	10,550	88,742	51,500	50,500	38,790	-	\$11,710
Miscellaneous Income (SAD landscape, snow, PSD)	7,845	-	-	-	6,194	-	(\$6,194)
Federal Grant- Farmer's Market	-	-	1,000	1,000	1,424	-	(\$424)
Miscellaneous Income- Farmer's Market	-	12,900	22,500	23,500	1,890	-	\$21,610
<b>Donations &amp; Farmer's Market Total:</b>	<b>\$ 10,550</b>	<b>\$ 101,642</b>	<b>\$ 75,000</b>	<b>\$ 75,000</b>	<b>\$ 42,104</b>	<b>\$ -</b>	<b>\$ 32,896</b>
Contribution from General Fund (General)	2,450	16,950	9,275	9,275	-	-	\$9,275
Contribution from General Fund (Sanitation)		22,152	43,825	43,825	30,975	-	\$12,850
<b>General Fund Contribution Total:</b>	<b>\$ 2,450</b>	<b>\$ 39,102</b>	<b>\$ 53,100</b>	<b>\$ 53,100</b>	<b>\$ 30,975</b>	<b>\$ -</b>	<b>\$ 22,125</b>
<b>Total Revenues:</b>	<b>\$ 573,873</b>	<b>\$ 778,827</b>	<b>\$ 808,213</b>	<b>\$ 808,213</b>	<b>\$ 706,641</b>	<b>\$ -</b>	<b>\$ 113,775</b>
<b>EXPENDITURES:</b>							
Salaries & Wages-Part Time	\$ 4,925	\$ 4,830	\$ -	\$ 82	\$ 81	\$ -	\$ 1
FICA/Medicare, City Share	377	369	-	7	6	-	\$ 1
Contract Services-Sanitation	-	22,152	43,825	43,825	10,080	(15,840)	\$ 17,905
Workers Comp. Contrib.	3	3	-	-	-	-	\$ -
Audit Services	447	329	382	382	382	-	\$ -
Other Professional Services (office fees)	135	-	1,500	1,490	100	-	\$ 1,390
Contract Services	236,881	253,617	426,255	432,145	173,857	(137,910)	\$ 120,378
Contract Services - Farmer's Market	0	5,089	-	20,000	5,128	(29)	\$ 14,843
Building Rental	-	-	11,000	11,010	6,363	(4,647)	\$ -
Construction Material/Supplies	-	-	-	-	-	-	\$ -
Community Promotion	113,474	137,110	292,780	458,780	130,908	(134,982)	\$ 192,890
Insurance	700	2,985	2,670	2,670	1,554	-	\$ 1,116
Staff Training & Trans	4,896	2,569	4,500	4,500	-	-	\$ 4,500
Office Supplies	62	693	1,950	1,950	433	-	\$ 1,517
Repair & Maintained Supplies	-	-	10,000	10,000	-	-	\$ 10,000
Planting Materials	4,230	8,276	15,000	24,021	4,021	(20,000)	\$ -
Memberships	413	413	938	938	338	-	\$ 600
Utilities	-	-	1,250	1,250	-	-	\$ 1,250
Other Operating Expense	150,000	150,000	-	-	-	-	\$ -
Brownfield Fund	21,354	119,900	150,610	150,610	-	-	\$ 150,610
<b>Sub-total Operations</b>	<b>\$ 537,897</b>	<b>\$ 708,335</b>	<b>\$ 962,660</b>	<b>\$ 1,163,660</b>	<b>\$ 333,251</b>	<b>\$ (313,408)</b>	<b>\$ 517,001</b>
<b>Total Expenditures:</b>	<b>\$ 537,897</b>	<b>\$ 708,335</b>	<b>\$ 962,660</b>	<b>\$ 1,163,660</b>	<b>\$ 333,251</b>	<b>\$ (313,408)</b>	<b>\$ 517,001</b>
Revenues Over (Under) Expenditures:	\$ 35,976	\$ 70,492	\$ (154,447)	\$ (355,447)	\$ 373,390	\$ 313,408	\$ (403,226)

Balance Sheet @ February 1, 2019	
Cash Position	\$ 1,068,082
Add Current Receivables	12,830
Add Unearned Income	113,775
Less Current Liabilities	-
Less Encumbrances	(313,408)
Less Uncommitted Budget	(517,001)
<b>Ending Estimated Cash Position June 30</b>	<b>\$ 364,278</b>

10% of annual income



**Annual Report Expenditures**
**STREETSCAPE PROJECT**

	FY2017 Actual	FY2018 YTD Actual
Public Facilities Transferred to the BRA	21,354	119,900

Christmas Décor	\$ 23,544	\$ 17,350
Christmas Install- Fairlane Grounds	\$ -	\$ -
Snow Removal	9,510	38,250
District Plant & Maint.- Fairlane Grounds	34,613	55,820
Annual Streetscape (Seasonal / W.Village lighting)	35,230	-
Council Approved Beautification Plan	-	-
Sanitation Millage- Litter Pick up- Fairlane Grounds	-	22,152
Annuals & Perennials/ Plant Materials Fall Seasonal Materials, Winter Seasonal Materials- Fairlane Grounds	4,230	8,276
Complete Streets Planning/ Design Planning/ Downtown Master Plan	-	-
On-Street Bike Racks	-	516
Building / Business Incentive	-	-
<b>Total District Beautification</b>	<b>\$ 107,127</b>	<b>\$ 142,364</b>

**DOWNTOWN DEVELOPMENT/Community Promotions**

Marketing Plan	\$ -	\$ -
Branding	18,861	-
General Marketing- (Banners)	7,054	4,625
Dearborn Community Fund Sculpture Initiative	5,900	5,900
Henry Ford Promotion Pkg	5,600	5,600
Website (Constant Contacts - 3 yrs.)	427	275
Website Hosting (1yr renewal) & Domain Reg	424	985
Holiday Promotions / Holly Berry Brunch Program	-	3,950
Friday Nites Concert Series & Food Truck Rally	47,082	34,328
W.Village Commons Programs	2,450	10,368
Other Community Development	22,745	13,336
Farmers Market	2,500	6,818
Graphic Design	-	1,474
Photography	-	1,825
Metro Mode/Issue Media	-	30,000
Mobile App	-	-
CTM Brochure Distribution	-	5,852
Main Street Materials	-	790
Big Read	-	1,000
Martian Marathon	-	619
Shop Small Business Saturday	-	7,201
Chamber of Commerce Scavenger hunt	-	-
Art month/ Art Spark/Pocket Park Mural	-	1,500
Fall Promotions	-	476
Bike Dearborn	-	-
Restaurant week	-	12,465
Wagner Place Park Programming (events & equipment)	-	-
<b>Total Marketing &amp; Promotion</b>	<b>\$ 113,043</b>	<b>\$ 149,387</b>

Adopted Budget	Amended Budget	Actual	Budget (Encumbered)	Budget Remaining
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150,610	150,610	-	-	150,610
6,500	6,500	6,494		6
8,500	8,500	-		8,500
30,000	30,000	6,962	(25,970)	(2,932)
170,905	161,884	84,444	(82,440)	(5,000)
5,000	11,000	-	-	11,000
-	-	-	-	-
43,825	43,825	10,080	(15,840)	17,905
15,000	24,021	4,021	(20,000)	0
10,000	20,000	-	-	20,000
6,500	5,513	-	-	5,513
30,000	30,000	-	-	30,000
<b>\$ 326,230</b>	<b>\$ 341,243</b>	<b>\$ 112,001</b>	<b>\$ (144,250)</b>	<b>\$ 84,992</b>

\$ -	\$ -	\$ -	\$ -	\$ -
65,000	251,500	52,967	(133,215)	\$ 65,318
20,000	15,296	3,537	(150)	\$ 11,609
6,000	6,000	-	-	\$ 6,000
5,600	5,600	-	-	\$ 5,600
230	230	226	-	\$ 4
1,000	1,000	534	-	\$ 466
15,000	15,000	16,064	(6)	\$ (1,070)
45,000	45,000	20,515	-	\$ 24,485
30,000	30,000	10,479	(285)	\$ 19,236
-	1,757	1,580	(258)	\$ (81)
20,000	20,000	7,828	(29)	\$ 12,143
5,000	5,000	-	(800)	\$ 4,200
3,200	3,200	1,850	-	\$ 1,350
24,000	24,000	12,000	-	\$ 12,000
-	1,197	1,197	-	\$ -
4,250	4,250	-	-	\$ 4,250
1,000	1,000	-	-	\$ 1,000
-	-	-	-	\$ -
500	500	-	-	\$ 500
6,500	6,500	3,665	(269)	\$ 2,566
-	-	-	-	\$ -
5,000	5,000	5,500	-	\$ (500)
500	500	193	-	\$ 307
-	250	250	-	\$ -
20,000	20,000	702	-	\$ 19,299
15,000	15,000	-	-	\$ 15,000
<b>\$ 292,780</b>	<b>\$ 477,780</b>	<b>\$ 139,087</b>	<b>\$ (135,011)</b>	<b>\$ 203,682</b>

	FY2017	FY2018
	Actual	YTD Actual
<b>PLANNING &amp; ADMINISTRATION</b>		
Insurance	700	2,985
Audit	447	329
<b>Director's Expenses</b>		
Executive Director	95,203	94,570
Communications Manager- PR	30,000	30,064
Operations Manager	-	-
Design and Planning Manager	12,500	-
Event Manager/ Farmers' Market Manager	-	9,771
PT Admin Employee	5,305	5,202
Building Rental	-	-
Repair & Maintained Supplies	-	-
Office Expenses (5810,6010,30-90,)	1,805	3,350
Office Cleaning	-	-
Utilities	-	-
Memberships	413	413
<b>Total Planning &amp; Administration</b>	<b>\$ 146,373</b>	<b>\$ 146,684</b>
<b>PRINCIPAL &amp; INTEREST EXPENSE</b>		
<b>Total Principal &amp; Interest Expense</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>
<b>Total Expenditures</b>	<b>\$ 537,897</b>	<b>\$ 708,335</b>

Adopted	Amended	Actual	Budget	Budget
Budget	Budget	\$ -	(Encumbered)	Remaining
2,670	2,670	1,554	-	1,116
382	382	382	-	-
48,000	48,000	23,172	(8,844)	15,985
40,000	40,000	17,938	(3,729)	18,334
30,950	30,950	13,557	(7,077)	10,317
12,000	12,000	3,900	(4,600)	3,500
27,900	27,900	13,950	(4,650)	9,300
-	89	87	-	2
11,000	11,010	6,363	(4,647)	-
10,000	10,000	-	-	10,000
7,950	7,938	623	-	7,315
-	900	300	(600)	-
1,250	1,250	-	-	1,250
938	938	338	-	600
<b>\$ 193,040</b>	<b>\$ 194,027</b>	<b>\$ 82,163</b>	<b>\$ (34,146)</b>	<b>\$ 77,718</b>
\$ -	\$ -	\$ -	\$ -	\$ -
<b>\$ 962,660</b>	<b>\$ 1,163,660</b>	<b>\$ 333,251</b>	<b>\$ (313,407)</b>	<b>\$ 517,002</b>

City of Dearborn  
East Downtown Development Authority (EDDDA)  
Prepared as of February 1, 2019

	FY2017 Actual	FY2018 Audited	FY2019				
			Adopted Budget	Amended Budget	Actual YTD	Budget (Encumbered)	Budget Remaining
<b>REVENUES:</b>							
Property Tax Capture	313,361	331,579	337,617	337,617	193,717	-	143,900
BRA Tax Captures	465,013	464,566	475,250	475,250	475,250	-	-
<b>Tax Revenue Total:</b>	<b>778,374</b>	<b>796,145</b>	<b>812,867</b>	<b>812,867</b>	<b>668,967</b>	<b>-</b>	<b>143,900</b>
Local Community Stabilization Shared Rev	21,979	-	-	-	23,733	-	N/A
Interest Income	10,246	18,257	17,621	17,621	12,045	-	5,576
Donations from Private Sources	15,761	22,965	75,000	75,000	36,630	-	38,370
Miscellaneous Income (SAD Landscape, snow, PSD)	-	-	-	-	-	-	-
Contribution from General Fund (Sanitation)	-	35,681	72,840	72,840	42,490	-	30,350
<b>Total Revenues:</b>	<b>826,360</b>	<b>873,048</b>	<b>978,328</b>	<b>978,328</b>	<b>783,865</b>	<b>-</b>	<b>218,196</b>
<b>EXPENDITURES:</b>							
Salaries & Wages-Part Time	67,278	51,593	-	505	505	-	-
FICA/Medicare, City Share	5,147	3,947	-	39	39	-	-
Workers Comp. Contrib.	43	33	-	-	-	-	-
Car Allowance	-	-	-	-	-	-	-
Other Services (G&R)	-	33,603	72,840	72,840	3,984	(9,404)	59,452
Audit Services	694	772	763	763	763	-	-
Other Professional Services	2,061	150	1,500	1,014	100	-	914
Contract Services	61,872	133,045	307,950	337,406	112,215	(72,361)	152,830
Copier R & M	147	58	250	726	363	-	363
Building Rental	24,740	25,000	11,000	11,010	6,363	(4,648)	-
Community Promotion	123,956	154,922	266,280	316,280	95,058	(36,586)	184,636
Insurance	1,370	3,255	4,110	4,110	2,394	-	1,716
Communications, Tele Serv	1,240	720	850	850	68	(242)	540
Staff Training & Tran Exp	2,624	3,310	4,500	4,500	305	-	4,195
Office Supplies	306	642	3,450	3,450	433	-	3,017
Postage	-	4	100	100	61	-	39
Equipment - Non Capital	-	1,720	500	500	-	-	500
Planting Materials	-	7,057	12,000	12,000	7,890	(4,110)	-
Memberships	663	413	1,190	1,190	338	-	852
Reference Materials	28	28	100	100	-	-	100
Licenses, Fees & Permits	-	-	300	300	-	-	300
Other Operating Expense (1)	502,757	536,989	1,250	1,250	-	-	1,250
Sub-total Operations	794,926	957,261	688,933	768,933	230,879	(127,350)	410,705
<b>Projects:</b>							
Building Demolition Serv	-	-	-	2,522	-	-	2,522
Architect/Engineer Svc	1,700	4,250	-	60,256	-	(16,831)	43,425
Construction Contractor	-	25,180	-	137,785	-	(137,147)	638
Licenses, Fees & Permits	-	-	100	100	-	-	100
Undistributed Appropriation	-	-	-	62,345	-	-	62,345
Sub-Total Capital	1,700	29,430	100	263,008	-	(153,978)	109,030
Transfers out: Brownfield Fund (2)	465,013	464,566	475,250	475,250	-	-	475,250
<b>Total Expenditures:</b>	<b>1,261,639</b>	<b>1,451,257</b>	<b>1,164,283</b>	<b>1,507,191</b>	<b>230,879</b>	<b>(281,328)</b>	<b>994,985</b>
Revenues Over (Under) Expenditures:	(435,279)	(578,209)	(185,955)	(528,863)	552,987	281,328	(776,789)

**Balance Sheet @ February 1, 2019**

Cash Position	1,598,615
Add Current Receivables	10,485
Add Unearned Income	218,196
Less Current Liabilities	-
Less Encumbrances	(281,328)
Less Uncommitted Budget	(994,985)
<b>Estimated Cash Position June 30</b>	<b>550,983</b>

\*\*Long Term Note Receivable booked on Balance Sheet  
(1) \$475,250 Redico reimbursement budget

177,035

# **Annual Report Expenditures**

	FY2017 Actual	FY2018 Audited	Adopted Budget	Amended Budget	Actual YTD	Budget (Encumbered)	Budget Remaining
<b>PUBLIC FACILITIES</b>							
Public Facilities Transferred to the BRA	465,013	464,566	475,250	475,250	-	-	475,250
Public Facilities Parking Master Plan M20006	1,700	7,880	100	263,008	-	(153,978)	109,030
Public Facilities (parking lot striping)	-	-	-	-	-	-	-
Artspace (Downtown Master Plan, City Hall Park Arch design)	-	25,180	10,000	40,000	-	-	40,000
Commercial Property Appearance (streetscape, bike racks, trash cans,)	-	4,250	11,500	10,956	-	-	10,956
Building / Business Incentive	-	-	30,000	22,760	-	-	22,760
<b>Total Public Facilities</b>	<b>466,713</b>	<b>501,876</b>	<b>526,850</b>	<b>811,974</b>	<b>-</b>	<b>(153,978)</b>	<b>657,996</b>
<b>DOWNTOWN DEVELOPMENT</b>							
General Marketing	-	-	20,000	6,041	352	-	5,689
Branding	-	-	65,000	116,500	15,510	(35,428)	65,561
Henry Ford Promotion Pkg	8,400	5,600	5,600	5,600	-	-	5,600
Metro Mode /Issue Media -Social Media Promos	-	34,682	24,000	24,000	12,000	-	12,000
CTM Brochure Distribution-Social Media Promos	-	-	4,250	4,250	-	-	4,250
Main Street Materials-Social Media Promos	-	-	1,000	1,000	-	-	1,000
Graphic Design-Social Media Promos	-	-	5,000	5,000	-	(800)	4,200
Photography	-	1,325	3,200	3,200	1,125	-	2,075
Flowers	150	28,952	12,000	12,000	7,890	(4,110)	-
Landscape & Maintenance	-	-	60,000	60,000	28,020	(23,587)	8,393
District Litter Pickup	-	33,603	72,840	72,840	3,984	(9,404)	59,452
City Hall Park Maintenance (Activity moved to Landscape FY19)	5,788	5,425	-	-	-	-	-
Holiday Décor	16,500	20,646	10,000	10,000	9,756	-	244
Holiday Installation	-	-	7,500	7,500	-	-	7,500
Snow Removal	19,922	37,575	30,000	30,000	3,881	(26,100)	20
Dearborn Community Fund Sculptures	5,900	5,900	6,000	6,000	-	-	6,000
Fall Décor	-	814	-	-	-	-	-
Banners	-	-	-	1,552	1,552	-	-
Community Art Enhancement	-	15,000	20,000	20,000	-	-	20,000
Jazz on the Ave	55,995	50,864	56,000	56,000	27,387	-	28,613
Tunes at noon	-	4,858	6,000	6,495	6,495	-	0
Movies in the Park	-	1,774	4,000	4,000	2,110	-	1,890
Shop Small	-	9,735	6,500	6,500	4,581	(3)	1,916
Restaurant Week	-	12,465	20,000	20,000	702	-	19,299
Other Community Development	55,907	11,726	-	2,405	2,405	-	(0)
Website - Constant Contact	340	-	230	230	226	-	4
Website Hosting & Domain Reg	290	1,020	1,000	1,000	534	-	466
Pocket of Perception (student art project)	-	-	5,000	8,000	8,000	-	-
Art Month	-	-	5,000	5,000	4,480	-	520
Fall Promotions	-	-	500	592	592	-	(0)
City Hall Park Events	-	-	3,500	3,500	-	-	3,500
Holiday Promotions (Holiday Open House, Santa, Events)	-	-	3,000	6,718	6,364	(354)	0
Eastborn Clean UP	-	-	1,500	1,500	-	-	1,500
Community Promotion (Mobile App)	1,236	-	-	1,197	1,197	-	-
<b>Social Media Promotions Total</b>	<b>-</b>	<b>34,682</b>	<b>34,250</b>	<b>34,250</b>	<b>12,000</b>	<b>(800)</b>	<b>21,450</b>
<b>Holiday Décor and Installation Total</b>	<b>16,500</b>	<b>20,646</b>	<b>17,500</b>	<b>17,500</b>	<b>9,756</b>	<b>-</b>	<b>7,744</b>
<b>Total Downtown Development</b>	<b>170,429</b>	<b>281,963</b>	<b>458,620</b>	<b>508,620</b>	<b>149,142</b>	<b>(99,787)</b>	<b>259,692</b>

**PLANNING & ADMINISTRATION**

	FY2017 Actual	FY2018 Audited	Adopted Budget	Amended Budget	Actual YTD	Budget (Encumbered)	Budget Remaining
Insurance	1,370	3,255	4,110	4,110	2,394	-	1,716
Audit	694	772	763	763	763	-	-
Office Lease	24,740	25,000	11,000	11,010	6,363	(4,648)	-
Cleaning	1,800	1,800	900	900	300	(600)	-
Office Security	300	150	-	-	-	-	-
<b>Directors Expenses:</b>							
Salary, Wages & Benefits	72,468	55,573	-	544	544	-	-
DDA Director	-	-	48,000	48,000	23,169	(8,739)	16,092
Communications Manager PR Firm	15,000	30,064	40,000	40,000	17,938	(3,729)	18,334
Operations Manager (Mike Bewick & PT Kate)	-	-	30,950	30,950	14,846	(5,786.98)	10,317
Design and Planning Manager	-	-	12,000	12,000	4,400	(1,681.76)	5,918
Event Manager	-	7,075	17,100	17,100	9,263	(2,138)	5,700
Unemployment				7,240	-	-	7,240
Office Expenses	3,437	5,575	10,200	10,190	1,291	-	8,899
Reference Materials	28	28	100	100	-	-	100
Membership	663	413	1,190	1,190	338	-	852
Postage	-	4	100	100	61	-	39
Phone	1,240	720	850	850	68	(242)	540
<b>Total Directors Expenses</b>	<b>92,836</b>	<b>99,452</b>	<b>160,490</b>	<b>168,264</b>	<b>71,917</b>	<b>(22,316)</b>	<b>74,031</b>
Utilities	2,757	-	1,550	1,550	-	-	1,550
Debt Service Fees	500,000	536,989	-	-	-	-	-
<b>Total Planning, Administration and Directors Expenses</b>	<b>121,740</b>	<b>130,429</b>	<b>177,263</b>	<b>185,047</b>	<b>81,736</b>	<b>(27,563)</b>	<b>75,747</b>
<b>Total Expenditures</b>	<b>1,261,639</b>	<b>1,451,257</b>	<b>1,164,283</b>	<b>1,507,191</b>	<b>230,878</b>	<b>(281,328)</b>	<b>994,985</b>

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Metromode Contract 2019

Date Adopted:

Resolution by:

**WHEREAS:** The EDDDA values and desires to increase communications, public relations, marketing and media exposure for Downtown West Dearborn; and

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

**WHEREAS:** The proposed agreement is for six months at \$24,000 in total for 2019 from March 1, 2019 –August 31, 2019, with two three-month renewals at \$12,000 each, which will be equally split between the EDDDA and WDDDA; and

**RESOLVED:** That the EDDDA allocates \$12,000 from Community Promotions account 297-6100-911-51-00 for a media contract with Issue Media Group/Metromode for a contract running March 1, 2019 - August 31, 2019, with the option of two three-month renewals at \$6,000 each; that the EDDDA Executive Director be authorized to execute and sign the contract agreement; subject to review and approval by Corporation Counsel.

Yes:

No:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Metromode Contract 2019

Date Adopted:

Resolution by:

**WHEREAS:** The WDDDA values and desires to increase communications, public relations, marketing and media exposure for Downtown West Dearborn; and

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

**WHEREAS:** The proposed agreement is for six months at \$24,000 in total for 2019 from March 1, 2019 –August 31, 2019, with two three-month renewals at \$12,000 each, which will be equally split between the EDDDA and WDDDA; and

**RESOLVED:** That the WDDDA allocates \$12,000 from Community Promotions account 296-6100-911-51-00 for a media contract with Issue Media Group/Metromode for a contract running March 1, 2019 - August 31, 2019, with the option of two three-month renewals at \$6,000 each; that the WDDDA Executive Director be authorized to execute and sign the contract agreement; subject to review and approval by Corporation Counsel.

Yes:

No:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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2019 Additional Snow Removal Funds

Date Adopted:

Resolution by:

**WHEREAS:** The 2018-2019 winter season has been unusually snowy and icy and;

**WHEREAS:** The original snow removal budget of \$30,000 has been depleted while the threat of snow and ice still remains for this season; therefore be it

**RESOLVED:** The EDDDA Board authorizes an additional \$15,000 to the snow removal services budget 297-6100-911-34-90 for contracted services for the 2018-2019 winter season.

Yes:

No:

Abstained:

Absent:



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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2019 Additional Snow Removal Funds

Date Adopted:

Resolution by:

**WHEREAS:** The 2018-2019 winter season has been unusually snowy and icy and;

**WHEREAS:** The original snow removal budget of \$30,000 has been depleted while the threat of snow and ice still remains for this season; therefore, be it

**RESOLVED:** The WDDDA Board authorizes an additional \$15,000 to the snow removal services budget 296-6100-911-34-90 for contracted services for the 2018-2019 winter season with Premium Lawn; and be it further

**RESOLVED:** Final payment for services will be contingent upon Premium Lawn's (contractor) repair of damaged fencing and public property in the WDDDA district.

Yes:

No:

Abstained:

Absent:

Adopted:

\_\_\_\_\_



# DEARBORN 2018

# TEAM



Brian Boyle

Co-CEO, Issue Media Group

Christian Marcillo

Project Manager

Nina Ignaczak

Project Editor

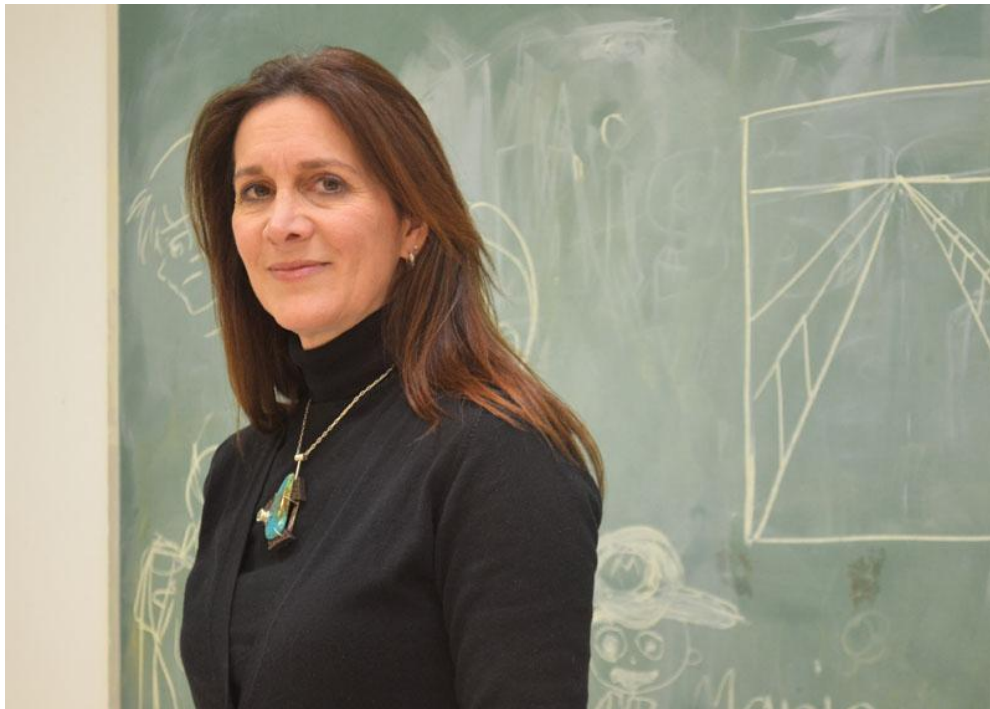
Veronica Johnson

Project Support

# ABOUT



- Identify and capture the story of innovation, investment and emerging assets that are shaping Dearborn's future.
- Speaker series coverage produced quarterly that fosters a narrative for entrepreneurship in Dearborn while building a better engaged network of people and resources.



Andrea Bogart

Embrace Creatives 12.20.18

Stories Published

49

People Reached (pageviews & social reach)

250,082 (+16%)

Total Engagements

3,639

Video Performance (views & engagement)

3,325



# TOP 3 STORIES



**How Dearborn's Fairlane Mall is reimagining itself for a new era**

**REACH: 4649**

**ENGAGEMENT: 342**



**Wagner Place and beyond:  
A guide to Dearborn's  
transformational  
developments in 2018**

**REACH: 7933**

**ENGAGEMENT: 237**



**Kids' play place with an  
emphasis on  
non-electronic activities  
to open in Dearborn**

**REACH: 5689**

**ENGAGEMENT: 829**



Issue Media Group leverages the power of solutions-based storytelling to grow local communities and economies by fostering place-based pride.

The Knight Foundation looked at what makes people happy with their communities and found 10 with 3 [“Drivers of Attachment”](#) in their [“Soul of the Community”](#) research. In summary, if these drivers increase resident attachment, and resident attachment grow the economy. They top 3 include Openness/Welcomeness, Aesthetics, and Social Offerings.

# Attachment to Place



## Why Dearborn? VIDEO

REACH: 4,443

ENGAGEMENT: 106

OPENNESS/WELCOMENESS

Art gallery and coffee shop  
nears opening date in  
Dearborn

REACH: 5,043

ENGAGEMENT: 186

AESTHETICS

Dearborn goes big on  
multimodal planning

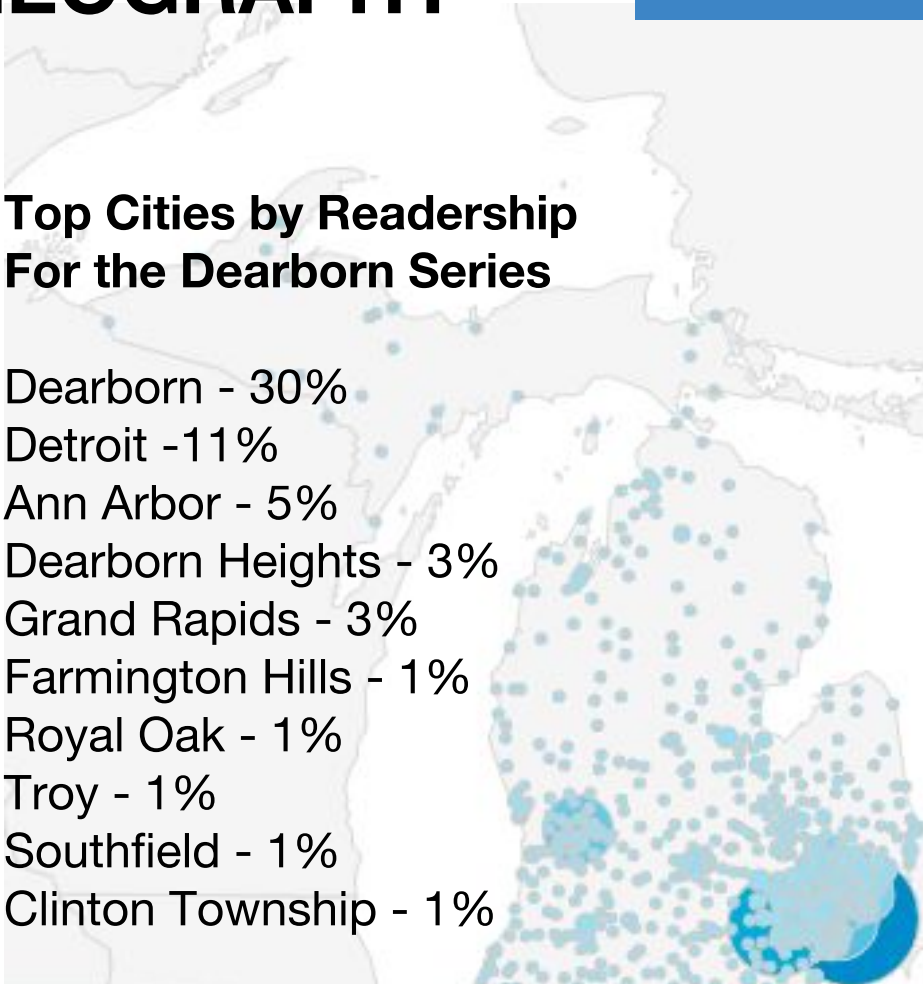
REACH: 5,489

ENGAGEMENT: 78

SOCIAL OFFERINGS



## Top Cities by Readership For the Dearborn Series

A map of Michigan showing the locations of various cities. The cities are marked with blue dots of varying sizes, indicating their relative readership. The dots are concentrated in the southern and central parts of the state, particularly around the Detroit area.

Dearborn - 30%  
Detroit - 11%  
Ann Arbor - 5%  
Dearborn Heights - 3%  
Grand Rapids - 3%  
Farmington Hills - 1%  
Royal Oak - 1%  
Troy - 1%  
Southfield - 1%  
Clinton Township - 1%

## Top Cities by Readership For Metromode

Detroit - 16%  
Ann Arbor - 9%  
Dearborn - 6%  
Grand Rapids - 4%  
Royal Oak - 4%  
Farmington Hills - 3%  
Sterling Heights - 3%  
Troy - 3%  
Clinton Township - 2%  
St. Clair Shores - 2%

# STATEWIDE



## Sharing through Second Wave Newsletters

Subscription Size (Metromode & Second Wave) = 58,049

Average Open Rate:

Metromode - 14%

Second Wave - 10%

Profiles in taste: Meet Dearborn's farmers and artisans

SHARE Like 47



An ecosystem for entrepreneurs grows in Dearborn

SHARE Like 101



How two startups plugged into Dearborn's entrepreneurial ecosystem

SHARE Like 10



Does Dearborn have a music scene?

SHARE Like 40



Dearborn goes multimodal

SHARE Like 10



Wagner Place beyond: A guide to Dearborn's transformation developments

SHARE Like 10



How Dearborn's Fairlane Mall is reimagining itself for a new era

SHARE Like 100



# SOCIAL SHARES



Downtown Dearborn

Dearborn Area Community Members

Dearborn Area Chamber of Commerce

City of Dearborn Government

Henry Ford College

One Dearborn

CFSEM

NEI

Fairlane Town Center

Downriver Arts Crafts Guild

# BEST OF DEARBORN



WEDNESDAY, MAY 16, 2018

From winter into spring, a lot has been happening in Dearborn. Here's a roundup of some of *Metromode's* ongoing coverage of one of Metro Detroit's most dynamic cities.

## THIS WEEK'S STORIES



**Wagner Place and beyond: A guide to Dearborn's transformational developments in 2018**

ELIZABETH CLARK  
WEDNESDAY, JANUARY 24, 2018

AVERAGE OPEN RATE:

**13% - 1900**

Metromode Average = 14%

AVERAGE CLICK  
THROUGH RATE:

**9% - 169**

Metromode Average = 10%

# GOOGLE SEARCH Rankings



Search Google or type a URL



Through the editorial coverage, and utilizing SEO conventions in Story Titles, abstracts, and stories, we are able to impact placement of Google Search Rankings.

# GOOGLE SEARCH Page One



## West Downtown Dearborn - City of Dearborn

<https://www.cityofdearborn.org> > Business > Dearborn's Business Districts ▼

West **Downtown Dearborn** District. **Downtown Dearborn**. Along Michigan Avenue's corridor, it's where the City's 200+ year history and future meet... from rural ...

## The Best 10 Restaurants near Downtown Dearborn, Detroit, MI 48124 ...

<https://www.yelp.com> > Detroit, MI > Downtown Dearborn > Restaurants

Best Restaurants in **Downtown Dearborn**, Detroit, MI 48124 - Ford's Garage, Mint 29, Brome Modern Eatery, La Fork, Unburger Grill, L.A. Bistro, The Butchers ...

## Downtown Dearborn Apartments for Rent - Dearborn, MI | Apartments ...

<https://www.apartments.com> > Michigan > Dearborn ▼

See all 117 apartments in **Downtown Dearborn**, Dearborn, MI currently available for rent. Check rates, compare amenities and find your next rental on ...

## Dearborn to unify downtown districts along Michigan Avenue

[www.secondwavemedia.com/metromode/features/downtown-dearborn-122616.aspx](http://www.secondwavemedia.com/metromode/features/downtown-dearborn-122616.aspx) ▼

Jan 26, 2017 - In a time when suburbs across the region and nation are struggling to create walkable districts, **Dearborn** possesses not one but two ...

You've visited this page 2 times. Last visit: 10/2/18

## Dearborn pushes downtown transformation strategy with pitch ...

<https://www.crainsdetroit.com/.../dearborn-pushes-downtown-transformation-strategy-...> ▼

Aug 9, 2018 - **Dearborn** officials are pushing forward with a **downtown** transformational strategy that seeks to inject empty storefronts with innovative retail ...

## Big changes ahead for downtown west Dearborn - Detroit Free Press

<https://www.freepress.com/story/money/business/ /downtown-dearborn /86488608/> ▼

# Downtown Dearborn

## # 5

# Top media story



# GOOGLE SEARCH Page One



dearborn entrepreneurship



## Young Entrepreneurs Academy | Dearborn Area Chamber of Commerce

<https://www.dearbornareachamber.org> » Education ▼

The Metro Detroit Young Entrepreneurs Academy Ambassador's ... Our program, held on the University of Michigan-Dearborn campus, is the recipient of the ...

Tue, Feb 5 Our first Small Business Lunch ... La Pita, Dearborn, MI, United ...

Wed, Feb 6 Connections: Benefits of a ... Dearborn Area Chamber of ...

You've visited this page 2 times. Last visit: 4/29/17

## Dearborn Entrepreneur Pitch Competition - Facebook

<https://www.facebook.com/events/912204808985491/> ▼

You cannot share this event, but you can still post. Metromode's photo. NOV14. Dearborn Entrepreneur Pitch Competition. Public. · Hosted by Metromode and ...

## Collaboration wins top prize at Dearborn Entrepreneurial Pitch ...

[www.secondwavemedia.com/metromode/features/dearborn-pitch-competition.aspx](http://www.secondwavemedia.com/metromode/features/dearborn-pitch-competition.aspx) ▼

Nov 17, 2018 - It was the power of collaboration that took home the top prize at this year's Dearborn Entrepreneur Pitch Competition. Following three ...

## An ecosystem for entrepreneurs grows in Dearborn - Second Wave

[www.secondwavemedia.com/metromode/.../dearborn-entrepreneur-ecosystem.aspx](http://www.secondwavemedia.com/metromode/.../dearborn-entrepreneur-ecosystem.aspx) ▼

Mar 29, 2018 - It's also a result of the local business climate in Dearborn, one that offers a robust entrepreneurial ecosystem to help foster projects.

## Feds charge Dearborn entrepreneur in \$1M health care fraud scheme

<https://www.detroitnews.com/story/...dearborn-entrepreneur-1.../2448970002/> ▼

Dec 31, 2018 - Dearborn pharmacist Haytham "Tom" Fakih, who opened nation's first halal Sonic Drive-In, accused in \$1M health care fraud involving dead ...

# Dearborn entrepreneurs

## # 6

## # 7

Most expensive **Dearborn** neighborhoods. U of Michigan-Dearborn / Ford Rd. Cherry Hill St / S

## # 3



# GOOGLE SEARCH Page One



<https://www.facebook.com/pages/Other/Community>

Artists' Society of Dearborn, Дирборн (Мичиган). 66 likes · 1 talking about this. Welcome to The Artists' Society of Dearborn — a group of visual artists...

## City Hall Artspace Lofts | Artspace

<https://www.artspace.org/city-hall> ▼

Looking to use the power of the arts to improve East Dearborn's economic ... 53 units of affordable live/work space for artists and their families, work studios, ...

## Dearborn launches April Arts Month celebrating galleries, artists ...

<https://www.wxyz.com/.../dearborn-launches-april-arts-month-celebrating-galleries-art...> ▼

Apr 2, 2018 - Art, music, theater - Dearborn has it all! Arts Dearborn, a month long celebration, shines a spotlight on the rich cultural life that thrives in the ...

## The next act for Dearborn's ArtSpace will connect artists to the ...

[www.secondwavemedia.com/metromode/features/dearborn-art-space.aspx](http://www.secondwavemedia.com/metromode/features/dearborn-art-space.aspx) ▼

Nov 28, 2018 - As Dearborn's City Hall ArtSpace Lofts approaches its second ... and now feature more than 50 units of live/work space for artists and their ...

## Meet the artists of Dearborn's old city hall - Second Wave

[www.secondwavemedia.com/metromode/features/artspace-dearborn-022317.aspx](http://www.secondwavemedia.com/metromode/features/artspace-dearborn-022317.aspx) ▼

Feb 23, 2017 - Situated in the middle of downtown East Dearborn, City Hall Artspace Lofts resembles a quaint college campus. Three former municipal ...

## Artists Society of Dearborn | Dearborn Community Arts Council

[dcacarts.org/tag/artists-society-of-dearborn/](http://dcacarts.org/tag/artists-society-of-dearborn/) ▼

Jun 10, 2017 - The DCAC and the Padzieski Art Gallery present an art exhibition of "Highlights" from recent shows by the Artists' Society of Dearborn (ASD) ...

## Dearborn artists

### # 7

### # 8



WINNERS: She Made Collective,  
Kristen & Tomroa.

RUNNERS UP - Lola Charles - Alexrai  
Inc & Harron Iftikhar - Einjaa

3 panel events + 1 pitch event

Promoted in Metromode (Metro  
Detroit), Concentrate (Ann  
Arbor/Ypsilanti, and Model D (Detroit)



## HIGHLIGHTS:

Regional promotion letting entrepreneurs Dearborn was open.

104 people RSVP'd in total for the event, and are connected to the Dearborn entrepreneur ecosystem. Approx 15-20 attended each event in person

Partnerships developed including SCORE, BUILD, GRIND to support the ecosystem.

RUN DATE	HEADLINE	Time Spent on Page	Total Engagements	Total Reach
1/24/2018	Wagner Place and beyond: A guide to Dearborn's transformational developments in 2018	8:36	237	7933
2/1/2018	Dearborn deemed "Redevelopment Ready" and part of Michigan Main Street program	2:06	6	5231
2/22/2018	New aquatic center approved for Dearborn's Ford Woods Park	4:45	12	4764
3/8/2018	UM-Dearborn idea pitch contest focuses on real world solutions, not business plans	4:02	8	4454
3/8/2018	Q&A: Stacey Grant of West Dearborn's Made Metro Collective on staying nimble	5:20	77	4741
3/15/2018	Beaumont and Dearborn recognize city's healthy restaurants with inaugural round of awards	3:25	26	5231
3/29/2018	An ecosystem for entrepreneurs grows in Dearborn	5:01	76	6423
3/29/2018	Dearborn's Noah's Deli prepares to re-open doors	4:11	289	5503
4/12/2018	Student entrepreneurs learn the importance of listening at UM-Dearborn business idea pitch	4:54	5	4285
4/19/2018	Healthy eating and gardening program to take root in Dearborn schools	4:50	103	4411

RUN DATE	HEADLINE	Time Spent on Page	Total Engagements	Total Reach
4/25/2018	How two startups plugged into Dearborn's entrepreneurial ecosystem	6:31	37	5593
4/26/2018	UM-Dearborn celebrates the groundbreaking of new Engineering Lab Building	3:43	0	4328
5/10/2018	Bike Dearborn uses Walk n Roll events to promote bike-friendly businesses, encourage others	4:55	40	4675
5/23/2018	Dearborn's libraries innovate through coworking and maker spaces	6:16	86	5836
5/31/2018	New restaurant in downtown Dearborn celebrates fresh ingredients and friendship	4:52	29	4991
5/31/2018	Art gallery and coffee shop nears opening date in Dearborn	6:41	186	5043
6/14/2018	Dearborn farmers market changes time and place to better serve customers	2:48	4	4539
6/28/2018	Bronze statues of Henry and Clara Ford unveiled at Fair Lane, family's Dearborn estate	3:20	13	4486
6/28/2018	Profiles in taste: Meet Dearborn's farmers and artisans	5:49	67	5918
6/28/2018	Saving seeds to save healthy communities	5:25	86	7926

RUN DATE	HEADLINE	Time Spent on Page	Total Engagements	Total Reach
7/12/2018	Crunch Fitness gym to celebrate grand opening in Dearborn	5:36	0	4382
7/19/2018	Mobility Moments Podcast: Embedded at the Mackinac Policy Conference with Don Butler, Ford Mobility	1:34	0	4223
7/19/2018	Indian cuisine and fusion restaurant opens in East Downtown Dearborn	4:42	49	4607
7/19/2018	From a Ferndale basement, startup promotes area music scene	6:06	192	4557
7/25/2018	Does Dearborn have a music scene?	5:09	42	5443
7/26/2018	Kids' play place with an emphasis on non-electronic activities to open in Dearborn	5:39	829	5689
8/2/2018	Dearborn Homecoming returns for 39th year	3:23	27	5034
8/2/2018	New business and creative consulting firm embraces Dearborn roots	3:37	59	4558
8/15/2018	Ford X, Autonomic share mobility cloud, connected cities at TU Automotive	6:02	0	4234
8/29/2018	Dearborn goes big on multimodal planning	7:58	78	5489

RUN DATE	HEADLINE	Time Spent on Page	Total Engagements	Total Reach
8/30/2018	Dearborn encourages green infrastructure upgrades with matching grant dollars	5:55	11	4514
9/13/2018	Robotics programs in Michigan can receive \$3 million in grants	2:50	3	4265
9/13/2018	Healthy Dearborn secures grant to build new park on city's east side	3:30	8	4448
9/19/2018	Ford outlines safety measures for autonomous vehicles	3:50	0	4235
9/19/2018	Listening tour: 7 things Metromode learned about Dearborn's entrepreneurial ecosystem	7:08	44	4575
9/20/2018	Inaugural sculpture festival begins in Dearborn	6:00	15	4835
9/27/2018	New leaders take the helm at Dearborn's higher learning institutions	5:46	1	4820
9/27/2018	Volunteer opportunities abound with the new Dearborn Young Professionals Club	5:31	18	5127
10/4/2018	Dearborn to create economic development roundtable and multi-modal transit plan	3:30	17	4865
10/25/2018	Telling Dearborn's story through branding	8:05	94	6570

RUN DATE	HEADLINE	Time Spent on Page	Total Engagements	Total Reach
11/8/2018	Mental health hospital to be built in Dearborn	7:29	10	4596
11/15/2018	Q & A: Teenage entrepreneur Aya Islim, student, athlete, and baker	3:10	1	4269
11/15/2018	Taking tech to our trails	4:12	1	4384
11/17/2018	Collaboration wins top prize at Dearborn Entrepreneurial Pitch Competition	5:34	121	6779
11/28/2018	The next act for Dearborn's ArtSpace will connect artists to the community	6:15	0	4376
12/6/2018	Dearborn spa celebrates grand opening of complementary gift boutique business	1:45	4	4487
12/13/2018	Winter festival set to debut in east and west downtown Dearborn	10:44	10	4529
12/18/2018	VIDEO: Why Dearborn?	4:14	106	4443
12/19/2018	How Dearborn's Fairlane Mall is reimagining itself for a new era	12:28	342	4649
12/20/2018	Empowering artists through community and commerce in Dearborn	6:27	170	5529



## Issue Media Group + East and West Downtown Dearborn Development Authorities

### Overview & Strategy

Issue Media Group (IMG) will continue the partnership with East and West Downtown Dearborn Development Authorities (EWDDDA) and its network of stakeholders to identify and capture the story of **entrepreneurship + small business, placemaking and “soul of the community” stories** that are shaping Dearborn’s future. During a 12-month engagement, IMG will actively engage community stakeholders to uncover, publish and share stories to advance an entrepreneurship culture and narrative while increasing community attachment to Dearborn. The stories will be published to IMG’s Metromode audience, selected for publication to a statewide Second Wave audience and made available for syndication and re-use to Dearborn economic development stakeholders. Additionally, Metromode will continue to build on the success of entrepreneurship based speaker series event by producing quarterly forums that foster a narrative for entrepreneurship in Dearborn while building a better-engaged network of people and resources.

### — Program Deliverables —

#### Dearborn Project Editor - Editorial Content

- Develop and publish (2) feature-length stories (1) Q & A profile and (1) featurette story per month (Content will be published in the combination of; feature-length, Q&A profile and featurettes)
- Publish six (6) Dearborn Round-Up Editions on Metromode and in e-newsletter per year
- A minimum of sixteen (16) Dearborn stories will be published to statewide **Second Wave**.
- Original photography to accompany all feature-length and profile content types. Downtown Dearborn partners will have the right to re-use imagery in digital format with Metromode attribution.
- Assist in social media/audience development (**IMG will actively tag and promote Dearborn stories through Metromode and partner channels**)  
*\* See attached IMG editorial underwriting guidelines.*

#### (3) Small Business + Entrepreneurship Community Conversations (OPEN CITY)

IMG will coordinate and produce three (3) small business + entrepreneurship community conversations (OPEN CITY format) designed to continue to foster and support small business in Dearborn while attracting potential new small business from across the Region.

- IMG will hold an advisory meeting with EWDDDA and partners to confirm event topics, dates, venues & speakers.
- EWDDDA will be a featured sponsor on all event promotions and content
- EWDDDA will have the opportunity to host and speak at the events, either during welcome/closing remarks or as a moderator or panelist.
- IMG will work with EWDDDA to source and book venue locations

- IMG will organize all aspects of the logistics for the events including the contracting of location (if needed), on-site event manager, caterers, audio/visual, and any other service providers.
- IMG will coordinate and brief speakers (3-5, plus one moderator) on the purpose and goals of the event. EWDDDA will have the opportunity to assist in identifying speakers.
- IMG will actively promote the event with ads, e-cards, social and pre-event content.
- Content related to entrepreneurship will be published in Metromode before and/or after the event. Content can include a brief introduction and invitation, a feature story, a Q&A, and/or an event recap.
- IMG will create and manage e-card invitations, RSVP lists, and promote each event through Metromode and regional publications when available through social media

#### **Dearborn Microsite**

- Dearborn microsite maintained on MetroMode platform.  
See: <http://www.secondwavemedia.com/default.aspx>
- Site promoted through Dearborn partner and stakeholder networks
- Dearborn to be positioned as “FOCUS CITY” during the contract term.

#### **Stakeholder Engagement / Local Advisory Group**

- IMG will host four (4) editorial advisory meetings with EWDDDA and partners designed to help inform editorial content development and calendar.
- EWDDDA will have the opportunity to participate in regular editorial advisory meetings with Southeast Michigan regional partners of Metromode.
- Integrate stakeholders program – content sharing and social media networks.

*\* Dearborn economic to select local editorial advisory group.*

#### **Partner Content Re-Use and Branding (Up to 4 Sponsoring Partners)**

- EWDDDA and participating partners brand and advertising on Microsite PLUS MetroMode.
- EWDDDA and participating partners to receive brand/ad placement on MetroMode homepage and e-newsletter placement.
- A formal ad placement schedule will be developed.
- Content re-use rights.
- IMG will assist in developing a syndication plan with EWDDDA and key partners.

#### **Metrics and Reporting (Quarterly)**

- Story readership numbers.
- Average time on page.
- Social Media reach and shares.
- Referring sites.
- Content and media partners.
- Geographic origin of audience.

**Annual Program Investment: \$48,000 (\*Option out after 6-months)**

## Contract Terms

This contract contains the entire agreement between IMG and East and West Downtown Dearborn Development Authorities and there are no other conditions in any other written or oral agreement concerning the subject matter in this contract. No amendment, change or modification to this contract will be effective unless it is in writing and signed by both parties. This contract supersedes any prior written or oral agreement between IMG and East and West Downtown Dearborn Development Authorities unless otherwise specified.

## Deliverable

- Four stories published in Metromode (monthly)
- Six Dearborn roundup issues published to Metromode audience (annual)
- 3 OPEN CITY Events (annual)
- Dearborn Microsite maintenance in Metromode (annual)
- 4x Editorial Advisory Meetings
- Downtown Dearborn and partner advertising and content re-use
- Quarterly analytic reports

Payment terms: \$24,000 due at signing; \$12,000 due August 15, 2018; \$6,000 due October 15, 2018; \$6,000 due at completion of contract

Program Schedule: February 15, 2019 - February 14, 2020

## Project Approval

By signing this proposal East and West Downtown Dearborn Development Authorities allow Issue Media Group to proceed with the work described in this proposal. Please return via email to Brian Boyle at [brian@issuemediagroup.com](mailto:brian@issuemediagroup.com) or via fax to 734-310-6000.

Accepted by the East and West  
Downtown Development Authorities:

Accepted by Issue Media Group:

---

Cristina Sheppard-Decius  
DATE

---

Brian Boyle / Co-Founder  
DATE  
Issue Media Group

### Issue Media Group's Underwriting Policy

Issue Media Group offers its underwriters the opportunity to directly align their brands with content about talent, innovation, diversity, and place. In addition, IMG provides corporations, governments, institutions, nonprofits, and foundations with similarly focused missions a way to use their media budgets to support and expand coverage of job growth, economic development, real estate, non-profit innovation, city building, and placemaking.

Underwriting is the basis of our model as a publication. Underwriters are considered crucial to our organization and their support is the reason that IMG is able to produce content within a broad spectrum of topics. Support from underwriters allows IMG to dedicate editorial resources to cover key issue areas that are of importance to both the underwriter and IMG's mission.

We work with like-minded stakeholders who have shared values and missions. Because of our intersecting interests, we may cover our underwriters' work journalistically. However, IMG observes strict boundaries regarding the direction, review, and approval of content that is published.

IMG encourages underwriters to pitch ideas through Editorial Advisories and to our editorial teams. We value the knowledge our partners bring to our work, and we encourage underwriters to send story ideas, trends in underwriters' areas of expertise, and press releases. However, published content is at the discretion of the editorial teams and all final decisions regarding content are made without client approval.

While underwriters are not allowed to review or approve content, IMG works with them to establish focus areas that will be included in coverage. If an underwriter desires the ability to direct or edit content, the content will be considered "Partner Content," and given a treatment that distinguishes it from editorial content. The underwriter's logo will be embedded in the story and a transparency statement will be included.

IMG works with underwriters to fully understand the issues they care about. However, IMG trusts its editorial teams to shape stories around issues in a way that will resonate with readers.

IMG honors truthfulness and strives to avoid conflicts of interest in our reporting. This includes real conflicts and acts that may appear to be a conflict. To this end, we opt to disclose any relationships with underwriters that could be perceived as complicating our journalistic mission.

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Artspace Loan Extension 2019

Date Adopted:

Resolution by:

**WHEREAS:** Artspace (City Hall Commercial, LLC) as a borrower and IFF as its lender have agreed to extend the maturity date of a bridge loan agreement for the commercial portion of the project at 13615 Michigan Avenue that was initially entered into on December 4, 2014, and by amendment matures on December 1, 2018; and

**WHEREAS:** Artspace and the East Dearborn Downtown Development Authority (EDDDA) also have a loan agreement dated December 19, 2014, for the remediation of hazardous substances that matures on December 1, 2018, and is subordinate to the Artspace/IFF agreement; and

**WHEREAS:** The Downriver Consortium (DCC) and EDDDA loan agreement afforded the EDDDA to provide a loan to Artspace for the remediation of hazardous substances; and

**WHEREAS:** Annual payments of 10% by the EDDDA to the DCC loan begin September 4, 2019; and

**WHEREAS:** Artspace has requested an extension of the loan from IFF to continue utilizing available funds to complete improvements in the commercial space to make it desirable for potential tenants; therefore be it

**RESOLVED:** The EDDDA authorizes the EDDDA Chairperson to execute a consent document for the Artspace/IFF loan modification agreement, revising the loan maturity date to June 1, 2019, subject to review and approval by Corporation Counsel.

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Yes:

No:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## 2019 Free Comic Book Day Sponsorship

Date Adopted:

Resolution by:

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) recognizes hosting, creating and sponsoring special public and community events in East Downtown as a means to reach the goals of increased traffic and commerce, which benefit its businesses and neighborhoods; and,

**WHEREAS:** Green Brain Comics has invited the EDDDA to be a sponsor of its Free Comic Book Day; therefore, be it

**RESOLVED:** The EDDDA approve an amount not to exceed \$1,000.00 from the Community Promotions budget account 297-6100-911-51-00 in support of Green Brain Comics' Free Comic Book Day to be held May 4, 2019; and further be it

**RESOLVED:** A portion of the money must be used in cross-promotion for the East Downtown Dearborn district; and be it further

**RESOLVED:** The EDDDA will be listed as a sponsor in all materials.

Yes:

No:

Abstained:

Absent:



## Free Comic Book Day Sponsorship Proposal

Tuesday, February 12, 2019

Green Brain Comics is about to celebrate the 18<sup>th</sup> annual Free Comic Book Day on Saturday, May 4<sup>th</sup>.

It is a single day when participating comic book specialty shops across North America and around the world give away specially created comic books absolutely free to anyone who comes into their shops.

Green Brain Comics utilizes this event to invite the public into their store and show off how great comic books are. We also want to take the opportunity to show off how exciting and dynamic our local community is by inviting local comic creators, organizations and businesses to participate.

In 2018 attendance at this annual event regularly exceeded 1.6k visitors and is considered the premiere Free Comic Book Day celebration in the Detroit area. Attendees often visit other local comic stores for this event but confess to spending much more time at Green Brain Comics and its surrounding businesses.

Green Brain Comics is asking for a sponsorship of \$1000 to help offset the costs of promotion, permitting fees and capital costs involved with the event.

Your generous sponsorship would be highlighted by:

- Branding placement on marketing and advertising.
- Branding placement on exclusive t-shirts for staff and door prizes.
- Hourly sponsor announcements during event.
- Sponsor logo placement on the Green Brain Comics web page.
- Sponsor announcements on livestreams (Facebook, Youtube, Instagram) throughout April 2019.

Please feel free to contact me with questions and concerns.

More details are available, including guest creators, benefitting non-profit organizations and specific FCBD comic info upon request.

Respectfully,

Daniel M. Merritt  
Green Brain Comics  
313-582-9444  
danm@greenbraincomics.com



## East Dearborn DDA & West Dearborn DDA (DDAs)

Dearborn Administrative Center 16901 Michigan Avenue, Dearborn, MI 48126

# POLICY FOR PROVIDING SPONSORSHIPS

## (DDAs as Sponsors)

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### I. PURPOSE

1. Set out the criteria and decision making process for the East and West Dearborn Downtown Development Authorities (DDAs) in their roles as sponsors of other organizations, events, or projects.
2. Ensure fair, transparent sponsorship practices.

### II. DEFINITIONS

1. Sponsor: An organization or individual, in this case, the DDAs, looking for marketing and community relations opportunities that support their brand, message, and/or goals.
2. Sponsorship: A business relationship between the DDAs (as the sponsor) and the sponsor-seeker where the sponsor provides money, products, or services to the sponsor-seeker in exchange for publicity and recognition.
3. Sponsor-Seeker: An organization or individual seeking money, products, or services from the DDAs to alleviate costs, diversify revenue, and, possibly, exhibit alignment with the DDAs.

### III. OVERVIEW

As sponsors, the DDAs may support the events, projects, programs and operations of other organizations within the terms outlined below. Using sponsorships as a marketing tool, the DDAs seek to promote their mission and brand, that is, Dearborn's downtown business districts and the overall image of Downtown Dearborn. Evaluation of sponsorship opportunities will be guided by the Downtown Dearborn vision and transformational strategies.

### IV. CRITERIA FOR EVALUATING SPONSORSHIP REQUESTS

1. Only reputable individuals and organizations whose image, product, or services do not conflict with the DDAs' missions or values may be considered.
2. The DDAs' long term reputation and credibility always take precedence.
3. There is no obligation to accept any particular request.
4. Each sponsorship request will be considered on its merits. Discernment will characterize the decision making process.
5. These questions will be asked of each sponsorship opportunity:
  - a. Does it match, complement, or conflict with the DDAs' values?
  - b. Does it support one or more of the DDAs' transformational strategies?
  - c. Would this association be a good fit with the image of the Downtown Dearborn project?
  - d. Does it appeal to at least one of the DDAs' target markets?
  - e. Does it support the vision of the Downtown Dearborn project?
6. Ethical filters that help determine good-fit sponsor-seekers:
  - a. Disclosure and accountability.





## East Dearborn DDA & West Dearborn DDA (DDAs)

Dearborn Administrative Center 16901 Michigan Avenue, Dearborn, MI 48126

### POLICY FOR PROVIDING SPONSORSHIPS

#### (DDAs as Sponsors)

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7. The DDAs will not continue sponsorship discussions with any organization once that organization, its parent or subsidiaries is found to be engaged in criminal activity.
8. To ensure that the DDAs are perceived as welcoming and inclusive to everyone, the DDAs shall not enter into sponsorship discussions with organizations that have a primary focus on party politics and/or religious activities.

#### V. VETTING

1. Using the criteria listed in section IV, the DDAs' representatives will vet potential organizations that are seeking sponsorship (sponsor-seeker) support.
2. Vetting may include general research, as well as interviewing a sponsor-seeker's representatives.
  - a. Sponsor-seekers who refuse/fail to respond to inquiries may be rejected.
  - b. Questions may vary between sponsor-seekers.
  - c. If a sponsor-seeker is later found to have misled the DDAs, the DDAs have the right to cancel the sponsorship agreement.
3. Sponsorships shall be reviewed with more rigor and detail where the risks to the DDAs' credibility and integrity are higher, for instance with national or multi-year agreements. In such circumstances, information obtained solely from the sponsor-seeker may not be sufficient.

#### VI. RECOGNITION OF THE DDAs

- The DDAs and their joint Downtown Dearborn initiative shall be represented by name and logo as Downtown Dearborn in all promotions, as well as respective DDA district logos if different.

#### VII. SPONSORSHIP MANAGEMENT

1. Sponsorships will be documented with a sponsorship contract between the DDAs and the sponsor-seeker.
2. Sponsor-seekers and sponsorships will be tracked in a database for reporting purposes.

#### VIII. REVIEW AND EVALUATION

This policy shall be reviewed by the promotions committee every two years. Recommended changes shall be presented to the board for approval. Revisions will be completed by the DDA staff.

APPROVED BY BOARD OF DIRECTORS: XX/XX/20XX

APPROVED AS TO FORM:

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## East Dearborn DDA & West Dearborn DDA (DDAs)

Dearborn Administrative Center 16901 Michigan Avenue, Dearborn, MI 48126

### **POLICY FOR PROVIDING SPONSORSHIPS** (DDAs as Sponsors)

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CORPORATION COUNSEL



## East Dearborn DDA & West Dearborn DDA (DDAs)

Dearborn Administrative Center 16901 Michigan Avenue, Dearborn, MI 48126

# POLICY FOR SEEKING SPONSORSHIPS

## (DDAs as Sponsor-Seekers)

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### I. PURPOSE

1. Set out the criteria and decision making process for the East and West Dearborn Downtown Development Authorities (DDAs) in their roles as sponsor-seekers.
2. Diversify and generate revenue for the DDAs' operations, programs, events, special projects, and campaigns.
3. Ensure fair, transparent sponsorship practices.

### II. DEFINITIONS

1. Sponsor: An organization or individual looking for marketing and community relations opportunities that support their brand, message, and/or goals. These organizations include, but are not limited to, corporations, health care systems, small businesses, schools, higher education institutions, and government.
2. Sponsorship: A business relationship between a sponsor and the sponsor-seeker where the sponsor provides money, products, or services to the sponsor-seeker in exchange for publicity and recognition.
3. Sponsor-Seeker: Sponsor-seekers, in this case, the DDAs, utilize sponsorships to alleviate costs, diversify revenue, and, possibly, exhibit alignment with a particular brand or organization.

### III. CRITERIA FOR EVALUATING POTENTIAL SPONSORS

1. Only reputable individuals and organizations whose image, product, or services do not conflict with the DDAs' missions or values may be considered.
2. The DDAs' long term reputation and credibility always take precedence.
3. There is no obligation to accept any particular request.
4. Each sponsorship request will be considered on its merits. Discernment will characterize the decision making process.
5. These questions will be asked of each sponsorship opportunity:
  - a. Does it match, complement, or conflict with the DDAs' values?
  - b. Does it support one or more of the DDAs' transformational strategies?
  - c. Would this association be a good fit with the image of the Downtown Dearborn project?
  - d. Does it appeal to at least one of the DDAs' target markets?
  - e. Does it support the vision of the Downtown Dearborn project?
6. Ethical filters that help determine good-fit sponsor-seekers:
  - a. Disclosure and accountability.
7. The DDAs will not continue sponsorship discussions with any organization once that organization, its parent or subsidiaries is found to be engaged in criminal activity.



## East Dearborn DDA & West Dearborn DDA (DDDA's)

Dearborn Administrative Center 16901 Michigan Avenue, Dearborn, MI 48126

### POLICY FOR SEEKING SPONSORSHIPS

#### (DDDA's as Sponsor-Seekers)

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8. To ensure that the DDDAs are perceived as welcoming and inclusive to everyone, the DDDAs shall not enter into sponsorship discussions with organizations that have a primary focus on party politics and/or religious activities.

#### IV. SPONSOR SELECTION & VETTING

1. Sponsor recommendations will be accepted from the boards of directors and other stakeholders as well as by the DDDAs' staff.
2. DDDA representatives will conduct an initial vetting of recommended sponsors for a good-fit with the criteria listed in section IV.
3. This process may include general research as well as interviewing a sponsor's representatives.
  - a. Sponsors who refuse/fail to respond to inquiries may be rejected.
  - b. Questions asked may vary between sponsors.
  - c. If a sponsor is later found to have misled the DDDAs, the DDDAs have the right to cancel the sponsorship agreement.
4. Sponsorships shall be reviewed with more rigor and detail where the risks to the DDDAs' credibility and integrity are higher, for instance with national or multi-year agreements. In such circumstances, information obtained solely from the sponsor may not be sufficient.

#### V. SPONSORSHIP TYPES

1. Limited Sponsorships are fully-compliant with the sponsorship policy, pertain to particular events or single programs only.
  - a. Research and recruitment of Limited Sponsorships shall be vetted by the committee overseeing the project, event or program. Final authorization of limited sponsorships is at the sole discretion of the DDDAs' executive director.
2. Downtown Champion Sponsorships pertain to organizational projects, programs or campaigns that support either more than one program, project, event or initiative of the DDDAs; or are an exclusive (one-time) project or program; and/or have a duration that exceeds more than six months; and/or are only partially compliant with the criteria established in item IV.
  - a. Selection and authorization of Downtown Champion Sponsorships will first be vetted by the committee overseeing the project, event or program. Authorization of Downtown Champion sponsorships under \$25,000 is at the sole discretion of the DDDAs' executive director. The committee will present its recommendation to the DDDAs' joint board for approval. Authorization of Downtown Champion Sponsorships over \$25,000 shall be approved by the Boards jointly.

#### VI. SPONSORSHIP MANAGEMENT



## East Dearborn DDA & West Dearborn DDA (DDAs)

Dearborn Administrative Center 16901 Michigan Avenue, Dearborn, MI 48126

### POLICY FOR SEEKING SPONSORSHIPS

(DDAs as Sponsor-Seekers)

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1. The DDAs will draft and administer a sponsorship contract with the sponsor.
2. Sponsors and sponsorships will be tracked in a database for reporting purposes.

#### VII. REPRESENTATION OF THE DDAs

1. The DDAs and their joint Downtown Dearborn initiative shall be represented by name and logo as Downtown Dearborn in all promotions, as well as respective DDA district logos if different.

#### VIII. REVIEW AND EVALUATION

This policy shall be reviewed by the promotions committee every two years. Recommended changes shall be presented to the board for approval. Revisions will be completed by the DDA staff/executive management team.

APPROVED BY BOARD OF DIRECTORS: XX/XX/20XX

APPROVED AS TO FORM:

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CORPORATION COUNSEL

City of Dearborn									
West Downtwon Development Authority (WDDDA)									
Prepared as of February 19, 2019									
			FY2019				FY2020	FY2021	FY2022
Description	FY2017	FY2018	Adopted	Amended	YTD	Projected	Proposed	Proposed	Proposed
REVENUES:	Actual	Actual	Budget	Budget	Actual	Budget	Budget	Budget	Budget
Property Tax Capture	\$531,015	496,065	507,210	507,210	443,526	590,680	505,710	516,880	528,320
BRA Tax Captures		119,900	150,610	150,610	150,610	132,940	235,220	241,830	248,600
Property Tax 2 Mill Levy	-	-	-	-	-	-	-	-	-
<b>Tax Revenue Total:</b>	<b>\$ 531,015</b>	<b>\$ 615,965</b>	<b>\$ 657,820</b>	<b>\$ 657,820</b>	<b>\$ 594,136</b>	<b>\$ 723,620</b>	<b>\$ 740,930</b>	<b>\$ 758,710</b>	<b>\$ 776,920</b>
Local Community Stabilization Shared Rev	18,518	12,332	13,110	13,110	25,313	25,313	25,320	25,320	25,320
Penalties and Int on Taxes		-			-		-	-	-
Interest Income	3,495	9,786	9,183	9,183	7,919	9,183	15,871	15,984	16,101
Donations from Private Sources	10,550	88,742	75,000	50,500	38,040	51,500	83,500	83,500	83,500
Miscellaneous Income (SAD landscape, snow, PSD)	7,845	-	-	-	6,194	-	-	150,000	150,000
Federal Grant- Farmer's Market	-	-	-	1,000	1,424	1,500	1,000	1,000	1,000
Miscellaneous Income- Farmer's Market	-	12,900	-	23,500	1,890	23,500	23,500	23,500	23,500
<b>Donations &amp; Farmer's Market Total:</b>	<b>\$ 10,550</b>	<b>\$ 101,642</b>	<b>-</b>	<b>\$ 75,000</b>	<b>\$ 41,354</b>	<b>\$ 76,500</b>	<b>\$ 108,000</b>	<b>\$ 108,000</b>	<b>\$ 108,000</b>
Contribution from General Fund (General-Out door seating lease)	2,450	16,950	9,275	9,275	-	9,275	9,080	9,170	9,260
Contribution from General Fund (Sanitation-Litter)		22,152	43,825	43,825	30,975	43,825	25,920	25,920	25,920
<b>General Fund Contribution Total:</b>	<b>\$ 2,450</b>	<b>\$ 39,102</b>	<b>\$ 53,100</b>	<b>\$ 53,100</b>	<b>\$ 30,975</b>	<b>\$ 53,100</b>	<b>\$ 35,000</b>	<b>\$ 35,090</b>	<b>\$ 35,180</b>
<b>Total Revenues:</b>	<b>\$ 573,873</b>	<b>\$ 778,827</b>	<b>\$ 808,213</b>	<b>\$ 808,213</b>	<b>\$ 705,891</b>	<b>\$ 887,716</b>	<b>\$ 925,121</b>	<b>\$ 1,093,104</b>	<b>\$ 1,111,521</b>

<b>EXPENDITURES:</b>										
Other Professional Services		\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Salaries & Wages-Part Time	4,925	4,830		-	82	81	81	-	-	-
FICA/Medicare, City Share	377	369		-	7	6	6	-	-	-
Workers Comp. Contrib.	3	3		-	-	-	-	-	-	-
Contract Services-Sanitation	-	22,152		43,825	43,825	10,080	43,825	25,920	25,920	25,920
Audit Services	447	329		382	382	382	382	400	400	400
Other Professional Services (office fees)	135	-		1,500	1,490	100	1,490	-	-	-
Admin/Management (City Services)	-	-		-	-	-	-	-	-	-
Contract Services	236,881	253,617		426,255	432,145	190,266	432,234	499,826	518,826	515,326
Contract Services - Farmer's Market	0	5,089		-	20,000	5,128	20,000	22,000	22,000	22,000
Building Rental	-	-		11,000	11,010	7,280	11,010	11,010	11,010	11,010
Construction Material/Supplies	-	-		-	-	-	-	-	-	-
Copier	-	-		-	-	-	375	375	375	375
Community Promotion	113,474	137,110		292,780	458,780	136,839	458,780	341,345	235,345	234,545
Insurance	700	2,985		2,670	2,670	1,554	2,670	3,730	3,900	4,070
Staff Training & Trans	4,896	2,569		4,500	4,500	-	4,500	3,500	3,500	4,500
Office Supplies	62	693		1,950	1,950	433	1,950	4,125	4,125	4,125
Operating Supplies / Equipment Non-Capital	-	-		-	-	-	-	18,600	18,600	18,600
Repair & Maintained Supplies	-	-		10,000	10,000	-	10,000	-	-	-
Planting Materials	4,230	8,276		15,000	24,021	4,021	24,021	30,000	30,000	30,000
Memberships	413	413		938	938	338	938	940	940	940
Utilities	-	-		1,250	1,250	-	1,250	1,250	1,250	1,250
Other Operating Expense	150,000	150,000		-	-	-	-	-	-	-
Brownfield Fund	21,354	119,900		150,610	150,610	-	132,940	235,220	241,830	248,600
Sub-total Operations	\$ 537,897	\$ 708,335		\$ 962,660	\$ 1,163,660	\$ 356,508	\$ 1,146,452	\$ 1,198,241	\$ 1,118,021	\$ 1,121,661
<b>Community Promotion &amp; Farmer's Market Total:</b>	<b>\$ 113,474</b>	<b>\$ 142,199</b>		<b>\$ 292,780</b>	<b>\$ 478,780</b>	<b>\$ 141,967</b>	<b>\$ 478,780</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Total Expenditures:</b>	<b>\$ 537,897</b>	<b>\$ 708,335</b>		<b>\$ 962,660</b>	<b>\$ 1,163,660</b>	<b>\$ 356,508</b>	<b>\$ 1,146,452</b>	<b>\$ 1,198,241</b>	<b>\$ 1,118,021</b>	<b>\$ 1,121,661</b>
Revenues Over (Under) Expenditures:	\$ 35,976	\$ 70,492		\$ (154,447)	\$ (355,447)	\$ 349,383	\$ (258,736)	\$ (273,120)	\$ (24,917)	\$ (10,140)
	<b>FY2017</b>	<b>FY2018</b>					<b>Projected</b>	<b>Proposed</b>	<b>Proposed</b>	<b>Proposed</b>
	<b>Actual</b>	<b>Actual</b>					Budget	Budget	Budget	Budget
<b>Balance Sheet Expectations</b>	CAFR	CAFR								
Cash Position							\$ 707,523	\$ 448,787	\$ 175,667	\$ 150,750
Add Income							887,716	925,121	1,093,104	1,111,521
Less Liabilities							(1,146,452)	(1,198,241)	(1,118,021)	(1,121,661)
<b>Ending Estimated Cash Position June 30</b>	<b>\$ 637,031</b>	<b>\$ 707,523</b>					<b>\$ 448,787</b>	<b>\$ 175,667</b>	<b>\$ 150,750</b>	<b>\$ 140,610</b>
10% of annual income							\$ 88,772	\$ 92,512	\$ 109,310	\$ 111,152

	<b>FY2017</b>	<b>FY2018</b>		<b>Adopted</b>	<b>Amended</b>	<b>YTD</b>	<b>Projected</b>	<b>Proposed</b>	<b>Proposed</b>	<b>Proposed</b>
<i>Annual Report Expenditures</i>	Actual	YTD Actual		Budget	Budget		Budget	Budget	Budget	Budget
<b>STREETSCAPE PROJECT</b>										
Public Facilities Transferred to the BRA	21,354	119,900		150,610	150,610	-	132,940	235,220	241,830	248,600
Christmas Décor	\$ 23,544	\$ 17,350		6,500	6,500	6,494	6,500	20,000	20,000	10,000
Christmas Install- Fairlane Grounds	\$ -	\$ -		8,500	8,500	-	8,500	-	-	-
Snow Removal	9,510	38,250		30,000	30,000	14,341	30,000	45,000	45,000	45,000
District Plant & Maint. & Install- Fairlane Grounds	34,613	55,820		170,905	161,884	84,444	161,884	219,080	219,080	219,080
Annual Streetscape Amenities	35,230	-		5,000	11,000	-	11,000	6,000	15,000	15,000
Council Approved Beautification Plan	-	-		-	-	-	-	-	-	-
Sanitation Millage- Litter Pick up- Fairlane Grounds	-	22,152		43,825	43,825	10,080	43,825	25,920	25,920	25,920
Annuals & Perennials/ Plant Materials Fall Seasonal Materials, Winter Seasonal Materials- Fairlane Grounds	4,230	8,276		15,000	24,021	4,021	24,021	30,000	30,000	30,000
W. Village Commons Plaza Redesign				-	-	-	-	-	10,000	-
Market Shelter/Building Design Concept				-	-	-	-	-	-	10,000
Complete Streets Planning/ Design Planning/ Downtown Master Plan	-	-		10,000	20,000	-	20,000	10,000	10,000	10,000
On-Street Bike Racks	-	516		6,500	5,513	-	5,513	-	-	6,500
Building / Business Incentive	-	-		30,000	30,000	-	30,000	40,000	40,000	40,000
<b>Total District Beautification</b>	<b>\$ 107,127</b>	<b>\$ 142,364</b>		<b>\$ 326,230</b>	<b>\$ 341,243</b>	<b>\$ 119,380</b>	<b>\$ 341,243</b>	<b>\$ 396,000</b>	<b>\$ 415,000</b>	<b>\$ 411,500</b>



			FY2019				FY2020	FY2021	FY2021	
	FY2017	FY2018	Adopted	Amended	YTD	Projected	Proposed	Proposed	Proposed	
	Actual	Actual	Budget	Budget	Actual	Budget	Budget	Budget	Budget	
<b>DOWNTOWN DEVELOPMENT/Community Promotions</b>										
Marketing Plan	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Branding	18,861	-	65,000	251,500	52,967	251,500	120,000	30,000	30,000	
General Marketing & Banners	7,054	4,625	20,000	15,296	3,537	15,296	20,000	20,000	20,000	
Dearborn Community Fund Sculpture Initiative	5,900	5,900	6,000	6,000	-	6,000	6,000	6,000	6,000	
Henry Ford Promotion Pkg	5,600	5,600	5,600	5,600	-	5,600	5,600	5,600	5,600	
Website (Constant Contacts - 3 yrs.)	427	275	230	230	226	230	230	230	230	
Website Hosting (1yr renewal Essential IT) & Domain Reg (Go Daddy)	424	985	1,000	1,000	534	1,000	1,350	1,350	1,350	
Holiday Promotions / Holly Berry Brunch Program	-	3,950	15,000	15,000	17,439	15,000	14,665	14,665	14,665	
Friday Nites Concert Series & Food Truck Rally	47,082	34,328	45,000	45,000	20,515	45,000	44,600	44,600	44,600	
W.Village Commons Programs/Wagner Place Programming (LNO\$550, Perennial\$550, Farmtable\$8500, Kids\$10,000, Movies\$2,000, Doggone\$800, Ice Cream\$700, Tune\$6500)	2,450	10,368	30,000	30,000	10,479	30,000	29,600	29,600	29,600	
Wagner Place Park Equipment	-	-	15,000	15,000	-	15,000	15,000	-	-	
Other Community Development	22,745	13,336	-	1,757	1,580	1,757	2,000	2,000	2,000	
Farmers Market	2,500	6,818	20,000	20,000	7,828	20,000	22,000	22,000	22,000	
Graphic Design	-	1,474	5,000	5,000	-	5,000	5,000	5,000	5,000	
Photography	-	1,825	3,200	3,200	1,850	3,200	5,000	5,000	3,200	
Metro Mode/Issue Media	-	30,000	24,000	24,000	12,000	24,000	24,000	24,000	24,000	
Mobile App	-	-	-	1,197	1,197	1,197	-	-	-	
CTM Brochure Distribution	-	5,852	4,250	4,250	-	4,250	4,250	4,250	4,250	
Main Street Materials	-	790	1,000	1,000	-	1,000	-	-	-	
Big Read	-	1,000	-	-	-	-	1,000	-	1,000	
Martian Marathon	-	619	500	500	-	500	500	500	500	
Shop Small Business Saturday	-	7,201	6,500	6,500	3,665	6,500	7,000	7,000	7,000	
Chamber of Commerce Scavenger hunt	-	-	-	-	-	-	-	-	-	
Art month/ Art Plan Projects/Community Art Enhancements	-	1,500	5,000	5,000	5,500	5,000	5,000	5,000	5,000	
Fall Promotions	-	476	500	500	193	500	300	300	300	
Printing			-	-	-	-	10,000	10,000	10,000	
Social Media ads			-	-	-	-	3,750	3,750	3,750	
Bike Dearborn	-	-	-	250	250	250	-	-	-	
Restaurant week	-	12,465	20,000	20,000	5,258	20,000	16,500	16,500	16,500	
<b>Total Marketing &amp; Promotion</b>	<b>\$ 113,043</b>	<b>\$ 149,387</b>	<b>\$ 292,780</b>	<b>\$ 477,780</b>	<b>\$ 145,018</b>	<b>\$ 477,780</b>	<b>\$ 363,345</b>	<b>\$ 257,345</b>	<b>\$ 256,545</b>	

			FY2019				FY2020	FY2021	FY2021
	FY2017	FY2018	Adopted	Amended	YTD	Projected	Proposed	Proposed	Proposed
	Actual	Actual	Budget	Budget	Actual	Budget	Budget	Budget	Budget
<b>PLANNING &amp; ADMINISTRATION</b>									
Insurance	700	2,985	2,670	2,670	1,554	2,670	3,730	3,900	4,070
Audit	447	329	382	382	382	382	400	400	400
<b>Director's Expenses</b>									
Executive Director	95,203	94,570	48,000	48,000	27,005	48,000	47,996	47,996	47,996
Communications Manager- PR	30,000	30,064	40,000	40,000	20,108	40,000	40,000	40,000	40,000
Operations Manager	-	-	30,950	30,950	14,847	30,950	30,950	30,950	30,950
Design and Planning Manager	12,500	-	12,000	12,000	4,400	12,000	12,000	12,000	12,000
Event Manager/ Farmers' Market Manager	-	9,771	27,900	27,900	15,113	27,900	27,900	27,900	27,900
PT Admin Employee	5,305	5,202	-	89	87	87	-	-	-
Building Rental	-	-	11,000	11,010	7,280	11,010	11,010	11,010	11,010
Operating Supplies / Equipment Non-Capital	-	-	-	-	-	-	18,600	18,600	18,600
Economic Development / Repair & Maint Supplies	-	-	10,000	10,000	-	10,000	-	-	-
Office Expenses (5810-,6010- Office supplies, meeting supplies, maestro, signup genius,message system online apps, 30-90,)	1,805	3,350	7,950	7,938	622	8,027	7,625	7,625	8,625
Copier	-	-	-	-	-	375	375	375	375
Office Cleaning	-	-	-	900	375	900	900	900	900
Utilities	-	-	1,250	1,250	-	1,250	1,250	1,250	1,250
Memberships (MDA, NMSC, ICSC, DMCVB,ULI)	413	413	938	938	338	938	940	940	940
<b>Total Planning &amp; Administration</b>	<b>\$ 146,373</b>	<b>\$ 146,684</b>	<b>\$ 193,040</b>	<b>\$ 194,027</b>	<b>\$ 92,110</b>	<b>\$ 194,489</b>	<b>\$ 203,676</b>	<b>\$ 203,846</b>	<b>\$ 205,016</b>
<b>PRINCIPAL &amp; INTEREST EXPENSE</b>									
<b>Total Principal &amp; Interest Expense</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Total Expenditures</b>	<b>\$ 537,897</b>	<b>\$ 708,335</b>	<b>\$ 962,660</b>	<b>\$ 1,163,660</b>	<b>\$ 356,508</b>	<b>\$ 1,146,452</b>	<b>\$ 1,198,241</b>	<b>\$ 1,118,021</b>	<b>\$ 1,121,661</b>
	(0)	-	-	-	0	-	-	-	-

City of Dearborn									
West Downtwon Development Authority (WDDDA)									
Prepared as of February 19, 2019									
			FY2019				FY2020	FY2021	FY2022
Description	FY2017	FY2018	Adopted	Amended	YTD	Projected	Proposed	Proposed	Proposed
REVENUES:	Actual	Actual	Budget	Budget	Actual	Budget	Budget	Budget	Budget
Property Tax Capture	\$531,015	496,065	507,210	507,210	443,526	590,680	505,710	516,880	528,320
BRA Tax Captures		119,900	150,610	150,610	150,610	132,940	235,220	241,830	248,600
Property Tax 2 Mill Levy	-	-	-	-	-	-	-	-	-
<b>Tax Revenue Total:</b>	<b>\$ 531,015</b>	<b>\$ 615,965</b>	<b>\$ 657,820</b>	<b>\$ 657,820</b>	<b>\$ 594,136</b>	<b>\$ 723,620</b>	<b>\$ 740,930</b>	<b>\$ 758,710</b>	<b>\$ 776,920</b>
Local Community Stabilization Shared Rev	18,518	12,332	13,110	13,110	25,313	25,313	25,320	25,320	25,320
Penalties and Int on Taxes		-			-		-	-	-
Interest Income	3,495	9,786	9,183	9,183	7,919	9,183	15,871	15,984	16,101
Donations from Private Sources	10,550	88,742	75,000	50,500	38,040	51,500	83,500	83,500	83,500
Miscellaneous Income (SAD landscape, snow, PSD)	7,845	-	-	-	6,194	-	-	150,000	150,000
Federal Grant- Farmer's Market	-	-	-	1,000	1,424	1,500	1,000	1,000	1,000
Miscellaneous Income- Farmer's Market	-	12,900	-	23,500	1,890	23,500	23,500	23,500	23,500
<b>Donations &amp; Farmer's Market Total:</b>	<b>\$ 10,550</b>	<b>\$ 101,642</b>	<b>-</b>	<b>\$ 75,000</b>	<b>\$ 41,354</b>	<b>\$ 76,500</b>	<b>\$ 108,000</b>	<b>\$ 108,000</b>	<b>\$ 108,000</b>
Contribution from General Fund (General-Out door seating lease)	2,450	16,950	9,275	9,275	-	9,275	9,080	9,170	9,260
Contribution from General Fund (Sanitation-Litter)		22,152	43,825	43,825	30,975	43,825	25,920	25,920	25,920
<b>General Fund Contribution Total:</b>	<b>\$ 2,450</b>	<b>\$ 39,102</b>	<b>\$ 53,100</b>	<b>\$ 53,100</b>	<b>\$ 30,975</b>	<b>\$ 53,100</b>	<b>\$ 35,000</b>	<b>\$ 35,090</b>	<b>\$ 35,180</b>
<b>Total Revenues:</b>	<b>\$ 573,873</b>	<b>\$ 778,827</b>	<b>\$ 808,213</b>	<b>\$ 808,213</b>	<b>\$ 705,891</b>	<b>\$ 887,716</b>	<b>\$ 925,121</b>	<b>\$ 1,093,104</b>	<b>\$ 1,111,521</b>

<b>EXPENDITURES:</b>										
Other Professional Services		\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Salaries & Wages-Part Time	4,925	4,830		-	82	81	81	-	-	-
FICA/Medicare, City Share	377	369		-	7	6	6	-	-	-
Workers Comp. Contrib.	3	3		-	-	-	-	-	-	-
Contract Services-Sanitation	-	22,152		43,825	43,825	10,080	43,825	25,920	25,920	25,920
Audit Services	447	329		382	382	382	382	400	400	400
Other Professional Services (office fees)	135	-		1,500	1,490	100	1,490	-	-	-
Admin/Management (City Services)	-	-		-	-	-	-	-	-	-
Contract Services	236,881	253,617		426,255	432,145	190,266	432,234	499,826	518,826	515,326
Contract Services - Farmer's Market	0	5,089		-	20,000	5,128	20,000	22,000	22,000	22,000
Building Rental	-	-		11,000	11,010	7,280	11,010	11,010	11,010	11,010
Construction Material/Supplies	-	-		-	-	-	-	-	-	-
Copier	-	-		-	-	-	375	375	375	375
Community Promotion	113,474	137,110		292,780	458,780	136,839	458,780	341,345	235,345	234,545
Insurance	700	2,985		2,670	2,670	1,554	2,670	3,730	3,900	4,070
Staff Training & Trans	4,896	2,569		4,500	4,500	-	4,500	3,500	3,500	4,500
Office Supplies	62	693		1,950	1,950	433	1,950	4,125	4,125	4,125
Operating Supplies / Equipment Non-Capital	-	-		-	-	-	-	18,600	18,600	18,600
Repair & Maintained Supplies	-	-		10,000	10,000	-	10,000	-	-	-
Planting Materials	4,230	8,276		15,000	24,021	4,021	24,021	30,000	30,000	30,000
Memberships	413	413		938	938	338	938	940	940	940
Utilities	-	-		1,250	1,250	-	1,250	1,250	1,250	1,250
Other Operating Expense	150,000	150,000		-	-	-	-	-	-	-
Brownfield Fund	21,354	119,900		150,610	150,610	-	132,940	235,220	241,830	248,600
Sub-total Operations	\$ 537,897	\$ 708,335		\$ 962,660	\$ 1,163,660	\$ 356,508	\$ 1,146,452	\$ 1,198,241	\$ 1,118,021	\$ 1,121,661
<b>Community Promotion &amp; Farmer's Market Total:</b>	<b>\$ 113,474</b>	<b>\$ 142,199</b>		<b>\$ 292,780</b>	<b>\$ 478,780</b>	<b>\$ 141,967</b>	<b>\$ 478,780</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Total Expenditures:</b>	<b>\$ 537,897</b>	<b>\$ 708,335</b>		<b>\$ 962,660</b>	<b>\$ 1,163,660</b>	<b>\$ 356,508</b>	<b>\$ 1,146,452</b>	<b>\$ 1,198,241</b>	<b>\$ 1,118,021</b>	<b>\$ 1,121,661</b>
Revenues Over (Under) Expenditures:	\$ 35,976	\$ 70,492		\$ (154,447)	\$ (355,447)	\$ 349,383	\$ (258,736)	\$ (273,120)	\$ (24,917)	\$ (10,140)
	<b>FY2017</b>	<b>FY2018</b>					<b>Projected</b>	<b>Proposed</b>	<b>Proposed</b>	<b>Proposed</b>
	<b>Actual</b>	<b>Actual</b>					<b>Budget</b>	<b>Budget</b>	<b>Budget</b>	<b>Budget</b>
<b>Balance Sheet Expectations</b>	CAFR	CAFR								
Cash Position							\$ 707,523	\$ 448,787	\$ 175,667	\$ 150,750
Add Income							887,716	925,121	1,093,104	1,111,521
Less Liabilities							(1,146,452)	(1,198,241)	(1,118,021)	(1,121,661)
<b>Ending Estimated Cash Position June 30</b>	<b>\$ 637,031</b>	<b>\$ 707,523</b>					<b>\$ 448,787</b>	<b>\$ 175,667</b>	<b>\$ 150,750</b>	<b>\$ 140,610</b>
10% of annual income							\$ 88,772	\$ 92,512	\$ 109,310	\$ 111,152

	<b>FY2017</b>	<b>FY2018</b>		<b>Adopted</b>	<b>Amended</b>	<b>YTD</b>	<b>Projected</b>	<b>Proposed</b>	<b>Proposed</b>	<b>Proposed</b>
<i>Annual Report Expenditures</i>	Actual	YTD Actual		Budget	Budget		Budget	Budget	Budget	Budget
<b>STREETSCAPE PROJECT</b>										
Public Facilities Transferred to the BRA	21,354	119,900		150,610	150,610	-	132,940	235,220	241,830	248,600
Christmas Décor	\$ 23,544	\$ 17,350		6,500	6,500	6,494	6,500	20,000	20,000	10,000
Christmas Install- Fairlane Grounds	\$ -	\$ -		8,500	8,500	-	8,500	-	-	-
Snow Removal	9,510	38,250		30,000	30,000	14,341	30,000	45,000	45,000	45,000
District Plant & Maint. & Install- Fairlane Grounds	34,613	55,820		170,905	161,884	84,444	161,884	219,080	219,080	219,080
Annual Streetscape Amenities	35,230	-		5,000	11,000	-	11,000	6,000	15,000	15,000
Council Approved Beautification Plan	-	-		-	-	-	-	-	-	-
Sanitation Millage- Litter Pick up- Fairlane Grounds	-	22,152		43,825	43,825	10,080	43,825	25,920	25,920	25,920
Annuals & Perennials/ Plant Materials Fall Seasonal Materials, Winter Seasonal Materials- Fairlane Grounds	4,230	8,276		15,000	24,021	4,021	24,021	30,000	30,000	30,000
W. Village Commons Plaza Redesign				-	-	-	-	-	10,000	-
Market Shelter/Building Design Concept				-	-	-	-	-	-	10,000
Complete Streets Planning/ Design Planning/ Downtown Master Plan	-	-		10,000	20,000	-	20,000	10,000	10,000	10,000
On-Street Bike Racks	-	516		6,500	5,513	-	5,513	-	-	6,500
Building / Business Incentive	-	-		30,000	30,000	-	30,000	40,000	40,000	40,000
<b>Total District Beautification</b>	<b>\$ 107,127</b>	<b>\$ 142,364</b>		<b>\$ 326,230</b>	<b>\$ 341,243</b>	<b>\$ 119,380</b>	<b>\$ 341,243</b>	<b>\$ 396,000</b>	<b>\$ 415,000</b>	<b>\$ 411,500</b>

			FY2019				FY2020	FY2021	FY2021	
	FY2017	FY2018	Adopted	Amended	YTD	Projected	Proposed	Proposed	Proposed	
	Actual	Actual	Budget	Budget	Actual	Budget	Budget	Budget	Budget	
<b>DOWNTOWN DEVELOPMENT/Community Promotions</b>										
Marketing Plan	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Branding	18,861	-	65,000	251,500	52,967	251,500	120,000	30,000	30,000	
General Marketing & Banners	7,054	4,625	20,000	15,296	3,537	15,296	20,000	20,000	20,000	
Dearborn Community Fund Sculpture Initiative	5,900	5,900	6,000	6,000	-	6,000	6,000	6,000	6,000	
Henry Ford Promotion Pkg	5,600	5,600	5,600	5,600	-	5,600	5,600	5,600	5,600	
Website (Constant Contacts - 3 yrs.)	427	275	230	230	226	230	230	230	230	
Website Hosting (1yr renewal Essential IT) & Domain Reg (Go Daddy)	424	985	1,000	1,000	534	1,000	1,350	1,350	1,350	
Holiday Promotions / Holly Berry Brunch Program	-	3,950	15,000	15,000	17,439	15,000	14,665	14,665	14,665	
Friday Nites Concert Series & Food Truck Rally	47,082	34,328	45,000	45,000	20,515	45,000	44,600	44,600	44,600	
W.Village Commons Programs/Wagner Place Programming (LNO\$550, Perennial\$550, Farmtable\$8500, Kids\$10,000, Movies\$2,000, Doggone\$800, Ice Cream\$700, Tune\$6500)	2,450	10,368	30,000	30,000	10,479	30,000	29,600	29,600	29,600	
Wagner Place Park Equipment	-	-	15,000	15,000	-	15,000	15,000	-	-	
Other Community Development	22,745	13,336	-	1,757	1,580	1,757	2,000	2,000	2,000	
Farmers Market	2,500	6,818	20,000	20,000	7,828	20,000	22,000	22,000	22,000	
Graphic Design	-	1,474	5,000	5,000	-	5,000	5,000	5,000	5,000	
Photography	-	1,825	3,200	3,200	1,850	3,200	5,000	5,000	3,200	
Metro Mode/Issue Media	-	30,000	24,000	24,000	12,000	24,000	24,000	24,000	24,000	
Mobile App	-	-	-	1,197	1,197	1,197	-	-	-	
CTM Brochure Distribution	-	5,852	4,250	4,250	-	4,250	4,250	4,250	4,250	
Main Street Materials	-	790	1,000	1,000	-	1,000	-	-	-	
Big Read	-	1,000	-	-	-	-	1,000	-	1,000	
Martian Marathon	-	619	500	500	-	500	500	500	500	
Shop Small Business Saturday	-	7,201	6,500	6,500	3,665	6,500	7,000	7,000	7,000	
Chamber of Commerce Scavenger hunt	-	-	-	-	-	-	-	-	-	
Art month/ Art Plan Projects/Community Art Enhancements	-	1,500	5,000	5,000	5,500	5,000	5,000	5,000	5,000	
Fall Promotions	-	476	500	500	193	500	300	300	300	
Printing			-	-	-	-	10,000	10,000	10,000	
Social Media ads			-	-	-	-	3,750	3,750	3,750	
Bike Dearborn	-	-	-	250	250	250	-	-	-	
Restaurant week	-	12,465	20,000	20,000	5,258	20,000	16,500	16,500	16,500	
<b>Total Marketing &amp; Promotion</b>	<b>\$ 113,043</b>	<b>\$ 149,387</b>	<b>\$ 292,780</b>	<b>\$ 477,780</b>	<b>\$ 145,018</b>	<b>\$ 477,780</b>	<b>\$ 363,345</b>	<b>\$ 257,345</b>	<b>\$ 256,545</b>	

			FY2019				FY2020	FY2021	FY2021
	FY2017	FY2018	Adopted	Amended	YTD	Projected	Proposed	Proposed	Proposed
	Actual	Actual	Budget	Budget	Actual	Budget	Budget	Budget	Budget
<b>PLANNING &amp; ADMINISTRATION</b>									
Insurance	700	2,985	2,670	2,670	1,554	2,670	3,730	3,900	4,070
Audit	447	329	382	382	382	382	400	400	400
<b>Director's Expenses</b>									
Executive Director	95,203	94,570	48,000	48,000	27,005	48,000	47,996	47,996	47,996
Communications Manager- PR	30,000	30,064	40,000	40,000	20,108	40,000	40,000	40,000	40,000
Operations Manager	-	-	30,950	30,950	14,847	30,950	30,950	30,950	30,950
Design and Planning Manager	12,500	-	12,000	12,000	4,400	12,000	12,000	12,000	12,000
Event Manager/ Farmers' Market Manager	-	9,771	27,900	27,900	15,113	27,900	27,900	27,900	27,900
PT Admin Employee	5,305	5,202	-	89	87	87	-	-	-
Building Rental	-	-	11,000	11,010	7,280	11,010	11,010	11,010	11,010
Operating Supplies / Equipment Non-Capital	-	-	-	-	-	-	18,600	18,600	18,600
Economic Development / Repair & Maint Supplies	-	-	10,000	10,000	-	10,000	-	-	-
Office Expenses (5810-,6010- Office supplies, meeting supplies, maestro, signup genius,message system online apps, 30-90,)	1,805	3,350	7,950	7,938	622	8,027	7,625	7,625	8,625
Copier	-	-	-	-	-	375	375	375	375
Office Cleaning	-	-	-	900	375	900	900	900	900
Utilities	-	-	1,250	1,250	-	1,250	1,250	1,250	1,250
Memberships (MDA, NMSC, ICSC, DMCVB,ULI)	413	413	938	938	338	938	940	940	940
<b>Total Planning &amp; Administration</b>	<b>\$ 146,373</b>	<b>\$ 146,684</b>	<b>\$ 193,040</b>	<b>\$ 194,027</b>	<b>\$ 92,110</b>	<b>\$ 194,489</b>	<b>\$ 203,676</b>	<b>\$ 203,846</b>	<b>\$ 205,016</b>
<b>PRINCIPAL &amp; INTEREST EXPENSE</b>									
<b>Total Principal &amp; Interest Expense</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Total Expenditures</b>	<b>\$ 537,897</b>	<b>\$ 708,335</b>	<b>\$ 962,660</b>	<b>\$ 1,163,660</b>	<b>\$ 356,508</b>	<b>\$ 1,146,452</b>	<b>\$ 1,198,241</b>	<b>\$ 1,118,021</b>	<b>\$ 1,121,661</b>
	(0)	-	-	-	0	-	-	-	-

# DOWNTOWN DEARBORN

## January 2019

**Meeting Date** (Rescheduled): 2/6/2019 @ 10am

**Attendees:** Chris Sickie, Katie Merritt, Julie Schaefer, Maryanne Bartles, Jean Smith, Cristina Sheppard-Decius, Teresa Duhl

- **DRW**

- Total of 33 Restaurants participating
  - 7- New
  - 26- Returning
- Total sponsorship- \$13000
- New street pole banners
- Canceled Kick off due to weather- looking into possibly hosting a ‘Wrap-Up Party’

- **Upcoming Events to start working on**

- **Martian Marathon**
  - Starting communications
  - Set up an “East End Info Tent” at the marathon where both non runners and runners will be.
- **March is Reading Month (Library is lead)**
  - Library will have a plethora of programs going on. Check its website for info.
  - Green Brain
    - Will advertise its book club on “Isola” and its “Brain Candy” Days (third Monday of each month) as part of MIRM
- **Ladies Night**
  - Meeting with Chris this week
  - May 1



- Much discussion regarding how best to execute this event to balance attendance between the East and West.
    - Decided it was too late in the planning process to make drastic changes or hold separate event.
    - Jean will attempt to recruit some key champions to hold events-- highlighting special drinks or projects.
    - Jean will confirm if Bailey's is attending. Possible they may not which could allow for greater balance in the two ends.
  - **Farm to Table**
    - Maria and Jean met 2 weeks ago
    - Updated sponsorship package- beginning stages of planning
    - Reaching out to everyone that wanted to participate last fall
      - Sponsors for tents, music, equipment, food
      - Changing date from May to June- following up with Mayor's office and HFC for available dates
      - Location- looking at Wagner Place
  - **Spring Perennial Exchange**
    - Meeting with Katie today
- **Volunteer/ Event Chair Needs**
  - **Music in the Park- previously Tunes at Noon**
    - New dates and times: Wednesday eve's at CHP June 5- July 10th- no concert the week of July 4th. 7pm to 9pm
    - Tunes at Noon- NEW event at WP. Tuesdays, July 17- Aug. 21 from noon to 1pm
  - **DFM-** would love to have someone help out with the Farmers Market-
    - We typically have interns that help out at the market, however we could use help with:

- Sponsorship recruitment- currently have 4 solid returning
    - Music Sponsor
    - Cooking Demo Sponsor
  - Volunteer Management
    - Recruit and organize volunteers
    - Vendor recruitment- take application to markets and recruit new vendors for market
- **Jazz on the Ave**
  - Currently working with Alexander
    - Dan Merritt did a live interview for Jazz at the Auto Show w/ Alexander
    - Processing new bands
- **Kids Day on the Commons**
  - Working with Gail & Rice with booking entertainment now
- **Other**
  - Henry Ford Centennial Library will be closed for renovations from mid-May to mid-September.
    - In this timeframe, they will need public/private spaces where librarians can host programs. Suggestions include: Farmers Markets, Kids Day on the Commons, Mighty Oak, Common Grace, Merci, City Hall Park, Brome/Pocket Park, Painting with a Twist, Paint & Pour, AANM, STEP, Artsapce.
      - Could Artspace residents be engaged as readers/storytellers?
        - For those who are writers, could their books/stories be published on line or links to their online works be publicized?
        - Lola, Madonna, or Maya might get involved.

- Maryanne will email these businesses to gauge their interest in participating.
- These events/programs will also serve as opportunities to sign up new library members.
- **Open Streets Initiative**
  - June 9.
  - Location to be determined.
  - Close off street to motorized traffic and open up entire passageway to non motorized vehicles and foot traffic.
- **Big Read**
  - March/April 2020
  - Library submitted app; awaiting response

# DEARBORN BIKE SHARE MEETING

January 24, 2018

9:30am

**Attendees:** Karl Alexander (Zagster), Dave Norwood (City of Dearborn), Asad Sadiq (Fairlane Town Center/Starwood Retail), Timothy Harrison (Bike Dearborn), Cristina Sheppard-Decius (DDDA's), Teresa Duhl (DDDA's)

## MINUTES

### I. Zagster Year-End Report

- A. Presented by Karl Alexander
- B. [Full Report Here](#)
- C. Takeaways:
  - 1. Target students
    - a) International students who don't have cars on campus.
    - b) Engage student government representatives in marketing.
  - 2. Opportunities to turn casual riders into regular riders.

### II. 2019 Plans, Stations & Other Amenities

- A. Confirmed New Locations
  - 1. UM-D will host 3 new stations: Student Center, Fairlane Center (off of Hubbard/satellite campus location), The Union (student housing across Evergreen Road from main campus).
  - 2. There are no radius restrictions/rules about not placing stations a certain distance away from each other.
  - 3. Ideally, Zagster needs a complete list of new locations, at one time, so all can be installed on a coordinated schedule. All new stations should be known by the end of March, so they can be installed by the end of Spring.
- B. Coordination of Moving Station in EDDDA?
  - 1. Cost to move a station: \$500; (signage costs \$300)
  - 2. City might be able to move stations, but cannot confirm yet.
- C. Other Locations & Sponsors?
  - 1. Warren & Schaefer

- D. MMTP/Bike Network Update?
  - 1. Multi-Modal Parking Locations (Design Plan)
  - 2. Cultural trail
- III. Marketing & Membership
  - A. New Location Announcements/ Press Opp
    - 1. Media engagement around new stations at UM-D should also highlight the station installed at The Henry Ford (which was installed the end of last season)
      - a) Ken Kettenbeil would be the one to coordinate UM-D's marketing efforts.
  - B. Survey to Riders – sending out in February
    - 1. Should be sent out by end of February.
    - 2. Offer incentives: use a current discount code but change its name.
  - C. Open Streets
    - 1. June 9th from 11am - 3pm
    - 2. Location not yet determined, but considering Schaefer.
  - D. Walk N Roll Ride
    - 1. Dates not yet set.
- IV. Other
  - A. New bike paths expected?
    - 1. CSD will ask Jeff Polkowski for an update
    - 2. Idea of the “cultural trail” still under development.
  - B. Detroit Connector Bus
    - 1. Motor coach bus that runs from Ann Arbor to Dearborn to Detroit and back; suffering low ridership; managed by Indian Trails.
    - 2. Coordinating this public transit option with the bike share program could be a win-win.

Bikedearborn = ½ off annual membership

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

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

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

# EXECUTIVE COMMITTEE MEETING

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13 FEBRUARY 2019 / 10:30 AM / DDDAs Office @ Artspace

## ATTENDEES

Licia Yangouyian, Doug Van Noord, James Jernigan, Scott Saionz, Dan Merritt, Sam Abbas, Maria Buffone, Cristina Sheppard-Decius, Teresa Duhl

## MINUTES

### Joint Board Meeting Agenda Items

1. Finance Reports
  - a. East:
    - i. Actual Revenue to Date: \$783,865
    - ii. Actual Expenditures to Date: \$230,879
    - iii. Cash Position as of 2/1/19: \$1,598,615
    - iv. Cash Position Estimated for 6/30/19: \$550,983
  - b. West
    - i. Actual Revenue to Date: \$706,641
    - ii. Actual Expenditures to Date: \$333,251
    - iii. Cash Position as of 2/1/19: \$1,068,082
    - iv. Cash Position Estimated for 6/30/19: \$364,278
2. Executive Management Contract
  - a. Boards have requested revisions to the contract. Those revisions were not announced at this meeting. Legal will draft a resolution pertaining to this contract to be voted on at the February board of directors meeting.
3. Sponsor Policy
  - a. Drafts of a sponsor-seeker and sponsor-provider policies were presented to the committee.
  - b. Per the committee's recommendation, these drafts will be presented to the board at February's meeting with a request that boards review the material and respond with feedback within two weeks. After that time, revisions will be made to the drafts and forwarded to the Legal Dept (Bill Irving) for review and approval. After that approval, the drafts will be presented to the board for approval.
4. Metromode
  - a. In an effort to get greater quality from this contract, the committee recommends certain changes be made to the contract:
    - i. Payment Terms: Renew contract for six months, with an option to renew for two consecutive three month terms.

- ii. Reports: Provide quarterly reports.
  - iii. Reporting: Story manager is to verify that reporters interviewed particular sources, as provided by the DDDAs.
  - iv. Deliverables: Per month: two featurettes and two Q&As
  - v. Story Distribution: Double the number of stories going to statewide outlets.
- 5. Budget
  - a. Reviewed.

### East Only Agenda Items

- 1. Artspace Loan Extension
  - a. Committee agreed to extend the repayment only until June 1, 2019.
  - b. CSD will send an email to Becky at Artspace advising her of this decision.
  - c. After the board passes the resolution for this decision, CSD will send a letter to Artspace to formally notify them.
- 2. Free Comic Book Day Sponsorship
  - a. Sponsorship has been provided by the EDDDA for the past 14 years.
  - b. Sponsorship is for \$1,000.

### West Only Agenda Items

- 1. None.

### Other Items

- 1. Act 57 Reporting Compliance
  - a. Read Michigan Downtown Association's summary document to be aware of the legal responsibilities of the boards.
- 2. Tackling Vacancy Roundtable
  - a. Goal is to discuss the hurdles to filling vacancies. Property owners, business owners, and other stakeholders will be invited.

### On-Deck/Upcoming (not discussed)

- 1. Facade/Business Incentive Programs (March)
- 2. Tree Well Design/Plan (March)
- 3. Sidewalk Cafe Info Sheets (March)
- 4. MOU for DDA Joint Partnership (in development for March)
- 5. Streetscape Amenities (March)
- 6. Purchasing Policy (in development)

# STEERING COMMITTEE

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02/13/2019 / 9:00 AM / EAST & WEST DOWNTOWN DEVELOPMENT AUTHORITIES OFFICE

## ATTENDEES

Mark Guido, Sara Gleicher, Cristina Sheppard-Decius, Teresa Duhl

## MINUTES

### DDI Formation/Exploration Actions

- a. PSD
  - i. Reviewed potential budget plan for the DDI/PSD.

### Communication Plan Update

- a. Partner Engagement Recruitment (no report)
  - i. Letter of Request - Dan
  - ii. Revised Volunteer Script - Eric
- b. Vision Document (on hold)

### MOU

- a. Template to Finalize the Existing DDDA Partnership
  - i. Reviewed discussed provisions of a draft MOU.



# Property Owners Roundtable

An informal gathering to listen & learn

DATE

LOCATION

RSVP: [csdecius@downtowndearborn.org](mailto:csdecius@downtowndearborn.org)

## Tackling Vacancy Together

As the eighth largest city in the state with 98,000 residents, Dearborn is a robust regional powerhouse and rapidly growing. We have two vibrant and diverse downtown districts in both our East and West ends. Many of our mainstreet doors are open, but others remain closed or are in the process of closing.

The purpose of this roundtable is to open up communication amongst you - Dearborn property owners - and between property owners and other stakeholders in the city - including city officials, DDDAs, business owners who both occupy or are seeking property, as well as members of the community who are your customers, clients, and even potential tenants.

The vacancy problem is one we should talk about and tackle together, and the best way forward is to first listen and learn from Dearborn property owners about what hurdles and roadblocks

you face in finding and maintaining residential and commercial tenants, and understanding the reasons why properties remain empty.

Here's four primer questions:

- what are your biggest roadblocks to filling your properties & storefronts?



- why do properties remain vacant?
- what would help you the most?
- what should our next steps be?

### **INVITE REAL ESTATE**

Sam Beydoun

David Galla

Ali Sherrara

Thomas Duke/ Rakipi

Ted Easterly

Andrea Fitzgerald

Who else?

### **INVITE PROPERTY OWNERS**

Ford Land

Frank Dabaja/Kal Turfa (5050 Building & Comerica Bank Building?)

Ray Alcodray

Tahrik Alcodray

Michael Hamame/Eddie

Former Nar Bar

Who else?

### **COMMUNITY REPRESENTATION**

City - Steve Horstman

DDAs- Cristina Sheppard-Decius (other Board members?)

Chamber of Commerce - Jackie Lovejoy

ACCESS- Hassan Bazzi (any others?)

Thank You to Our Sponsors:

Presenting Sponsor:



Supporting Sponsors:



Founded in 1980, the Michigan Downtown Association is a driving force in the interest and growth of downtowns and communities throughout Michigan. The MDA encourages the development, redevelopment and continuing improvement of Michigan communities and downtowns.

The Mission of the Michigan Downtown Association is to strengthen and sustain downtowns.

MDA's Vision is to be the leader in preserving and enhancing downtowns and their ongoing management.

[www.michigandowntowns.com](http://www.michigandowntowns.com)

Upcoming Events:

May 31: Workshop in Petoskey

November 7 and 8: Annual Conference in Holland



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Strengthening Downtowns

4967 Jefferson, North Branch, MI 48461



# MDA Lansing Day & Workshop

Lansing Day  
March 13, 2019

Workshop  
March 14, 2019  
East Lansing

Essential Downtown  
Management Best Practices,  
Working Your Plan and  
Planning Your Work







### Downtown Lansing

We are downtown Lansing and we are the momentum of new energy and investment.

### Downtown East Lansing

Enjoy our downtown and our eclectic mix of restaurants, shops, art galleries, and more.

### Hotel

MDA members and guests may reserve rooms for \$166.00 per night at the Marriott East Lansing at 300 M.A.C. Avenue, East Lansing. To make reservations call 1-800-228-9290 and mention the MDA. The group rate ends on February 12, 2019. Rooms are also available at the Hampton Inn East Lansing, 2500 Coolidge Road, for \$124.00 per night. For reservations call 517-324-2072 and mention the MDA. The group rate for the Hampton Inn ends February 20, 2019.

### Program:

### Lansing Day

**Wednesday, March 13, 2019**

Michigan Municipal League, Training Room  
208 North Capitol Avenue, Lansing MI

10:30 am	<b>Registration</b>
11:00 am	<b>Welcome &amp; Introductions</b> <i>Becky Goodman, Chair, Michigan Downtown Association</i>
	<b>Legislative Update</b> <i>Nate Mack &amp; Patricia Rayl, MDA Legislative Committee Chairs</i>
11:30 am – 12:00 pm	<b>Key Messages to Share with Lawmakers</b> <i>Arthur Mullen, MDA member Nate Mack, MDA Legislative Committee Chair</i>
12:00 pm – 1:15 pm	<b>Luncheon Reception with Legislators</b> <i>MML Training Room</i>
1:30 pm – 2:00 pm	<b>MDA Introduction to the House</b>
2:15 pm – 3:30 pm	<b>Meetings with Legislators</b>
5:00 pm – 7:00 pm	<b>MDA Meet &amp; Greet</b> <i>Art Lab, 565 East Grand River, Suite 1, East Lansing</i>

### Workshop: Essential Downtown Management Best Practices, Working Your Plan and Planning Your Work

**Thursday, March 14, 2019**

People's Church  
200 West Grand River Avenue  
East Lansing, MI 48823

Downtown managers must effectively lead community members, oversee budgets, and administer the organization's daily business. In this workshop, discover how Michigan downtown managers are using best practices to get the most out of their time and energy. You will also have the opportunity to participate in round-table discussions with experts in the fields of Volunteer Management, Grant Writing, DDA Law, and Board Management.

8:30 am – 9:00 am	<b>Registration</b>
9:00 am – 9:10 am	<b>Welcome</b> <i>Becky Goodman, Chair, Michigan Downtown Association</i>
9:10 am – 9:30 am	<b>Welcome to Downtown East Lansing</b> <i>Mayor, Mark Meadows</i>
9:30 am – 9:40 am	<b>Attendee Introductions</b>
9:40 am – 9:50 am	<b>Vendor &amp; Sponsor Introductions</b>
9:50 am – 10:15 am	<b>Your Role in Leading Economic Development</b>

One area of downtown management that can seem intimidating or time consuming and, as a result, is often overlooked, is your role in managing economic development within your downtown. In this session attendees will learn what tools and resources are available to help them improve their knowledge of the downtown market and best practices for leveraging this information to help them gain a greater understanding of economic opportunities, develop strategies that align with their community's vision for future growth, recruit new businesses and more effectively support new investment in their community.

	<i>Dana Kollewehr, Economic Development Specialist with the Michigan Main Street Program, MEDC</i>
10:15 am – 10:30 am	<b>Networking Break</b>
10:30 am – 11:00 am	<b>Help Wanted- Must Be Cheap!</b>
11:00 am – 11:30 am	<b>Successful Grant Writing 101</b>

As much as you think you can, you can't do it all. Hear from three downtown managers who have a strong volunteer base to ease some of the workload. Learn how to enlist, manage, and retain volunteers so events, projects, and initiatives are successfully and efficiently accomplished.

Does the thought of writing a grant intimidate you? Are you aware of all the agencies that offer grants to downtown organizations? In this session you will learn the do's and don'ts of grant writing. Our speakers have experience on both sides of the grant writing world as both have written and funded requests of all sizes and to a variety of organizations.

*Liz Ahrens, President, Crooked Tree Arts Center,  
Petoskey & Traverse City  
Cindy E. Hales, Ed.D., Director, Community  
Investment, Capital Region Community Foundation*

11:30 am – 11:45 am	<b>Legislative Update</b>
	New requirements for DDAs are now in effect. Is your organization prepared for the new reporting requirements that include a web presence, biannual meetings, and publication of TIF expenditures? <i>Nate Mack &amp; Patricia Rayl, MDA Legislative Committee Chairs</i>
11:45 am – 12:45 pm	<b>Lunch on Site</b>
12:45 pm – 1:15 pm	<b>A Brief Refresher Course on Key Points of the DDA Law</b>

Tim Wittebort of Howard & Howard Attorneys, has many years of experience and distinguished service in municipal government, corporate business, and all aspects of DDAs and TIF. Tim will address several topics including: powers of the DDA as defined in the DDA Law, defining the DDA's autonomy and authority, and a DDA's budget approval process. Come and learn the basic points of the DDA Law which will allow for a clear, factual, legal path to successful downtown management.

*Tim Wittebort, Howard & Howard*

1:15 pm – 1:45 pm	<b>You're Only as Strong as Your Board</b>
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A Board of Directors is made up of different personalities with diverse interests. In this session, learn how a downtown manager can help recruit and educate board members, effectively implement board policy and initiatives, and maximize a board's output.

*Jackie Lovejoy, President, Dearborn Area  
Chamber of Commerce*

1:45 pm – 2:45 pm	<b>Round Table Discussions on DDA Issues</b>
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Bring your organization's TIF plan, by-laws, big ideas, grant applications, and questions about everything downtown to the roundtable discussions. A representative from each of today's sessions will lead a discussion and/or answer questions regarding best practices for downtown managers. Have a question about the MEDC's Redevelopment Ready Communities program or want an expert to look at your grant application? Do you have a concern about your bylaws or need advice on how to engage a board member? This is your chance for hands-on experience, one-on-one conversations, and group discussions regarding downtown management best practices.

*Dana Kollewehr, Leigh Young, Cathleen Edgerly,  
Kate Knight, Molly LaLone, Liz Ahrens,  
Cindy E. Hales, Nate Mack, Patricia Rayl,  
Tim Wittebort, Jackie Lovejoy*

2:45 pm – 3:30 pm	<b>How to Realize Success &amp; Getting the Job Done: Keeping Your Sanity in the Crazy World of Downtown Management</b>
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This session will be upbeat and leave you with the motivation for success. Information will include key aspects of downtown leadership; communication, stress management, teamwork, and creative thinking.

*Sharon Miller, Owner and President of  
ITH Staffing of Michigan*

3:30 pm – 3:45 pm	<b>Closing Remarks</b> <i>Becky Goodman, Chair, MDA</i>
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### Registration Form for MDA Lansing Day & Workshop (includes Thursday luncheon)

Name: \_\_\_\_\_ Organization: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

MDA Member: **Lansing Day: \$60** **Workshop: \$85** **Both: \$135**  
MDA Non-Member: **Lansing Day \$60** **Workshop: \$110** **Both \$170**  
Workshop Sponsor (includes one table and one registration): **\$250**  
Paid registrations cancelled within 72 hours of the event cannot be refunded.

[www.michigandowntowns.com](http://www.michigandowntowns.com)

Please return this form with payment to MDA by **March 8, 2019, Make checks payable to the Michigan Downtown Association.**  
Send payment to: Michigan Downtown Association, 4967 Jefferson, North Branch, MI 48461 ph 248.838.9711 info@michigandowntowns.com

If you cannot get your check processed by that time, we can accept payment at the door or payment by invoice.  
Save time! Register and pay online at [www.michigandowntowns.com/events.php](http://www.michigandowntowns.com/events.php)

\_\_\_\_\_  
Name on Card: \_\_\_\_\_  
Zip Code: \_\_\_\_\_  
\_\_\_\_\_  
Visa \_\_MC \_\_Dis \_\_Amex Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. Code: \_\_\_\_\_  
\_\_\_\_\_  
Signature: \_\_\_\_\_





## Tax Increment Financing Act- Act 57 of 2018

### Reporting Requirements and Timeline

#### TIMELINE

**January 1, 2019:** [2018 PA 57](#) takes effect.

**March 1, 2019:** Department of Treasury must publish form to be used for reporting by authorities.

**April 1, 2019:** Deadline for authorities to provide a copy, or a hyperlink to a copy, of the currently adopted TIF plan (or development plan/TIF plan if a combined single document) to the Department of Treasury. Send information to:

[Treas-StateSharePropTaxes@michigan.gov](mailto:Treas-StateSharePropTaxes@michigan.gov)

**180 days after authority's Fiscal Year 2019 ends:** Post on a municipal or authority website, (or if no website, maintained in a physical location within the municipality that is open to the public) all items listed in [Sec. 910 \(1\)](#). See column to the right.

**180 days after authority's Fiscal Year 2019 ends:** Submit to the Department of Treasury, the governing body of the municipality, and the governing body of a taxing unit whose taxes are capture by the authority a report including all items listed in [Sec. 911 \(1\)](#). See back of this page.

**Semi-annually beginning January 1, 2019:** Authorities must hold two "informational meetings." Informational meetings are meetings for the purpose of informing the public of the goals and direction o f the authority, including projects to be undertaken in the coming year. They are not for the purpose of voting on policy, budgets or other operational matters. Please reference [PA 57, Sec. 910](#) for guidelines regarding public notice.

#### DETAILS

##### Sec. 910 (1).

- ◇ Minutes of all board meetings
- ◇ Annual budget, including encumbered and unencumbered fund balances
- ◇ Annual audits
- ◇ Currently adopted development plan, if not included in a tax increment financing plan
- ◇ Currently adopted tax increment finance plan, if currently capturing tax increment revenues
- ◇ Current authority staff contact information
- ◇ A listing of current contracts with a description of those contracts and other documents related to management of the authority and services provided to the authority
- ◇ An updated annual synopsis of activities of the authority
  - ◇ For any tax increment revenues described in the annual audit that are not expended within 5 years of their receipt, a description that provides:
    - ◇ The reasons for accumulating those funds & uses for which those funds will be expended
    - ◇ A time frame when the fund will be expended
  - ◇ If any funds have not been expended within 10 years of their receipt:
    - ◇ The amount of those funds
    - ◇ A written explanation of why those funds have not been expended
  - ◇ List of authority accomplishments, including progress made on development plan and tax increment finance plan goals and objectives for the immediately preceding fiscal year.
  - ◇ List of authority projects and investments, including active and completed projects for the immediately preceding fiscal year
  - ◇ List of authority events and promotional campaigns for the immediately preceding fiscal year

5 years of above records must be on website as the years progress.



**Tax Increment Financing Act- Act 57 of 2018**  
**Reporting Requirements and Timeline**

**DETAILS**

[Sec. 911.](#)

Annually, an authority that is capturing tax increment revenues must submit to Treasury the form Treasury provides. The authority **must also** submit to the governing body of the municipality and the governing body of a taxing unit levying taxes subject to capture by an authority, Treasury's form **OR** electronically may submit a report that includes all of the following:

- ◇ Name of authority
- ◇ Date authority was formed, date tax increment financing (TIF) plan is set to expire or terminate, and whether the TIF plan expired during the immediately preceding fiscal year
- ◇ Date authority began capturing tax increment revenues
- ◇ Current base year taxable value of the TIF district
- ◇ Unencumbered fund balance for the immediately preceding fiscal year
- ◇ Encumbered fund balance for the immediately preceding fiscal year
- ◇ Amount and source of revenue in the account, including the amount of revenue from each taxing jurisdiction
- ◇ Amount in any bond reserve account
- ◇ Amount and purpose of expenditures from account
- ◇ Amount of principal and interest on any outstanding bonded indebtedness
- ◇ Initial assessed value of the development area or authority district by property tax classification
- ◇ Captured assessed value retained by the authority by property tax classification
- ◇ Tax increment revenues received for the immediately preceding fiscal year
- ◇ Whether the authority amended its development plan or TIF plan within the immediately preceding fiscal year and if the authority amended either plan, a link to the current development plan or TIF plan that was amended

**The MDA thanks you for your support of our on-going Legislative and Advocacy Fund.**

The Legislative and Advocacy Fund allows representatives from the MDA the opportunity to help shape laws directly affecting downtowns and TIFAs across the state. Your support also helps our organization disseminate timely and accurate information regarding TIF legislation. For more information regarding the

MDA Legislative and Advocacy Fund and how you can contribute, please visit

[www.michigandowntowns.com](http://www.michigandowntowns.com).

Be a Champion for Downtowns!

**EAST & WEST DDDAs  
ADOPTED RESOLUTIONS  
JANUARY 2019**

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 Dearborn Area Chamber of Commerce Membership Directory

Date Adopted: January 17, 2019

Resolution by: Dan Merritt, seconded by Mark Guido

**WHEREAS:** The WDDDA and EDDDA promotes and markets Downtown Dearborn to consumers to improve the economy of the districts; and

**WHEREAS:** The 2019 *Dearborn Area Chamber of Commerce Membership Directory* will be available in a fully interactive digital edition and 2,000 print copies distributed; and

**WHEREAS:** The EDDDA and WDDDA are interested in sharing the cost of A full-page advertisement in the yearly publication totaling \$2475, payable to Harbor House Publishers, a Chamber Member that has partnered with the Dearborn Area Chamber of Commerce to produce the directory; and

**WHEREAS:** Graphic design costs with Bright Sky Creative are estimated at \$1000; be it

**RESOLVED:** The EDDDA approves an expenditure not to exceed \$1237.50 from General Marketing Fund 297-6100-911-51-00, payable to Harbor House Publishers for a full-page advertisement in partnership with the EDDDA in the 2019 *Dearborn Area Chamber of Commerce Membership Directory*; and further be it

**RESOLVED:** The EDDDA director is authorized to execute a contract on behalf of the EDDDA with Harbor House Publishers for a full-page advertisement in the 2019 *Dearborn Area Chamber of Commerce Membership Directory*, subject to review and approval by Corporation Counsel; and further be it

**RESOLVED:** The EDDDA approves an expenditure not to exceed \$250 from Interim Graphic Design Fund 297-6100-911-51-00 payable to Bright Sky Creative for the creation of the full-page advertisement in partnership with the EDDDA in the 2019 *Dearborn Area Chamber of Commerce Membership Directory*; and further be it

Commented [1]: changed from \$500

**RESOLVED:** The EDDDA director is authorized to execute a contract on behalf of the EDDDA with with Bright Sky Creative for the creation of that full-page advertisement, subject to review and approval by Corporation Counsel.

Yes: Dan Merritt, Scott Saionz, Jay Kruz, Mayor Jack O'Reilly, Judith McNeeley, Kamal Turfah, Mark Guido

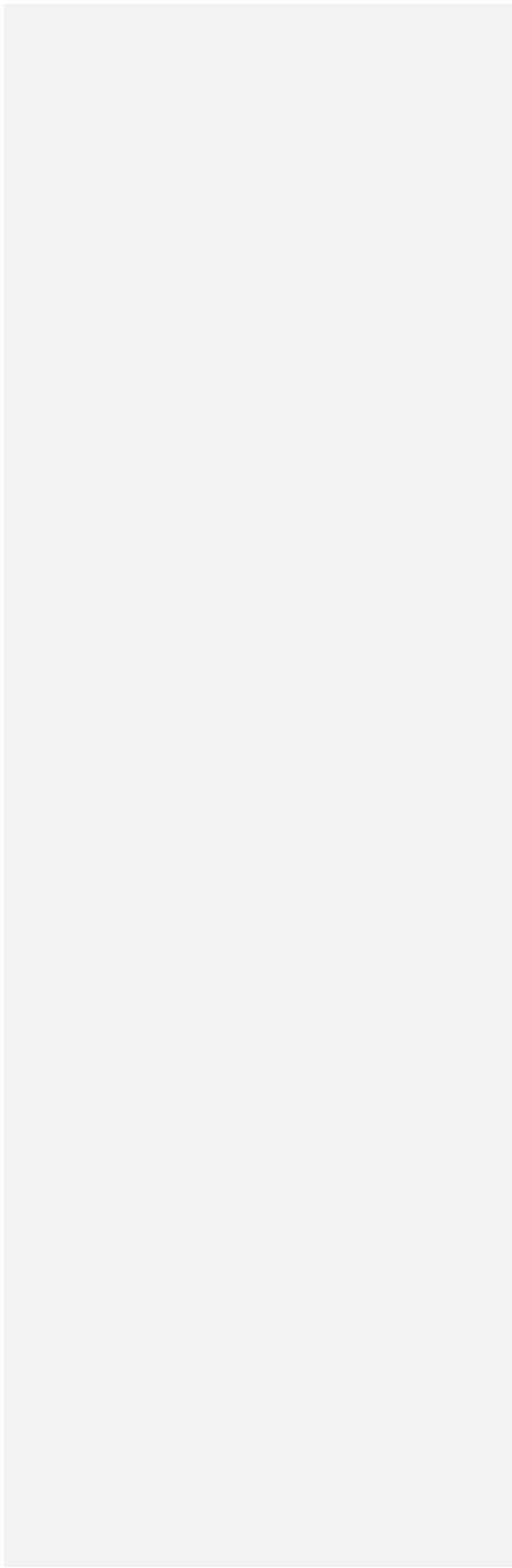
No: None

Abstained: None

Absent: Janice Cislo, Joseph Bojovic, Mary O'Bryan



Adopted: Yes



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 Dearborn Area Chamber of Commerce Membership Directory

Date Adopted: January 17, 2019

Resolution by: Doug Van Noord, seconded by Mohammed Hider

**WHEREAS:** The WDDDA and EDDDA promotes and markets Downtown Dearborn to consumers to improve the economy of the districts; and

**WHEREAS:** The 2019 *Dearborn Area Chamber of Commerce Membership Directory* will be available in a fully interactive digital edition and 2,000 print copies distributed; and

**WHEREAS:** The EDDDA and WDDDA are interested in sharing the cost of A full-page advertisement in the yearly publication totaling \$2475, payable to Harbor House Publishers, a Chamber Member that has partnered with the Dearborn Area Chamber of Commerce to produce the directory; and

**WHEREAS:** Graphic design costs with Bright Sky Creative are estimated at \$1000; be it

**RESOLVED:** The WDDDA approves an expenditure not to exceed \$1237.50 from General Marketing Fund 296-6100-911-510-00, payable to Harbor House Publishers for a full-page advertisement in partnership with the EDDDA in the 2019 *Dearborn Area Chamber of Commerce Membership Directory*; and further be it

**RESOLVED:** The WDDDA director is authorized to execute a contract on behalf of the WDDDA with Harbor House Publishers for a full-page advertisement in the 2019 *Dearborn Area Chamber of Commerce Membership Directory*, subject to review and approval by Corporation Counsel; and further be it

**RESOLVED:** The WDDDA approves an expenditure not to exceed \$250 from Interim Graphic Design Fund 296-6100-911-51-00 payable to Bright Sky Creative for the creation of the full-page advertisement in partnership with the EDDDA in the 2019 *Dearborn Area Chamber of Commerce Membership Directory*, and further be it

Commented [1]: changed from \$500

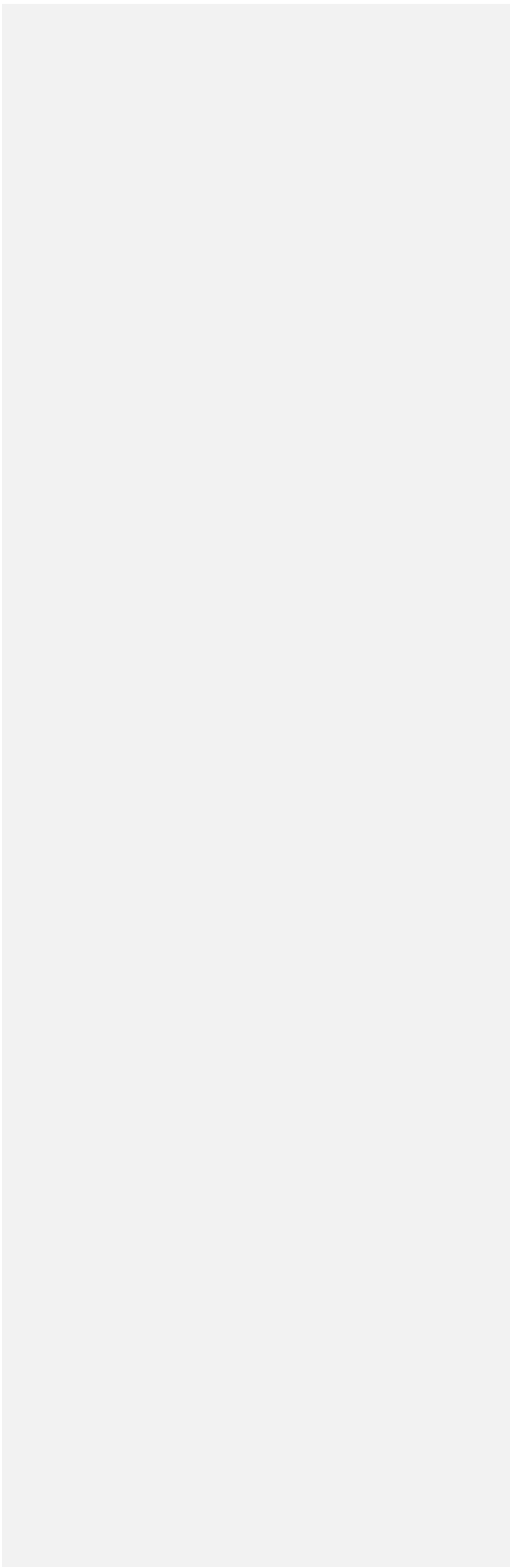
**RESOLVED:** The WDDDA director is authorized to execute a contract on behalf of the WDDDA with with Bright Sky Creative for the creation of that full-page advertisement, subject to review and approval by Corporation Counsel.

Yes: Karen Nigosian, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko,  
Doug Van Noord, John McWilliams, Mark Guido, Mohammed Hider,  
Sam Abbas

No: Thomas Clark

Abstained: Jackie Lovejoy

Absent:       None  
Adopted:     Yes



# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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FYE 2019 CTM Marketing Brochure Distribution

Date Adopted: January 17, 2019

Resolution by: Mayor Jack O'Reilly; seconded by Jay Kruz

**WHEREAS:** The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; be it

**WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn partnered in 2017 and 2018 to distribute 20,000 pieces annually of marketing materials called "rack cards" at hotels, visitor and convention locations throughout Metro Detroit via CTM, a brochure distribution company located in Livonia, MI, and another 10,000 pieces at local downtown businesses and organizations; and

**WHEREAS:** Based on circulation in 2018, it is recommended to increase circulation to 30,000 pieces through CTM, and an additional production of 10,000 for distribution locally; and

**WHEREAS:** Printing of the rack cards is by Foster Printing, a subsidiary of CTM, that directly delivers to CTM and ships any additional print runs to the DDDAs as requested; and

**WHEREAS:** Updated design and content of the rack cards will be produced in-house by POW! Strategies, Inc.; and

**WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn are anticipated to partner in the production and distribution of the rack cards equally, at a maximum of \$2125 each, in addition to any potential sponsors; be it

**RESOLVED:** The EDDDA approves entering into a one-year contract with CTM for FYE2019 in an amount not to exceed \$7000 shared equally with the WDDDA, and brochure printing production with Foster Printing not to exceed \$1500 shared equally with the WDDDA for 40,000 rack cards from the CTM Brochure Line Item #297-6100-911-51-00 FYE2018; further be it

**RESOLVED:** The WDDDA and EDDDA anticipates revenue of \$4250 from the Dearborn Area Chamber of Commerce, City of Dearborn and other sponsoring partners shared equally; further be it

**RESOLVED:** The EDDDA Executive Director is authorized to execute a contract with CTM for distribution and printing, subject to review and approval by Corporation Counsel.

Yes: Dan Merritt, Scott Saionz, Jay Kruz, Mayor Jack O'Reilly, Judith McNeeley, Kamal

No:	Turfah, Mark Guido
Abstained:	None
Absent:	Janice Cislo, Joseph Bojovic, Mary O'Bryan
Adopted:	Yes

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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FYE 2019 CTM Marketing Brochure Distribution

Date Adopted: January 17, 2019

Resolution by: Jackie Lovejoy; seconded by Mohammed Hider

**WHEREAS:** The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; be it

**WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn partnered in 2017 and 2018 to distribute 20,000 pieces annually of marketing materials called “rack cards” at hotels, visitor and convention locations throughout Metro Detroit via CTM, a brochure distribution company located in Livonia, MI, and another 10,000 pieces at local downtown businesses and organizations; and

**WHEREAS:** Based on circulation in 2018, it is recommended to increase circulation to 30,000 pieces through CTM, and an additional production of 10,000 for distribution locally; and

**WHEREAS:** Printing of the rack cards is by Foster Printing, a subsidiary of CTM, that directly delivers to CTM and ships any additional print runs to the DDDAs as requested; and

**WHEREAS:** Updated design and content of the rack cards will be produced in-house by POW! Strategies, Inc.; and

**WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn are anticipated to partner in the production and distribution of the rack cards equally, at a maximum of \$2125 each, in addition to any potential sponsors; be it

**RESOLVED:** The WDDDA approves entering into a one-year contract with CTM for FYE2019 in an amount not to exceed \$7000 shared equally with the EDDDA, and brochure printing production with Foster Printing not to exceed \$1500 shared equally with the EDDDA for 40,000 rack cards from the CTM Brochure Line Item #296-6100-911-51-00 FYE2018; further be it

**RESOLVED:** The WDDDA and EDDDA anticipates revenue of \$4250 from the Dearborn Area Chamber of Commerce, City of Dearborn and other sponsoring partners shared equally; further be it

**RESOLVED:** The WDDDA Executive Director is authorized to execute a contract with CTM for distribution and printing, subject to review and approval by Corporation Counsel.

Yes: Karen Nigosian, Thomas Clark, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko,  
Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider,  
Sam Abbas

No: None

Abstained: None

Absent: None

Adopted: Yes

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

## 2019 Dearborn Restaurant Week Expense Report

Date Adopted: January 17, 2019

Resolution by: Dan Merritt, seconded by Mark Guido

**WHEREAS:** The WDDDA and EDDDA Board of Directors recognize the importance of promoting the district and its assets, including building notoriety of the restaurant culture in Downtown Dearborn; and

**WHEREAS:** The WDDDA and EDDDA Promotions Committee is coordinating the third annual Dearborn Restaurant Week for February 11-17, 2019, and is soliciting funds to support the event; and

**WHEREAS:** The Promotions Committee presented a projected budget of \$34,000 in anticipated income from participation fees and sponsorships and \$32,600 in anticipated expenditures for Dearborn Restaurant Week; and

**WHEREAS:** The EDDDA and WDDDA agree to split the income and expenditures equally; and

**WHEREAS:** At its November 15, 2018 meeting, the EDDDA approved expenditures up to \$16,300 from Account #297-6100-911-51-00 for costs related to Dearborn Restaurant Week; be it

**RESOLVED:** The EDDDA authorizes sharing expenditures equally with the WDDDA related to Dearborn Restaurant Week with the following service providers:

Vendor	Purpose	Amount
Hallarsen Group	Content, Design, Creative & Web	\$ 2,750.00
iHeart Media	radio promotions	\$ 19,750.00
Times Herald	newspaper ads	\$ 600.00
Outfront Billboards	billboard advertising	\$ 6,000.00
Got Print	coasters	\$ 500.00
Beshara Printing	menu printing	\$ 1,500.00
Malko Media	Banners	\$ 1,000.00

**Commented [1]:** Original total of \$32,750 was wrong. Should have been \$33,100. With subtraction of \$500 from Times Herald line item (from \$1100 to \$600), new total is \$32,600.

**Commented [2]:** changed per the above comment



Metro Times	Newspaper ads	\$500.00
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**RESOLVED:** The EDDDA director is authorized to execute contracts on behalf of the EDDDA with the companies listed above for Dearborn Restaurant Week, subject to review and approval by Corporation Counsel.

Yes: Dan Merritt, Scott Saionz, Jay Kruz, Mayor Jack O'Reilly, Judith McNeeley, Kamal Turfah, Mark Guido  
No: None  
Abstained: None  
Absent: Janice Cislo, Joseph Bojovic, Mary O'Bryan  
Adopted: Yes

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

## 2019 Dearborn Restaurant Week Expense Report

Date Adopted: January 17, 2019

Resolution by: James Jernigan, seconded by Doug Van Noord

**WHEREAS:** The WDDDA and EDDDA Board of Directors recognize the importance of promoting the district and its assets, including building notoriety of the restaurant culture in Downtown Dearborn; and

**WHEREAS:** The WDDDA and EDDDA Promotions Committee is coordinating the third annual Dearborn Restaurant Week for February 11-17, 2019, and is soliciting funds to support the event; and

**WHEREAS:** The Promotions Committee presented a projected budget of \$34,000 in anticipated income from participation fees and sponsorships and \$32,600 in anticipated expenditures for Dearborn Restaurant Week; and

**WHEREAS:** The EDDDA and WDDDA agree to split the income and expenditures equally; and

**WHEREAS:** At its November 15, 2018 meeting, the WDDDA approved expenditures up to \$16,300 from Account #296-6100-911-51-00 for costs related to Dearborn Restaurant Week; be it

**RESOLVED:** The WDDDA authorizes sharing expenditures equally with the EDDDA related to Dearborn Restaurant Week with the following service providers:

Vendor	Purpose	Amount
Hallarsen Group	Content, Design, Creative & Web	\$ 2,750.00
iHeart Media	radio promotions	\$ 19,750.00
Times Herald	newspaper ads	\$ 600.00
Outfront Billboards	billboard advertising	\$ 6,000.00
Got Print	coasters	\$ 500.00
Beshara Printing	menu printing	\$ 1,500.00
Malko Media	Banners	\$ 1,000.00

**Commented [1]:** Original total of \$32,750 was wrong. Should have been \$33,100. With subtraction of \$500 from Times Herald line item (from \$1100 to \$600), new total is \$32,600.

**Commented [2]:** changed per the above comment

Metro Times	Newspaper ads	\$500.00
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**RESOLVED:** The WDDDA director is authorized to execute contracts on behalf of the WDDDA with the companies listed above for Dearborn Restaurant Week, subject to review and approval by Corporation Counsel.

Yes: Karen Nigosian, Thomas Clark, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko, Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider, Sam Abbas

No: None  
 Abstained: None  
 Absent: None  
 Adopted: Yes

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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2019 Election of Officers

Date Adopted: January 17, 2019

Resolution by: Mayor Jack O'Reilly, seconded by Kamal Turfah

**WHEREAS:** The EDDDA shall be under the supervision and control of a board consisting of the Mayor and members appointed by the Mayor subject to approval by the city council; and,

**WHEREAS:** The officers of the EDDDA shall be elected annually by the Board and shall consist of a Chair, Vice-Chair and Secretary-Treasurer; be it,

**WHEREAS:** The 2019 Officer Nominating Committee has recommended Scott J. Saionz for Chairperson, Dan Merritt for Vice-Chairperson, and Jay Kruz for Secretary-Treasurer; be it

**RESOLVED:** If there are no additional nominations, nominations are closed and a unanimous ballot is cast and elected for the officers as named above for the year 2019.

Yes: Dan Merritt, Scott Saionz, Jay Kruz, Mayor Jack O'Reilly, Judith McNeeley, Kamal Turfah, Mark Guido

No: None

Abstained: None

Absent: Janice Cislo, Joseph Bojovic, Mary O'Bryan

Adopted: Yes

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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2019 Election of Officers

Date Adopted: January 17, 2019

Resolution by: Jackie Lovejoy; seconded by Mohammed Hider

**WHEREAS:** The WDDDA shall be under the supervision and control of a board consisting of the Mayor and members appointed by the Mayor subject to approval by the city council; and,

**WHEREAS:** The officers of the WDDDA shall be elected annually by the Board and shall consist of a Chair, Vice-Chair and Secretary-Treasurer; be it,

**WHEREAS:** The 2019 Officer Nominating Committee has recommended Sam Abbas for Chairperson, James Jernigan for Vice-Chairperson, and Doug Van Noord for Secretary-Treasurer; be it

**RESOLVED:** If there are no additional nominations, nominations are closed and a unanimous ballot is cast and elected for the officers as named above for the year 2019.

Yes: Karen Nigosian, Thomas Clark, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko,  
Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider,  
Sam Abbas

No: None

Abstained: None

Absent: None

Adopted: Yes

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Farm to Table 2018 Budget Amendment

Date Adopted: January 17, 2019

Moved by: Jackie Lovejoy

Seconded by: Mohammed Hider

**WHEREAS:** “Outstanding in the Field” is an organization founded in 1999 by artist and chef Jim Denevan focused on creating pop-up restaurant events to serve communities with locally sourced ingredients and talent, with the intention of recognizing and celebrating local farmers and culinary professionals.

**WHEREAS:** The WDDDA, inspired by this original idea, desired to host a Farm to Table event at the West Village Commons on September 22, 2018 from 6:00 pm to 9:00 pm, featuring local ingredients, chefs, and restaurant items to promote the district assets and businesses.

**WHEREAS:** Approximately \$18,000 in revenue and in-kind sponsorships will be generated through ticket sales, sponsorships and through a silent auction to raise funds for events and programs in the district generating a potential net income of \$6,000; and

**WHEREAS:** At its August 16, 2018, meeting, the WDDDA Board authorized the expenditure of an amount not to exceed \$12,000 in expenditures from the Community Promotions/W. Village Commons Events budget #296-6100-911-51-00 for the production and promotion of the September 22, 2018, Farm to Table event; and

**WHEREAS:** Due to scheduling difficulties, the Farm to Table event was rescheduled to take place on May/June 2019; therefore; be it

**RESOLVED:** The WDDDA Board authorizes the expenditure of an amount not to exceed \$12,000 in expenditures from the Community Promotions/W. Village Commons Events budget #296-6100-911-51-00 for the production and promotion of the 2019 Farm to Table event with the service providers listed below; further be it

**RESOLVED:** The WDDDA director is authorized to execute contracts on behalf of the WDDDA with the companies listed above for Farm to Table, subject to review and approval by Corporation Counsel.

<b>Vendor</b>	<b>Purpose</b>	<b>Amount</b>
Henry Ford College	servers/ platers- approx 10-15	\$ 700.00
S&R Tent Rental	tents for food and auctions	\$ 2,000.00
Mama Mia Marketing	postcard mailers to designated zip codes	\$550.00
Malko Media	banners	\$ 250.00
Beshara Printing	foam board posters	\$ 500.00
Whole Hearted Decor	menu design/ printing, place cards,	\$ 365.00
Beshara Printing	program printing	\$ 500.00
M Cantina	Chef service	\$ 500.00
Merchant of Vino	100 bottles of wine	\$ 1,000.00
Westborn Market	centerpieces	\$ 500.00
Henry Ford College	live music	\$400.00

Yes: Karen Nigosian, Thomas Clark, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko,  
Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider,  
Sam Abbas

No: None  
Abstained: None  
Absent: None  
Adopted: Yes

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Farmers & Artisans Market Budget 2019

Date Adopted: January 17, 2019

Moved by: Mark Guido

Seconded by: Jackie Lovejoy

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

**WHEREAS:** The WDDDA reviewed a projected budget of \$25,540 in expenditures and \$23,500 in income for the Farmers & Artisans Market

**RESOLVED:**

1. That the WDDDA obligates \$25,540 from the Community Promotions Budget # 296-6100-911-51-00 (\$18,378 FYE2019 and \$7,162 FYE2020) to fund the event costs for the 2019 Dearborn Farmers & Artisans Market; and
2. The WDDDA will acknowledge receipt of funds for the Farmers & Artisans market up to \$23,500; and
3. The WDDDA director is authorized to execute contracts on behalf of the WDDDA with the companies listed below for Dearborn Farmers & Artisans Market, subject to review and approval by Corporation Counsel:

Vendor	Purpose	Amount
Taste the Local Difference	Advertisement- magazine	\$ 100.00
Edible WOW LLC	Advertisement- magazine	\$ 1,700.00
Michigan Agritourism Association	Advertisement- magazine	\$ 125.00
Bewick Publications	advertisement- newspaper	\$ 300.00
Beshara Printing	posters- 100 & yard signs & brochure	\$ 710.00
Ann Arbor Symphony Orchestra	opening day entertainment	\$ 300.00
The Henry Ford College	opening day music entertainment	\$ 400.00
Amy Loskowski	musical entertainment at market	\$ 900.00
Michael Kuntz	musical entertainment at market	\$ 300.00
Lawrence Arbour	musical entertainment at market	\$ 300.00
Jimmy's Party Rentals	bounce house	\$ 300.00



PostNet	printing of market bags & A frame signs	\$ 1400.00
Essential IT, LLC	web hosting and maintenance/updates	\$ 720.00
Malko Media	banners- over the street & market tents	\$ 1,375.00
Michigan Farmers Market Assoc. (MIFMA)	Dues for membership- advertisement	\$200.00
Nickel & Saph	Insurance	\$1500.00
Facebook via POW! Strategies	Social Media	\$500.00
Brendels Septic	Portajohns	\$1929.00

Yes: Karen Nigosian, Thomas Clark, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko,  
Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider,  
Sam Abbas

No: None

Abstained: None

Absent: None

Adopted: Yes

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Friday Nites 2019

Date Adopted: January 17, 2019  
Moved by: Mayor Jack O'Reilly  
Seconded by: Mohammed Hider

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

**WHEREAS:** The Friday Nites events sponsored by the WDDDA has been successful in bringing visitors to the District and growing in numbers each year; and

**WHEREAS:** The WDDDA reviewed a projected budget of \$42,520 in expenditures for the 2019 Friday Nites events with revenue anticipated of \$10,000; and

**THEREFORE, LET IT BE RESOLVED:**

1. That the WDDDA obligates \$42,520 from the Community Promotions Budget # 296-6100-911-51-00 to fund the event costs for the 2019 Friday Nites events; and
2. The WDDDA director is authorized to execute contracts on behalf of the WDDDA with the companies listed below for Friday Nites, subject to review and approval by Corporation Counsel:

Vendor	Purpose	Amount
Michigan Generator	generator	\$ 1,200.00
Jimmy's Party Rental	bounce house	\$ 700.00
S&R Rentals	beer tent, fencing,	\$ 9,000.00
KLA Laboratories Inc.	sound system & staffing	\$ 2,500.00
Gail & Rice	Booking agent services	\$ 8,800.00
Recreation	stage set up and tear down	\$ 500.00
Beshara	Printing - Posters/Brochure	\$320.00
Brendel's Septic	Portajohns	\$750.00
Facebook via POW! Strategies	Social Media	\$500.00

Bewick Publications/Press & Guide/MetroTimes/	Advertising	\$3,000.00
iHeart	Radio	\$15,000
Nickel & Saph	Insurance	300.00

Yes: Karen Nigosian, Thomas Clark, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko, Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider,  
Sam Abbas

No: None

Abstained: None

Absent: None

Adopted: Yes

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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2019 Henry Ford Marketing Package

Date Adopted: January 17, 2019

Resolution by: Mayor Jack O'Reilly, seconded by Judith McNeeley

**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 EDDDA approves \$5600 for the 2019 marketing program with The Henry Ford and expensed to account #297-6100-911-51-00 from FYE2019; further be it

**RESOLVED:** The EDDDA director is authorized to execute a contract on behalf of the EDDDA with The Henry Ford for marketing purposes, subject to review and approval by Corporation Counsel.

Yes: Dan Merritt, Scott Saionz, Jay Kruz, Mayor Jack O'Reilly, Judith McNeeley, Kamal Turfah, Mark Guido

No: None

Abstained: None

Absent: Janice Cislo, Joseph Bojovic, Mary O'Bryan

Adopted: Yes

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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2019 Henry Ford Marketing Package

Date Adopted: January 17, 2019

Resolution by: James Jernigan, seconded by Thomas Clark

**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 2019 marketing program with The Henry Ford and expensed to account #296-6100-911-51-00 from FYE2019; further be it

**RESOLVED:** The WDDDA director is authorized to execute a contract on behalf of the WDDDA with The Henry Ford for marketing purposes, subject to review and approval by Corporation Counsel.

Yes: Karen Nigosian, Thomas Clark, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko,  
Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider,  
Sam Abbas

No: None

Abstained: None

Absent: None

Adopted: Yes

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Jazz on the Ave 2019

Date Adopted: January 17, 2019

Moved by: Dan Merritt

Seconded by: Jay Kruz

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

**WHEREAS:** The Jazz on the Ave events sponsored by the EDDDA has been successful in bringing visitors to the District and growing in numbers each year; and

**WHEREAS:** The EDDDA reviewed a projected budget of \$54,690 in expenditures for the 2019 Jazz on the Ave events with revenue anticipated of \$10,000; and

**THEREFORE, LET IT BE RESOLVED:**

1. That the EDDDA obligates \$54,690 from the Community Promotions Budget # 297-6100-911-51-00 to fund the event costs for the 2019 Jazz on the Ave events; and
2. The EDDDA director is authorized to execute contracts on behalf of the EDDDA with the companies listed below for Jazz on the Ave, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Hi Falutin Music!	booking agent services	\$ 42,500.00
Jokers Entertainment	Face painter, balloon twister	\$ 1,00.00
Brendals	Porta Potties	\$ 2,290.00
KLA Laboratories Inc.	sound system & staffing	\$ 2,500.00
Bewick Publications/Press & Guide	Advertising	\$4500.00
Recreation	stage set up and tear down	\$ 750.00
Beshara	Printing - Posters/Brochure	\$320.00
Facebook via POW! Strategies	Social Media	\$600.00
Nickel & Saph (estimated)	Insurance	\$2500.00

Yes:	Dan Merritt, Scott Saionz, Jay Kruz, Mayor Jack O'Reilly, Judith McNeeley, Kamal Turfah, Mark Guido
No:	None
Abstained:	None
Absent:	Janice Cislo, Joseph Bojovic, Mary O'Bryan
Adopted:	Yes

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Kids Days 2019

Date Adopted: January 17, 2019

Moved by: Jackie Lovejoy

Seconded by: Mohammed Hider

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

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

**WHEREAS:** The WDDDA reviewed a specific budget of \$16,035 for Kids Days on the Commons for 2019 event season (three events); therefore

**RESOLVED:**

1. That the WDDDA obligates \$16,035 in expenditures for the Kids Days on the Commons events for 2019 event season from the Community Promotions Budget # 296-6100-911-51-00; and
2. The WDDDA director is authorized to execute contracts on behalf of the WDDDA with the companies listed below for Kids Day, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Recreation	stage, chairs, set up/ tear down	\$ 600.00
Gail & Rice	entertainment booking	\$ 7,000.00
Inflatable Play Space	Photo booth	\$ 450.00
Pebbles the Clown	face painter	\$ 800.00
Jimmy's Party Rentals	bonce house	\$ 700.00
Ann Arbor Symphony	Instrument Petting Zoo	\$ 400.00
Howdy Doodles	ice cream vendor	\$ 3,000.00
Eugene Clark	puppets/ magic show	\$ 1,350.00



Beshara Printing	posters- 100	\$ 320.00
Nickel & Saph	Insurance	\$510.00
Facebook via POW! Strategies	Social Media	\$300.00

Yes: Karen Nigosian, Thomas Clark, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko,  
Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider,  
Sam Abbas

No: None

Abstained: None

Absent: None

Adopted: Yes

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Ladies Night Event 2019

Date Adopted: January 17, 2019

Moved by: Dan Merritt

Seconded by: Kamal Turfah

**WHEREAS:** The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

**WHEREAS:** The EDDDA and WDDDA are planning the Ladies Night Event on May 1, 2019, in both downtown districts to highlight the retail shopping experience in Downtown Dearborn; and

**WHEREAS:** The EDDDA and WDDDA reviewed a projected budget of \$1,855 in expenditures and \$2000 in income for Ladies Night to be shared equally between the EDDDA and WDDDA; therefore, be it

**Commented [1]:** Original total: \$6,755. Should have been \$6,855. New total less iHeart \$5,000: \$1,855.

**RESOLVED:**

1. That the EDDDA obligates \$927.50 in expenditures for the Ladies Night event from the Community Promotions Budget # 297-6100-911-51-00 for FYE2019; and
2. The EDDDA will acknowledge receipt of funds for the Ladies Night event up to \$1000 in FYE2019.
3. The EDDDA director is authorized to execute contracts on behalf of the EDDDA with the companies listed below for Ladies Night, subject to review and approval by Corporation Counsel.

**Commented [2]:** New obligation less iHeart and per comment above.

Vendor	Purpose	Amount
Live Entertainment TBD	Live music for Artspace	\$ 300.00
Beshara Printing	Posters and brochure	\$ 330.00
Malko Media	banners	\$ 150.00
Oriental Trading	lei's for participants	\$ 100.00

Facebook via POW! Strategies	Social Media	\$200.00
Sarieni Photography	photography	\$ 500.00
Misc. Supplies	Badges, leis, refreshments, décor	\$275.00

Yes: Dan Merritt, Scott Saionz, Jay Kruz, Mayor Jack O'Reilly, Judith McNeeley, Kamal Turfah, Mark Guido  
 No: None  
 Abstained: None  
 Absent: Janice Cislo, Joseph Bojovic, Mary O'Bryan  
 Adopted: Yes

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Ladies Night Event 2019

Date Adopted: January 17, 2019

Moved by: James Jernigan

Seconded by: Mohammed Hider

**WHEREAS:** The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

**WHEREAS:** The EDDDA and WDDDA are planning the Ladies Night Event on May 1, 2019, in both downtown districts to highlight the retail shopping experience in Downtown Dearborn; and

**WHEREAS:** The EDDDA and WDDDA reviewed a projected budget of \$1,855 in expenditures and \$2,000 in income for Ladies Night to be shared equally between the EDDDA and WDDDA; therefore, be it

**Commented [1]:** Original total: \$6,755. Should have been \$6,855. New total less iHeart \$5,000: \$1,855.

**RESOLVED:**

1. That the WDDDA obligates \$927.50 in expenditures for the Ladies Night event from the Community Promotions Budget # 296-6100-911-51-00 for FYE2019; and
2. The WDDDA will acknowledge receipt of funds for the Ladies Night event up to \$1,000 in FYE2019.
3. The WDDDA director is authorized to execute contracts on behalf of the WDDDA with the companies listed below for Ladies Night, subject to review and approval by Corporation Counsel.

**Commented [2]:** New obligation less iHeart and per comment above.

Vendor	Purpose	Amount
Live Entertainment TBD	Live music for Artspace	\$ 300.00
Beshara Printing	Posters and brochure	\$ 330.00
Malko Media	banners	\$ 150.00
Oriental Trading	lei's for participants	\$ 100.00

Facebook via POW! Strategies	Social Media	\$200.00
Sarieni Photography	photography	\$ 500.00
Misc. Supplies	Badges, leis, refreshments, décor	\$275.00

Yes: Karen Nigosian, Thomas Clark, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko,  
Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider,  
Sam Abbas

No: None  
Abstained: None  
Absent: None  
Adopted: Yes

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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2019 National Main Street Conference

Date Adopted: January 17, 2019

Resolution by: Dan Merritt, seconded by Mayor Jack O'Reilly

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

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

**WHEREAS:** The National Main Street NOW Conference is March 24-March 28, 2019, in Seattle, WA, and the WDDDA and EDDDA Board of Directors intend to send one board/volunteer, and the DDDAs' Executive Director; and

**WHEREAS:** The conference costs for the DDDAs' Executive Director are included in the contract with POW! Strategies, Inc.; and

**RESOLVED:** The EDDDA approves allocating \$2000 for one EDDDA board member's travel, lodging and registration costs associated with the Main Street NOW Conference 2019 and expense to Account #297-6100-911-58-10; and that all other out-of-pocket costs are the responsibility of the Board member or volunteer.

**Commented [1]:** corrected WDDDA to EDDDA;  
corrected to read only board member (not volunteer)

**Yes:** Dan Merritt, Scott Saionz, Jay Kruz, Mayor Jack O'Reilly, Judith McNeeley, Kamal Turfah, Mark Guido

**No:** None

**Abstained:** None

**Absent:** Janice Cislo, Joseph Bojovic, Mary O'Bryan

**Adopted:** Yes

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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2019 National Main Street Conference

Date Adopted: January 17, 2019

Resolution by: Thomas Clark, seconded by Karen Nigosian

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

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

**WHEREAS:** The National Main Street NOW Conference is March 24-March 28, 2019, in Seattle, WA, and the WDDDA and EDDDA Board of Directors intend to send one board/volunteer, and the DDDAs' Executive Director; and

**WHEREAS:** The conference costs for the DDDAs' Executive Director are included in the contract with POW! Strategies, Inc.; and

**RESOLVED:** The WDDDA approves allocating \$2000 for one WDDDA board member's travel, lodging and registration costs associated with the Main Street NOW Conference 2019 and expense to Account #296-6100-911-58-10; and that all other out-of-pocket costs are the responsibility of the Board member or volunteer.

Commented [1]: corrected to read only board member

Yes: Karen Nigosian, Thomas Clark, Mayor Jack O'Reilly, Audrey Ralko,  
Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider,  
Sam Abbas

No: James Jernigan

Abstained: None

Absent: None

Adopted: Yes

Commented [2]: Corrected after copy given to Andrew

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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2019 Martian Marathon Expenditure

Date Adopted: January 17, 2019

Moved by: Thomas Clark

Seconded by: Mohammed Hider

**WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) recognizes supporting special public and community events as a means to reach the goals of increased traffic and commerce, which benefit its businesses and neighborhoods; and,

**WHEREAS:** The Martian Marathon brings thousands of runners to the Dearborn area, and the WDDDA would like to facilitate a way for local business owners to engage these potential customers; be it

**RESOLVED:** The WDDDA approves the expenditure of \$375 for flyer printing by Beshara Printing and RF Events for blow up martian inflatables for Martian Marathon business specials promotion from Community Promotions Fund; further be it

**RESOLVED:** The WDDDA director is authorized to execute contracts on behalf of the WDDDA with the companies listed below for the Martian Marathon, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Beshara Printing	flyers	\$ 375.00
RF Events	inflatable martians	\$ 125.00

Yes: Karen Nigosian, Thomas Clark, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko,  
Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider,  
Sam Abbas

No: None

Abstained: None

Absent: None

Adopted: Yes





# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Movies in the Park (City Hall Park) 2019

Date Adopted: January 17, 2019

Moved by: Dan Merritt

Seconded by: Mayor Jack O'Reilly

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

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

**WHEREAS:** The EDDDA reviewed a specific budget of \$2,350 for Movies in the Park for 2019 event season; therefore, be it

**RESOLVED:**

1. That the EDDDA obligates \$2350 in expenditures for the Movies in the Park event for 2019 event season (\$1450 in FYE2019 and \$900 in FYE2020) from the Community Promotions Budget # 297-6100-911-51-00; and
2. The EDDDA director is authorized to execute contracts on behalf of the EDDDA with the companies listed below for Movies in the Park, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Stardust Theaters	screen	\$ 900.00
Swank	movies	\$ 1,000.00
Beshara Printing	posters- 100 and proportionate cost of event brochure	\$ 320.00

Yes: Dan Merritt, Scott Saionz, Jay Kruz, Mayor Jack O'Reilly, Judith McNeeley, Kamal Turfah, Mark Guido

No: None

Abstained: None

Absent: Janice Cislo, Joseph Bojovic, Mary O'Bryan

Adopted: Yes

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Movies in the Park (Wagner Place) 2019

Adopted by: January 17, 2019

Moved by: Jackie Lovejoy

Seconded by: Mohammed Hider

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

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

**WHEREAS:** The WDDDA reviewed a specific budget of \$2,350 for Movies in the Park for 2019 event season; therefore, be it

**RESOLVED:**

1. That the WDDDA obligates \$2350 in expenditures for the Movies in the Park event for 2019 event season (\$1450 in FYE2019 and \$900 in FYE2020) from the Community Promotions Budget # 296-6100-911-51-00; and
2. The WDDDA director is authorized to execute contracts on behalf of the WDDDA with the companies listed below for Movies in the Park, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Stardust Theaters	screen	\$ 900.00
Swank	movies	\$ 1,000.00
Beshara Printing	posters- 100 and Proportionate cost of Event brochure	\$ 320.00

Yes: Karen Nigosian, Thomas Clark, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko, Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider, Sam Abbas

No: None

Abstained: None

Absent:	None
Adopted:	Yes

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Music in the Park 2019

Date Adopted: January 17, 2019

Moved by: Dan Merritt

Seconded by: Mayor Jack O'Reilly

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

**WHEREAS:** The Music in the Park events sponsored by the EDDDA has been newly created to replace Tunes at Noon with the goal to bring visitors to the District and promote local entertainment; and

**WHEREAS:** The EDDDA reviewed a projected budget of \$6,620 in expenditures for the 2019 Music in the Park events; and

**THEREFORE, LET IT BE RESOLVED:**

1. That the EDDDA obligates \$6,620 from the Community Promotions Budget #297-6100-911-51-00 to fund the event costs for the 2019 Music in the Park events; and
2. The EDDDA director is authorized to execute contracts on behalf of the EDDDA with the companies listed below for Music in the Park, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Windy Weber	Booking agent services	\$ 2,500.00
Malko Media	stage banners	\$ 200.00
KLA Laboratories Inc.	sound system & staffing	\$ 3,000.00
Beshara	Printing - Posters/Brochure	\$320.00
Facebook via POW! Strategies	Social Media	\$ 600.00

Yes: Dan Merritt, Scott Saionz, Jay Kruz, Mayor Jack O'Reilly, Judith McNeeley, Kamal Turfah, Mark Guido

No: None

Abstained: None

Absent: Janice Cislo, Joseph Bojovic, Mary O'Bryan  
Adopted: Yes

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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2019 National Main Street & MDA Membership Renewals

Date Adopted: January 17, 2019

Resolution by: Dan Merritt, seconded by Judith McNeeley

**WHEREAS:** The WDDDA and EDDDA Board of Directors follows the Main Street Approach to revitalizing downtowns and downtown management, and continues to be engaged as members in the Michigan Downtown Association and National Main Street Center; and

**WHEREAS:** In an effort to consolidate costs and foster collaborations, the WDDDA and EDDDA wishes to continue joint membership in the National Main Street Center (Main Street America); and

**WHEREAS:** Annual membership with the National Main Street Center is \$350 as a designated member, and Michigan Downtown Association is \$575 based on size of community; be it

**RESOLVED:** The EDDDA approves an amount not to exceed \$462.50 for its joint membership portion with the WDDDA in the National Main Street Center (Main Street America) and the Michigan Downtown Association, and expensed to Account # 297-6100-911-65-00.

Yes: Dan Merritt, Scott Saionz, Jay Kruz, Mayor Jack O'Reilly, Judith McNeeley, Kamal Turfah, Mark Guido

No: None

Abstained: None

Absent: Janice Cislo, Joseph Bojovic, Mary O'Bryan

Adopted: Yes



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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2019 National Main Street & MDA Membership Renewals

Date Adopted: January 17, 2019

Resolution by: Karen Nigosian, seconded by John McWilliams

**WHEREAS:** The WDDDA and EDDDA Board of Directors follows the Main Street Approach to revitalizing downtowns and downtown management, and continues to be engaged as members in the Michigan Downtown Association and National Main Street Center; and

**WHEREAS:** In an effort to consolidate costs and foster collaborations, the WDDDA and EDDDA wishes to continue joint membership in the National Main Street Center (Main Street America); and

**WHEREAS:** Annual membership with the National Main Street Center is \$350 as a designated member, and Michigan Downtown Association is \$575 based on size of community; be it

**RESOLVED:** The WDDDA approves an amount not to exceed \$462.50 for its joint membership portion with the EDDDA in the National Main Street Center (Main Street America) and the Michigan Downtown Association, and expensed to Account # 296-6100-911-65-00.

Yes: Karen Nigosian, Thomas Clark, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko,  
Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider,  
Sam Abbas

No: None

Abstained: None

Absent: None

Adopted: Yes

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Spring & Fall Perennial Exchange 2019

Date Adopted: January 17, 2019

Moved by: Dan Merritt

Seconded by: Judith McNeeley

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

**WHEREAS:** The EDDDA and WDDDA Promotions and Organization Committee have recommended hosting and coordinating a spring and fall Perennial Exchange each year in both downtown districts to increase engagement in open spaces in Downtown Dearborn; and

**WHEREAS:** The EDDDA and WDDDA reviewed a projected budget up to \$2,060 in expenditures and \$900 in income for the Spring and Fall Perennial Exchange to be shared equally between the EDDDA and WDDDA; therefore, be it

**RESOLVED:**

1. That the EDDDA obligates \$1030 in expenditures for the Perennial Exchange events from the Community Promotions Budget # 297-6100-911-51-00 for 2019; and
2. The EDDDA will acknowledge receipt of funds for the Perennial Exchange event up to \$450 for 2019.
3. The EDDDA director is authorized to execute contracts on behalf of the EDDDA with the companies listed below for the Spring Perennial Exchange, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Visual Ronin	music/ entertainment	\$ 200.00
TBD	speaker fees	\$ 200.00
Beshara Printing	Posters and brochures	\$320.00
Malko Media	banners	\$ 150.00
Bewick Publications	newspaper advertisement	\$ 150.00

Facebook via POW! Strategies	Social Media	\$200.00
Misc. Supplies	Décor, table linens	\$50.00

Yes: Dan Merritt, Scott Saionz, Jay Kruz, Mayor Jack O'Reilly, Judith McNeeley, Kamal  
 Turfah, Mark Guido  
 No: None  
 Abstained: None  
 Absent: Janice Cislo, Joseph Bojovic, Mary O'Bryan  
 Adopted: Yes

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Spring & Fall Perennial Exchange 2019

Date Adopted: January 17, 2019

Moved by: James Jernigan

Seconded by: Jackie Lovejoy

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

**WHEREAS:** The EDDDA and WDDDA Promotions and Organization Committee have recommended hosting and coordinating a spring and fall Perennial Exchange each year in both downtown districts to increase engagement in open spaces in Downtown Dearborn; and

**WHEREAS:** The EDDDA and WDDDA reviewed a projected budget up to \$2,060 in expenditures and \$900 in income for the Spring and Fall Perennial Exchange to be shared equally between the EDDDA and WDDDA; therefore, be it

**RESOLVED:**

1. That the WDDDA obligates \$1030 in expenditures for the Perennial Exchange events from the Community Promotions Budget # 296-6100-911-51-00 for 2019; and
2. The WDDDA will acknowledge receipt of funds for the Perennial Exchange event up to \$450 for 2019.
3. The WDDDA director is authorized to execute contracts on behalf of the WDDDA with the companies listed below for the Spring Perennial Exchange, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Visual Ronin	music/ entertainment	\$ 200.00
TBD	speaker fees	\$ 200.00
Beshara Printing	Posters and brochures	\$320.00
Malko Media	banners	\$ 150.00
Bewick Publications	newspaper advertisement	\$ 150.00

Facebook via POW! Strategies	Social Media	\$200.00
Misc. Supplies	Décor, table linens	\$50.00

Yes: Karen Nigosian, Thomas Clark, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko,  
Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider,  
Sam Abbas

No: None

Abstained: None

Absent: None

Adopted: Yes

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Tanner Friedman Contract 2019

Date Adopted: January 17, 2019

Resolution by: Dan Merritt; seconded by Mayor Jack O'Reilly

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

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

**WHEREAS:** The WDDDA and EDDDA approved the option of the first of two one-year renewals in 2018 in an amount not to exceed \$80,000, split equally between the EDDDA & WDDDA; be it

**RESOLVED:** The EDDDA Board approves the option to renew the second of two one-year renewals of the contract with Tanner Friedman for strategic communications from February 20, 2019, through February 19, 2020, in an amount not to exceed \$80,000, split equally between the EDDDA & WDDDA.

Yes: Dan Merritt, Scott Saionz, Jay Kruz, Mayor Jack O'Reilly, Judith McNeeley, Kamal Turfah, Mark Guido

No: None

Abstained: None

Absent: Janice Cislo, Joseph Bojovic, Mary O'Bryan

Adopted: Yes

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Tanner Friedman Contract 2019

Date Adopted: January 17, 2019

Resolution by: Jackie Lovejoy; seconded by James Jernigan

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

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

**WHEREAS:** The WDDDA and EDDDA approved the option of the first of two one-year renewals in 2018 in an amount not to exceed \$80,000, split equally between the EDDDA & WDDDA; be it

**RESOLVED:** The WDDDA Board approves the option to renew the second of two one-year renewals of the contract with Tanner Friedman for strategic communications from February 20, 2019, through February 19, 2020, in an amount not to exceed \$80,000, split equally between the EDDDA & WDDDA.

Yes: Karen Nigosian, Thomas Clark, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko,  
Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider,  
Sam Abbas

No: None  
Abstained: None  
Absent: None  
Adopted: Yes

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Tunes at Noon at Wagner Place 2019

Date Adopted: January 17, 2019

Moved by: Thomas Clark

Seconded by: Jackie Lovejoy

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

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

**WHEREAS:** The WDDDA reviewed a projected budget of \$6,620 in expenditures for the 2019 Tunes at Noon at Wager Place events; and

**THEREFORE, LET IT BE RESOLVED:**

1. That the WDDDA obligates \$6,620 from the Community Promotions Budget # 296-6100-911-51-00 to fund the event costs for the 2019 Tunes at Noon at Wagner Place events; and
2. The WDDDA director is authorized to execute contracts on behalf of the WDDDA with the companies listed below for Tunes at Noon, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Windy Weber	Booking agent	\$ 2,500.00
KLA Laboratories Inc.	sound system & staffing	\$ 3,000.00
Malko Media	stage banners	\$ 200.00
Beshara	Printing - Posters/Brochure	\$320.00
Facebook via POW! Strategies	Social Media	\$600.00

Yes: Karen Nigosian, Thomas Clark, James Jernigan, Mayor Jack O'Reilly, Audrey Ralko,  
Doug Van Noord, Jackie Lovejoy, John McWilliams, Mark Guido, Mohammed Hider,  
Sam Abbas

No: None

Abstained: None



Absent:	None
Adopted:	Yes