



EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING

FRIDAY, FEBRUARY 28, 2020

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

Dearborn Administrative Center

16901 Michigan Avenue, Dearborn, MI

- I. Call to Order** Chairman Sam Abbas
- II. Roll Call** Secretaries Kruz & Lynch
- III. Joint Meeting Chair for February 2020: Dan Merritt**
- IV. Approval of the January 2020 Meeting Minutes**
- V. Treasurer's Report** Finance/Treasurers
- VI. Action Items**
 - A. Joint Board Actions**
 - 1. Metromode 2020
 - 2. Appointment of PR Firm Selection Committee Representatives
 - 3. Social Media Ad Buy Schedule
 - 4. Branding Launch Print Items
 - 5. DRW Amendment
 - B. EDDDA Actions Only**
 - 1. Black History Month
 - 2. Shop Small Banner Amendment
 - 3. Winterfest Market Equipment Rental Replacement
 - 4. Election of Officers
 - C. WDDDA Actions Only**
 - 1. Farmers & Artisans Market 2020
 - 2. Ladies Night 2020
- VII. Discussion: Consent Agenda**
- VIII. Committee Reports**
- IX. DDDA Executive Management Team & ECD Reports**
- X. Call to Board of Directors**
- XI. Call to Audience** **3 min./guest**
- XII. Adjournment**

AGENDA OVERVIEW

JOINT ACTIONS

Metromode 2020

Over the last few years, the DDDAs have partnered with Metromode to create positive economic media content for their SecondWave online publication. The latest contract expired February 15, 2020. Their 2019 report is attached for your review.

For this coming year, we are recommending having Metromode stick to story development as opposed to including the entrepreneurial networking series. It will maintain the same level of published stories per month, including:

- (2) feature-length stories
- Q & A profile
- and (1) featurette story .

It will also include:

- four (4) 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.
- social media/audience development through active tags and promote Dearborn
- stories through Metromode and partner channels.

The contract proposed moving forward is to reduce the DDDAs cost by \$10,000, for a total of \$38,000 split equally between the DDDAs. Metromode is also planning to outreach to other partners to raise an additional \$12,000 to add to the DDDAs contract by July 1, 2020 which will assure the same level of coverage for the DDDAs throughout the year. The contract is attached for review.

Appointment of PR & Communications Firm Selection Committee Representatives

The Request for Proposal for PR and Communications is ready to be solicited. Purchasing is requesting that the Boards select two members to be representatives on the Selection Committee, which should be made at this meeting. Typically, selection committee members will need to attend approximately three meetings over the course of about 90-day process to review the RFP, interview the candidates and make a selection. Committee members need to also spend time reading and reviewing proposals.

Social Media Ad Buy Schedule 2020

At the December Board meeting, the DDDAs approved a contract with POW! Strategies which included \$7500 in social media ad buys annually. Attached in the resolution is a schedule of social media ad buys for 2020 for the Boards' approval based on what has been purchased the previous year, as well as slight modifications for this coming year.

Branding Launch Print Items

For the brand launch, a few marketing and promotional flyers were developed to help share with the community and businesses as to how to utilize the brand and understand the overall initiative. Also, display boards were created to have at public meetings. Total cost \$243.50 from General Marketing.

DRW Amendment

Additional service providers have been secured, as well as modifying ad buys with radio and billboards in order to bolster social media and Metro Times advertising. Resolution with amendments attached. All still within previously approved budget as noted in resolution. There are 37 restaurants confirmed and \$8500 in sponsorships secured thus far.

EDDDA ACTIONS ONLY

Black History Month

A celebration of black history and current leaders in the community have been a focus of Downtown Dearborn's social media this month. Promotions Committee and Board member Julia Kapilango has spearheaded the first-time events and activities by the DDA in coordination with other local organizations and groups. Posters were printed to help spread the word locally in the district, and a resolution is attached approving this minimal expenditure of \$42.50 which will come from the General Marketing line item in Community Promotions.

Shop Small Banner Amendment

Shop Small banners to supplement the existing stock were authorized and purchased this past season, however, the design and handling costs ran slightly over the originally expected cost of \$500 by \$82.57 due to the new banners for Schaefer requiring a resizing compared to the Michigan Avenue banners. A resolution is attached to reflect this modification.

Winterfest Market/Open House Equipment Rental Replacement

A portion of the rental chairs for the EDDDA Open House were unaccounted for at the time pickup, and the rental company has assessed a fee of \$597.80 to replace the equipment. After multiple attempts to determine if they were stolen or misplaced in another location or perhaps never delivered, we have come to the conclusion that payment for the equipment is necessary. A resolution is attached reflecting this authorization of payment. It is never a good feeling when something like this happens, but we will set up additional precautions in the future.

Election of Officers

The Nomination Committee will present a final slate at the February meeting.

WDDDA ACTIONS ONLY

Farmers & Artisans Market 2020

As we prepare for the 2020 summer event season, there are many events such as Farmers & Artisans Market in which marketing and promotional items are being developed, and logistics are being locked in. Attached is the first round of service providers needed for the Farmers & Artisans Market. Budget is \$22,000 with matching donations anticipated for this year. This event is a signature event for Dearborn and a seasonal favorite. The Dearborn Farmers & Artisans Market runs June-September, taking place every Friday at Wagner Park from 2 p.m.-7 p.m. Carefully selected vendors sell only seasonal, local, Michigan-produced farm products to over 15,000 market-goers each year.

Ladies Night 2020

This year for Ladies Night, it will be focused on the WDDDA businesses on May 6, noting that EDDDA hopes to focus on another event or promotion that accentuates its arts and culture at a later date. Therefore, the resolution attached is for the WDDDA only. In lieu of radio promotions, the Promotions Committee recommends using a direct mail piece for Dearborn to reach and build the local audience. The direct mail piece will also promote upcoming summer events too. Budget in total is \$4500.

CITY OF DEARBORN
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)
REGULARLY SCHEDULED JOINT BOARD MEETING
January 16, 2020
DEARBORN ADMINISTRATIVE CENTER
MINUTES

MEMBERS PRESENT

EAST DDA : Vice Chairperson Dan Merritt, Secretary-Treasurer Jay P. Kruz, Mayor Jack O'Reilly, Director Mark Guido, Director Julia Kapilango, Director Judith A. McNeeley and Director Kamal Turfah

WEST DDA : Chairperson Sam Abbas, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark Guido, Director Mohammed Hider, Director Jackie Lovejoy (8:20am), and Director John L. McWilliams (8:08am; left 9:30am) and Director Karen Nigosian

MEMBERS ABSENT

EAST DDA : Director Janice B. Cislo and Director Mary O'Bryan

WEST DDA : Director Audrey Ralko

NON-MEMBERS PRESENT :

CITY OF DEARBORN : Jeff Watson (ECD), Licia Yangouyian (Legal), Moe Almaliky (Finance), Laura Freeman(Council), Hassan Sheikh (ECD), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA) and Janet Bloom (DDDA)

OTHERS : N/A

I. Call to Order

Joint DDDA Chair Sam Abbas called the meeting to order at 8:06 am.

II. Roll Call

Secretary/Treasurer Jay P. Kruz called the roll of Board Members for East.
Secretary/Treasurer Jeff Lynch called the roll of Board members for West.
EDDDA: A quorum was present.
WDDDA: A quorum was present.

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

IV. Approval of the December 2019 Meeting Minutes

The minutes from the December 2019 Board meeting were presented for approval. It was moved by Mayor Jack O'Reilly and supported by Director Thomas Clark to approve the minutes as presented. The minutes were recorded and filed.

V. Treasurer's Report

A. Receive & File Report

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated December 31, 2019. Revenue to date totaled \$669,503. Total expenditures totaled \$272,205. The current cash position equals \$1,386,190 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$690,664.

Vice-Chairperson Dan Merritt asked that the minutes show the Treasurer's Report as received and filed.

WDDDA: Moe Almaliky reviewed the financial statement dated December 31, 2019. Revenue to date totaled \$642,356. Total expenditures totaled \$314,081. The current cash position equals \$1,140,066 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$848,319.

Chairman Sam Abbas asked that the minutes show the Treasurer's Report as received and filed.

Director Mark Guido asked that Accounting provide information on why FY2020 property tax capture shows a large variance from Amended vs. Actual for both EDDDA and WDDDA.

VI. Action Items

A. WDDDA Board Actions

1. Reimbursement for Bistro Table/Chair locks and cables

In order to secure the recently purchased bistro tables and chairs, Janet Bloom, Operations Manager, purchased locks and cables so they could be locked up each night in the Wagner Park area. Reimbursement to Janet Bloom for \$153.09, payable from account #296-6100-911-51-00. For WDDDA, motion to approve by Director Jeff Lynch; seconded by Director Thomas Clark. A voice vote passed unanimously.

2. Reimbursement for Fall Perennial Exchange supplies

Janet Bloom, Operations Manager, purchased additional supplies for Fall Perennial Exchange for a cost of \$8.25. The WDDDA agrees to expend an additional \$8.25 from account #296-6100-911-51-00. For WDDDA, motion to approve by Director Jeff Lynch; seconded by Director Mark Guido. A voice vote passed unanimously.

3. Powder Coating of Trash Receptacles & Benches

The WDDDA has three benches and five trash cans that are currently stored at the DPW yard that need to be powder coated in black so they can be reintegrated into WDDDA district. The WDDDA awards the competitively solicited sole bid received by CMP Acquisitions, LLC dba Detroit Architectural Metal for the total cost of \$1325, from account #296-6100-911-34-90. For WDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Dan Merritt. A voice vote passed unanimously.

B. EDDDA Actions Only

1. Open Door Dearborn Grant Application: Alderwish CPA

Alderwish CPA firm, an EDDDA district business, has applied for funding of \$2500 to support their installation of new business signage at 14224 Michigan Ave. through the Open Door Dearborn Business Incentives Program. Stipulations were added to the resolution to have powerwashing complete on the outside of the building by May 1, 2020 and signage was approved at \$1500 for grant. For EDDDA, motion to approve by Director Kamal Turfah; seconded by Mayor Jack O'Reilly. A voice vote passed unanimously.

C. Joint Board Actions

1. Comcast Reimbursement

Janet Bloom, Operations Manager, covered the cost of two bill cycles until bills could be pulled off online for payment purposes. The total cost was \$411.59 paid over the phone with personal credit cards to Comcast. This cost will be split equally between WDDDA and EDDDA. The WDDDA authorizes reimbursing Janet Bloom for \$205.80 from account #296-6100-911-53-00. The EDDDA authorizes reimbursing Janet Bloom for \$205.80 from account #297-6100-911-53-00. For EDDDA, motion to approve by Director Kamal Turfah; seconded by Director Julia Kapilango. A voice vote passed unanimously. For WDDDA, motion to approve by Director Jackie Lovejoy; seconded by Director Mark Guido. A voice vote passed unanimously.

2. Winterfest & Open House Amendments

Winterfest held in December added an additional vendor of Malko Media for vinyl banner decals for \$53.00, to be split equally with EDDDA and WDDDA. An additional amount of \$50 was requested for Got You Covered photography for onsite photography, Santa photos, and an onsite customer photo experience for WDDDA. WDDDA authorizes the expenditure from account #296-6100-911-51-00. EDDDA authorizes additional expenditures to Top Dog for \$150 for 2018 catering, which invoice was never received, \$400 to Henry Ford Music for Jazz Trio and Choristers, \$86 fro Jay Kruz for supplies,

and additional equipment fee for Artspace at \$37, and \$26.50 for Malko Media for vinyl banner decals. The EDDDA authorizes expenditure totalling \$849.50 from account #297-6100-911-51-00. For EDDDA, motion to approve by Director Kamal Turfah; seconded by Director Mark Guido. A voice vote passed unanimously. For WDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Jackie Lovejoy. A voice vote passed unanimously.

3. Dearborn Restaurant Week

The WDDDA and EDDDA Promotions Committee is coordinating the fourth annual Dearborn Restaurant Week for March 20-29, 2020. The WDDDA and EDDDA authorizes expenditures for the following service providers, which are to be split equally: Vendor (TBD)- social media influencers at \$2000; Vendor (TBD) - radio promotions at \$19,000; Times Herald - newspaper ads at \$600; Vendor (TBD) - billboards at \$6000; Essential IT -website design and programming at \$1000; Beshara - menu printing at \$1500; Beshara - banners at \$150; Beshara - foam core poster boards at \$150; Beshara - posters at \$100, Facebook -social media advertising at \$2500; and Vendor (TBD) - photography at \$500. WDDDA authorizes expenditures from account #296-6100-911-51-00. The EDDDA authorizes expenditures from account #297-6100-911-51-00.

For EDDDA, motion to approve by Director Jay Kruz; seconded by Director Judith McNeeley. A voice vote passed unanimously. For WDDDA, motion to approve

by

Director Jackie Lovejoy; seconded by Director Thomas Clark. A voice vote passed unanimously.

4. The Henry Ford Advertising

The Henry Ford offers a partnership benefit package that includes advertising in two editions of the 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. The WDDDA approves \$5600 for the 2020 marketing program with the Henry Ford utilizing account #296-6100-911-51-00. The EDDDA approves \$5600 for the 2020 marketing program with the Henry Ford utilizing account #297-6100-911-51-00. For EDDDA, motion to approve by Director Julia Kapilango; seconded by Director Jay Kruz. A voice vote passed unanimously. For WDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Jackie Lovejoy. A voice vote passed unanimously.

5. Michigan Downtown Association & National Main Street Center Annual Memberships

The WDDDA and EDDDA Board of Directors follows the Main Street Approach to revitalizing downtowns and downtown management and supports continuing memberships with Michigan Downtown Association and National Main Street Center. The annual membership with the National Main Street Center is \$350 as a designated member, and Michigan Downtown Association is \$575 based on the size of the

community. The WDDDA approves an amount not to exceed \$462.50 for its joint membership portion with the EDDDA for both programs, and EDDDA approves an amount not to exceed \$462.50 for its joint membership portion with the WDDDA, utilizing account #296-6100-911-65-00 for WDDDA and account #297-6100-911-65-00 for EDDDA. For EDDDA, motion to approve by Director Julia Kapilango ; seconded by Mayor Jack O'Reilly. A majority voice vote passed resolution. For WDDDA, motion to approve by Director Jackie Lovejoy; seconded by Director Mark Guido. A voice vote passed unanimously.

6. Main Street Conference

The WDDDA and EDDDA encourage volunteers, board members and staff to attend trainings and conferences that educate the practice of the Main Street Approach. The National Main NOW Conference is May 18-May 20, 2020 in Dallas, TX. The WDDDA and EDDDA will each send one board member to attend. The WDDDA approves allocating \$2000 for one board member's travel, lodging, and expense to account #296-6100-911-58-10. The EDDDA approves allocating \$2000 for one board member's travel, lodging, and expense to account #297-6100-911-58-10. The WDDDA is sending Director Jackie Lovejoy and the EDDDA is sending Director Julia Kapilango. For EDDDA, motion to approve by Director Julia Kapilango; seconded by Director Mark Guido. A majority voice vote passed the resolution. For WDDDA, motion to approve by Director Thomas Clark; seconded by Mayor Jack O'Reilly. A voice vote passed unanimously.

7. Election of Officers

Director Mark Guido, representing the 2020 Board Selection Committee, offered a slate of officers for consideration for WDDDA board positions: Chairperson - Sam Abbas, Vice-Chairperson - Mohammed Hider, and Treasury-Secretary - Jeff Lynch. For WDDDA the floor was opened for nominations, hearing none, Mayor Jack O'Reilly moved to close nominations, seconded by Director Tom Clark. The WDDDA then voted on the slate of officers for the WDDDA board and approved those presented. For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Director Thomas Clark.

Director Mark Guido, representing the 2020 Board Selection Committee, asked to have the EDDDA slate of officers consideration tabled until next month, citing a recent resignation of EDDDA chair and no one expressing interest to fill those roles currently. Director Dan Merritt will continue in his role as Vice-Chairperson, still handling Chair duties, as will Director Jay Kruz continue in his role as Secretary-Treasurer. For EDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Kal Turfah. A majority voice vote passed the resolution. For WDDDA, motion to approve by Director Jackie Lovejoy; seconded by Director Thomas Clark. A voice vote passed unanimously.

VII. Committee Reports

Cristina Sheppard-Decius stated that no Design/EV Committee meeting was held in December due to meeting timing. Promotions Committee - Black History Month activities are planned and DDDAs will be supporting promotion. Executive Committee - the Branding Team will be holding community and one-on-one sessions between February 12-14. Also, budget review is slated to begin with Executive Committee. Also, the City will be working on Vision Planning in the next few months. Committee minutes are in Supplemental Materials in digital board packet.

VIII. DDDA Executive Management Team & ECD Reports

Director Jeff Watson stated RFP is out on Brady site for redevelopment, located at corner of Brady and Michigan Ave. There is a request to push out link to the bid. MITN is now bidnet.com so requested if MDA could push out link, and also asked for link to be posted on downtowndearborn.org site and City of Dearborn site. He also stated there will be changes to performance metrics for POW! Strategies, Inc., two corridors and the two DDDAs and would bring that to the boards.

IX. Call to Board of Directors

Director Karen Nigosian asked how to get compliance on those businesses not using grease traps properly. She continued that DTE trucks block her business driveway and asked how to address. Cristina Sheppard-Decius said to contact police. Karen also asked that Huntington Bank parking lot be reviewed for code enforcement regarding trash. She also mentioned sidewalks that needed to be addressed in the West DDDA. Cristina will reach out to appropriate parties to address.

Hassan Sheikh reminded group to push for Census participation. One person equals to \$1800 for 10 years. Mayor Jack O'Reilly stated that it could also impact representation in Washington, D.C.

Sam asked to have Tanner Friedmann engaged to help market the Census. Cristina requested Census images and materials.

Director Julia Kapilango stated 2020 Artspace calendar is out and asked Janet Bloom to forward to boards. She also stated area behind AANM needs addressing for trash, leaves and debris. Cristina will review with WH Canon and talked about increasing pickup times. Julia asked for branding dearborn website to have logos other than EPS files.

Director Judith McNeeley stated that at the DIA the rack cards on display were the old versions so they need to be updated.

X. Call to Audience

No comments.

XI. Adjournment

Director Jackie Lovejoy motioned to adjourn. Seconded by Secretary-Treasurer Jeff Lynch.

Meeting adjourned at 10:05 am

Approved by:

Jay P. Kruz, Secretary-Treasurer, EDDDA

Jeff Lynch, Secretary-Treasurer, WDDDA

Financial Statement Summary

	FY2018 Audited	FY2019 Unaudited	FY2020				
			Adopted	Amended	Actual	Encumbered	Balance
Revenue							
Property Tax Capture	\$ 496,066	686,335	\$ 505,710	\$ 505,710	\$ 435,105	\$ -	\$ 70,605
Brownfield Tax Capture	119,900	132,940	235,220	235,220	171,035	-	64,185
Tax Revenue Total:	\$ 615,966	\$ 819,275	\$ 740,930	\$ 740,930	\$ 606,140	\$ -	\$ 134,790
Local Community Stabilization Authority	12,332	25,313	25,320	25,320	-	-	25,320
Farmer's Market Federal Grant	-	1,424	1,000	1,000	607	-	393
Farmer's Market Miscellaneous	12,900	18,865	23,500	23,500	1,515	-	21,985
Donations from a Private Source	88,742	48,348	83,500	83,500	12,019	-	71,481
Events Revenue	-	-	-	-	3,445	-	-
Interest Income	9,786	19,928	20,698	20,698	8,918	-	11,780
Miscellaneous Income	-	6,194	-	-	-	-	-
Donations & Farmer's Market Total:	\$ 123,760	\$ 120,072	\$ 154,018	\$ 154,018	\$ 26,504	\$ -	\$ 130,959
Contributions from the General Fund	39,102	37,913	35,000	35,000	20,417	-	14,583
General Fund Contribution Total:	39,102	37,913	35,000	35,000	20,417	-	14,583

Total Revenues:	\$ 778,828	977,260	\$ 929,948	\$ 929,948	\$ 653,061	\$ -	\$ 546,081
Expenditure							
Part-time Wages	\$ 4,830	81	\$ -	\$ -	\$ -	\$ -	\$ -
City Share of FICA & Medicare	369	6	-	-	-	-	-
Workers Compensation Contribution	3	-	-	-	-	-	-
Audit Services	329	382	400	400	400	-	-
Sanitation Contractual Services	22,152	25,920	25,920	25,920	14,400	5,760	5,760
Development Contractual Services	253,616	399,227	499,826	534,826	211,530	226,097	97,199
Farmer's Market Contractual Services	5,089	16,509	22,000	22,000	6,513	27	15,460
WATER/SEWAGE	-	-	-	1,500	534	966	-
Copier Repair & Maintenance Services	-	362	375	375	-	-	375
Building Rental	-	10,935	11,010	11,010	6,318	4,513	179
Community Promotion	137,110	264,955	341,345	485,796	136,042	23,528	326,226
Insurance	2,985	2,670	3,730	3,730	2,177	-	1,553
Communications	-	225	-	-	398	826	(1,224)
Training & Transportation	2,569	2,836	3,500	3,500	175	-	3,325
Office Supplies	693	802	4,125	4,125	265	-	3,860
POSTAGE	-	-	-	-	202	-	(202)
Non-Capital Equipment	-	-	18,600	17,100	-	-	17,100
Repair & Maintenance Supplies	-	1,400	-	-	-	-	-
Planting Materials	8,276	6,798	30,000	30,000	577	17,916	11,507
Memberships	413	513	940	940	-	-	940
Other Operating Expenses	150,000	-	1,250	1,250	-	-	1,250
Transfer to Brownfield Redevelopment Authority	119,900	132,940	235,220	235,220	-	-	235,220
Total Expenditure:	\$ 708,334	866,561	\$ 1,198,241	\$ 1,377,692	\$ 379,531	\$ 279,633	\$ 718,528

Revenues Over/(Under) Expenditures \$ 70,494 110,699 \$ (268,293) \$ (447,744) \$ 273,530 \$ (279,633) \$ (172,447)

Balance Sheet

Cash Position					\$ 1,302,130		
Current Receivables					6,425		
Unearned Income					546,081		
Current Liabilities					-		
Encumbrances					(279,633)		
Uncommitted Budget					(718,528)		
Estimated Ending Cash Position	\$ 787,019	906,009			\$ 856,475		

Expenditure Details

	FY2018 Audited	FY2019 Unaudited	FY2020				
			Adopted	Amended	Actual	Encumbered	Balance
Beautification							
Sanitation Contractual Services	\$ 22,152	25,920	\$ 25,920	\$ 25,920	\$ 14,400	\$ 5,760	\$ 5,760
Holiday Décor & Installation	17,350	11,861	20,000	20,000	19,830	-	170
Landscape & Maintenance	55,820	193,459	219,080	219,080	108,257	77,196	33,627
Snow Removal	38,250	39,678	45,000	45,000	-	50,266	(5,266)
On-Street Bike Racks	516	-	6,000	6,000	-	-	6,000
Master Plan/Vision, Art in Public Spaces	-	-	10,000	30,000	-	-	30,000
Planting Materials	8,276	6,798	30,000	30,000	577	17,916	11,507
Total Beautification	\$ 142,364	277,716	\$ 356,000	\$ 376,000	\$ 143,064	\$ 151,138	\$ 81,798

Development

General Marketing (banners, printing, social media)	\$ 4,625	10,258	\$ 30,000	\$ 30,000	\$ 7,657	\$ 4,595	\$ 17,748
Branding	-	118,371	120,000	252,881	66,300	1,620	184,961
Graphic Design	1,474	150	5,000	5,000	220	78	4,702
Photography	1,825	1,850	5,000	5,000	963	-	4,037
Metro Mode / Issue Media	30,000	18,000	24,000	24,000	18,000	-	6,000
Mobile App	-	1,197	3,750	3,750	-	-	3,750
CTM Brochure Distribution	5,852	2,339	4,250	4,250	-	583	3,667
Website, Constant Contacts	275	226	230	230	-	-	230
Website Hosting & Domain Registration	985	801	1,350	1,350	1,074	500	(224)
Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
Community Art Enhancement	-	-	4,000	4,000	-	-	4,000
Dearborn Community Fund Sculpture Initiative	5,900	5,900	6,000	6,000	-	-	6,000
Art month, Art Spark, Pocket Park Mural, POP-Student	1,500	5,500	1,000	1,000	1,000	-	-
Fall Promotions	476	193	300	300	-	-	300
Holiday Promotions, Holly Berry Brunch Program	3,950	16,144	14,665	14,665	5,090	-	9,575
Shop Small Business Saturday	7,201	3,665	7,000	7,000	5,230	1,417	353
Restaurant week	12,465	17,581	16,500	16,500	-	-	16,500
Big Read	1,000	-	1,000	1,000	-	-	1,000
Tunes at Noon	-	-	6,500	6,500	3,024	-	3,476
Friday Nites Concert Series & Food Truck Rally	34,328	32,876	44,600	44,600	6,986	241	37,373
Wagner Place Park Equipment	-	2,280	15,000	26,570	6,505	-	20,065
Main Street Materials	790	-	-	-	-	-	-
Martian Marathon	619	375	500	500	-	-	500
Bike Dearborn	-	250	-	-	-	-	-
Farm Table	-	-	8,500	8,500	-	175	8,325
Movies In the Park	-	-	2,000	2,000	658	29	1,313
Doggone	-	-	800	800	-	-	800
Ice Cream	-	-	700	700	-	-	700
Ladies Night Out	-	-	550	550	-	-	550
Pernennail	-	-	550	550	302	-	248
Kids Day	-	1,457	10,000	10,000	8,945	75	980
Farmer's Market Contractual Services	5,089	16,509	22,000	22,000	9,453	27	12,520
Building / Business Incentives	-	-	40,000	55,000	-	-	55,000
Other Community Development	13,336	4,479	2,000	2,000	798	5	1,197
Total Development	<u>\$ 149,387</u>	<u>284,947</u>	<u>\$ 403,345</u>	<u>\$ 562,796</u>	<u>\$ 142,205</u>	<u>\$ 9,345</u>	<u>\$ 411,246</u>

Planning & Administration

Pow Strategies	-	-	-	98,070	-	98,070	
Executive Director	\$ 94,570	46,172	\$ 47,996	\$ 47,996	\$ 22,998	\$ 3	\$ 24,995
Operations Manager	-	27,742	30,950	30,950	15,475	-	15,475
Design & Planning Manager	-	9,400	12,000	12,000	6,000	-	6,000
Event Manager, Farmer's Market Manager	9,771	26,738	27,900	27,900	13,950	-	13,950
Communications Manager, Public Relations	30,064	38,430	40,000	40,000	24,920	14,247	833
Total Directors Expenses	<u>134,405</u>	<u>148,482</u>	<u>158,846</u>	<u>158,846</u>	<u>83,343</u>	<u>112,320</u>	<u>61,253</u>
Wages & Benefits	5,202	87	-	-	-	-	-
Other Office Expenses	7,076	10,629	13,070	14,570	4,151	1,792	8,627
Office Cleaning	-	825	900	900	450	525	(75)
Building Rental	-	10,935	11,010	11,010	6,318	4,513	179
Non-Capital Equipment (lighting, repairs)	-	-	18,600	17,100	-	-	17,100
Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250
Parking Debt Contribution	150,000	-	-	-	-	-	-
Transfer to Brownfield Redevelopment Authority	119,900	132,940	235,220	235,220	-	-	235,220
Total Planning & Administration	<u>\$ 416,583</u>	<u>303,898</u>	<u>\$ 438,896</u>	<u>\$ 438,896</u>	<u>\$ 94,262</u>	<u>\$ 119,150</u>	<u>\$ 323,554</u>
Expenditures	\$ 708,334	866,561	\$ 1,198,241	\$ 1,377,692	\$ 379,531	\$ 279,633	\$ 718,528

Financial Statement Summary

	FY2018		FY2019		FY2020		
	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Revenue							
Property Tax Capture	\$ 331,579	\$ 343,896	\$ 354,750	\$ 354,750	\$ 242,914	\$ -	\$ 111,836
Brownfield Tax Capture	464,566	464,099	475,240	475,240	464,085	-	11,155
Tax Revenue Total	\$ 796,145	\$ 807,995	\$ 829,990	\$ 829,990	\$ 706,998	\$ -	\$ 122,992
Local Community Stabilization Authority	-	23,733	23,740	23,740	26,223	-	N/A
Federal Sources (contra-revenue)	-	(142,029)	-	-	-	-	-
Donations from a Private Source	22,965	41,850	115,000	115,000	3,599	-	111,401
Interest Income	18,257	27,156	31,218	31,218	10,657	-	20,561
Events Revenue	-	-	-	-	500	-	-
Miscellaneous Income	-	-	14,205	14,205	-	-	14,205
Donation Revenue Total	\$ 41,222	\$ (49,290)	\$ 184,163	\$ 184,163	\$ 40,979	\$ -	\$ 146,167
Workers Compensation Fund	0	0	0	0.00	155.00	-	0
Contributions from the General Fund	35,681	11,794	11,310	11,310	6,598	-	4,712
Contribution Total	\$ 35,681	\$ 11,794	\$ 11,310	\$ 11,310	\$ 6,753	\$ -	\$ 4,712
Total Revenue	\$ 873,048	\$ 770,499	\$ 1,025,463	\$ 1,025,463	\$ 754,730	\$ -	\$ 273,871

Expenditure

Part-time Wages	\$ 51,593	\$ 505	\$ -	\$ -	\$ -	\$ -	\$ -
City Share of FICA & Medicare	3,947	39	-	-	-	-	-
UNEMPLOYMENT COMPENSATION					(5,068)		
Workers Compensation Contribution	33	-	-	-	-	-	-
Audit Services	772	763	800	800	800	-	-
Sanitation Contractual Services	33,603	11,794	11,310	11,310	1,850	5,150	4,310
Other Professional Services	150	-	-	-	-	-	-
Development Contractual Services	133,045	265,527	359,856	402,197	176,628	154,553	71,016
Copier Repair & Maintenance Services	58	362	375	375	-	-	375
Building Rental	25,000	10,935	11,010	11,010	6,318	4,513	179
Community Promotion	154,922	190,668	339,980	422,022	84,153	7,405	316,254
Insurance	3,255	4,110	6,260	6,260	3,647	-	2,613
Communications	720	281	-	-	398	826	(1,224)
Training & Transportation	3,310	2,539	3,500	3,500	703	-	2,797
Office Supplies	642	802	4,125	4,125	271	-	3,854
Postage	4	154	100	100	213	-	(113)
Non-Capital Equipment	1,720	-	3,500	3,500	-	-	3,500
Repair & Maintenance Supplies	-	1,400	-	-	-	-	-
Planting Materials	7,057	18,455	30,000	30,000	17,825	-	12,175
Memberships	413	513	1,190	1,190	-	-	1,190
Reference Materials	28	-	-	-	-	-	-
Licenses, Fees, & Permits	-	-	300	300	-	-	300
Other Operating Expenses	536,989	-	15,455	15,455	14,203	-	1,252
Transfer to Brownfield Redevelopment Authority	464,566	464,099	475,240	475,240	-	-	475,240
Total Operating Expenditures	1,421,827	972,946	1,263,001	1,387,384	301,941	172,447	893,718
Building Demolition Services	-	-	-	-	-	-	-
Architect & Engineering Services	4,250	-	-	59,501	-	16,831	42,670
Construction Contractor	25,180	-	-	137,785	-	137,147	638
Undistributed Appropriations	-	-	-	5,694	-	-	5,694
Total Capital Expenditures	29,430	-	-	202,980	-	153,978	49,002
Total Expenditure	\$ 1,451,257	\$ 972,946	\$ 1,263,001	\$ 1,590,364	\$ 301,941	\$ 340,635	\$ 942,720
					5,068		
Revenues Over/(Under) Expenditures	\$ (578,209)	\$ (202,447)	\$ (237,538)	\$ (564,901)	\$ 452,789	\$ (340,635)	\$ (668,849)

Balance Sheet

Cash Position					\$ 1,435,939		
Current Receivables					2,410		
Unearned Income					273,871		
Current Liabilities					(14,203)		
Encumbrances					(340,635)		
Uncommitted Budget					(942,720)		
Estimated Ending Cash Position	\$ 1,090,062	\$ 1,042,608			\$ 414,662		

Expenditure Details	FY2018	FY2019	FY2020				
	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Beautification							
Sanitation Contractual Services	\$ 33,603	\$ 11,794	\$ 11,310	\$ 11,310	\$ 1,850	\$ 5,150	\$ 4,310
Fall Décor	814	-	-	-	-	-	-
Holiday Décor & Installation	20,646	17,256	27,500	27,500	14,440	1,135	11,925
Landscape & Maintenance	5,425	62,470	70,170	70,170	44,090	10,755	15,325
Snow Removal	37,575	38,536	45,000	45,000	-	47,572	(2,572)
Artspace, Public Space Design	25,180	-	10,000	44,581	34,578	-	10,003
Streetscape Enhancements	4,250	-	41,000	41,000	8,415	245	32,340
Master Plan/Vision, Art in Public Spaces	-	-	10,000	10,000	-	2,960	7,040
Parking Master Plan (M20006)	7,880	-	-	202,980	-	153,978	49,002
East Dearborn Parking Lots (M20017)	535,386	-	-	-	-	-	-
Planting Materials	28,952	18,455	30,000	30,000	17,825	-	12,175
Total Beautification	<u>\$ 699,711</u>	<u>\$ 148,511</u>	<u>\$ 244,980</u>	<u>\$ 482,541</u>	<u>\$ 121,198</u>	<u>\$ 221,795</u>	<u>\$ 139,548</u>
Development							
General Marketing (banners, printing, social media	\$ -	\$ 4,705	\$ 30,000	\$ 30,000	\$ 3,505	2,949.00	\$ 23,546
Branding	-	34,210	120,000	202,042	16,937	144.00	184,961
Graphic Design	-	490	5,000	5,000	220	-	4,780
Photography	1,325	1,125	5,000	5,000	963	-	4,037
Metro Mode / Issue Media	34,682	18,000	24,000	24,000	18,000	-	6,000
Mobile App	-	1,197	3,750	3,750	-	-	3,750
CTM Brochure Distribution	-	2,193	4,250	4,250	-	583.00	3,667
Website, Constant Contacts	-	226	230	230	-	-	230
Website Hosting & Domain Registration	1,020	801	1,350	1,350	714	500.00	136
Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
Community Art Enhancement	15,000	-	10,000	10,000	-	-	10,000
Dearborn Community Fund Sculpture Initiative	5,900	5,900	6,000	6,000	-	-	6,000
Art Month	-	4,480	1,000	1,000	1,000	-	-
Pocket of Perception (student art project)	-	8,000	20,000	20,000	-	-	20,000
Fall Promotions	-	592	600	600	-	-	600
Holiday Promotions (Holiday Open House, Santa)	-	8,197	15,000	15,000	7,846	137.00	7,017
Shop Small Business Saturday	9,735	4,581	7,000	7,000	4,315	1,417.00	1,268
Restaurant Week	12,465	15,583	16,500	16,500	-	-	16,500
Big Read	-	-	1,000	1,000	-	-	1,000
Movies in the Park	1,774	2,582	2,000	2,000	1,511	1,521.00	(1,032)
Music in the Park	-	5,177	-	-	316	-	(316)
Tunes at Noon	4,858	8,495	-	-	-	-	-
City Hall Park Events	-	-	2,700	2,700	-	-	2,700
Jazz on the Ave	50,864	51,136	55,000	55,000	24,788	-	30,212
Eastborn Clean Up	-	448	1,500	1,500	-	-	1,500
Other Community Development	11,726	8,922	2,500	2,500	750	155.00	1,595
Total Development	<u>\$ 154,949</u>	<u>\$ 192,640</u>	<u>\$ 339,980</u>	<u>\$ 422,022</u>	<u>\$ 80,865</u>	<u>\$ 7,406</u>	<u>\$ 333,751</u>
Planning & Administration							
Pow Strategies	-	-	-	91,320	-	91,320	-
Executive Director	\$ -	\$ 50,006	\$ 47,996	\$ 47,996	\$ 22,998	\$ 3	\$ 24,995
Operations Manager	-	29,032	30,950	30,950	15,475	-	15,475
Design & Planning Manager	-	9,900	12,000	12,000	6,000	-	6,000
Event Manager	7,075	17,100	17,100	17,100	8,550	-	8,550
Communications Manager, Public Relations	30,064	38,430	40,000	40,000	24,920	14,247	833
Building/Business Incentive	-	-	7,760	7,760	-	-	7,760
Unemployment	-	-	7,240	7,240	-	-	7,240
Total Directors Expenses	37,139	144,468	155,286	163,046	77,943	105,570	70,853
Wages & Benefits	55,573	544	-	-	-	-	-
Other Office Expenses	9,196	10,924	16,650	16,650	6,032	826	9,792
Office Cleaning	1,800	825	900	900	450	525	(75)
Building Rental	25,000	10,935	11,010	11,010	6,318	4,513	179
Non-Capital Equipment (light poles)	1,720	-	3,500	3,500	-	-	3,500
Other Operating Expenses (utilities)	1,603	-	1,250	1,250	-	-	1,250
DCC Gun Range ArtSpace Loan Payment	-	-	14,205	14,205	14,203	-	2
Transfer to Brownfield Redevelopment Authority	464,566	464,099	475,240	475,240	-	-	475,240
Total Planning & Administration	<u>\$ 596,597</u>	<u>\$ 631,795</u>	<u>\$ 678,041</u>	<u>\$ 685,801</u>	<u>\$ 104,946</u>	<u>\$ 111,434</u>	<u>\$ 560,741</u>
Expenditures	\$ 1,451,257	\$ 972,946	\$ 1,263,001	\$ 1,590,364	\$ 307,009	\$ 340,635	\$ 942,720
					5,068		

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Metromode Contract 2020/21

Adopted:

Motioned by:

Seconded by:

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

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

WHEREAS: The EDDDA and WDDDA previously contracted with Issue Media Group/Metromode for the last three years at \$48,000 per year, equally split between the EDDDA and WDDDA; and

WHEREAS: The EDDDA and WDDDA reviewed a contract proposal with Issue Media Group/Metromode starting March 1, 20120 - February 28, 2021, totaling \$38,000 to be split equally between the EDDDA and WDDDA; and

WHEREAS: Issue Media Group/Metromode will secure \$12,000 in addition to the contracted amount in regional partnerships to support the EDDDA and WDDDA Metromode programming by July 1, 2020; therefore, let it be

RESOLVED: The WDDDA authorizes expending \$19,000 from Community Promotions account 296-6100-911-51-00 with Issue Media Group/Metromode; furthermore, let it be

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

.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Metromode Contract 2020/21

Adopted:

Motioned by:

Seconded by:

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

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

WHEREAS: The EDDDA and WDDDA previously contracted with Issue Media Group/Metromode for the last three years at \$48,000 per year, equally split between the EDDDA and WDDDA; and

WHEREAS: The EDDDA and WDDDA reviewed a contract proposal with Issue Media Group/Metromode starting March 1, 20120 - February 28, 2021, totaling \$38,000 to be split equally between the EDDDA and WDDDA; and

WHEREAS: Issue Media Group/Metromode will secure \$12,000 in addition to the contracted amount in regional partnerships to support the EDDDA and WDDDA Metromode programming by July 1, 2020; therefore, let it be

RESOLVED: The EDDDA authorizes expending \$19,000 from Community Promotions account 297-6100-911-51-00 with Issue Media Group/Metromode; furthermore, let it be

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

.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Appointment of PR Firm RFP Selection Committee Members 2020

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) recognizes the need to form a Selection Committee for the review of Requests for Proposals (RFPs) for a Public Relations firm to represent both EDDDA and WDDDA;

therefore,

be it

RESOLVED: That the EDDDA Board authorizes Board members _____ and _____, to be appointed to the 2020 PR Firm RFP Selection Committee.

Yes:

No:

Abstain:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Appointment of PR Firm RFP Selection Committee Members 2020

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) recognizes the need to form a Selection Committee for the review of Requests for Proposals (RFPs) for a Public Relations firm to represent both WDDDA and EDDDA;

therefore,

be it

RESOLVED: That the WDDDA Board authorizes Board members _____ and _____, to be appointed to the 2020 PR Firm RFP Selection Committee.

Yes:

No:

Abstain:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social Media Ad Buy Schedule 2020

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA and WDDDA Board of Directors recognize the importance of promoting the districts' events via social media; and

WHEREAS: The EDDDA and WDDDA has a slate of 2020 events that would benefit from paid social media boosts to engage businesses, residents and visitors alike; and

WHEREAS: The EDDDA and WDDDA approved expenditures up to \$7,500 from Account #297-6100-911-51-00 for costs related to social media boosts through POW! Strategies, Inc. contract; therefore, let it be

RESOLVED: The EDDDA authorizes \$3300 for the following social media ad buy schedule for 2020:

EVENT/PROMOTION	TOTAL AMOUNT	DISTRICT
DRW	\$1500	EDDDA/WDDDA SPLIT
Ladies Night	\$200	WDDDA
Perennial Exchange	\$200	EDDDA/WDDDA SPLIT
Farmers Market	\$800	WDDDA
Movie Nights	\$400	EDDDA/WDDDA SPLIT
Tunes at Noon	\$600	WDDDA
Jazz on Ave	\$600	EDDDA
Friday Nites	\$300	WDDDA

Kids Days	\$300	WDDDA
Trick or Treat	\$100	EDDDA/WDDDA SPLIT
Pumpkin Carving	\$100	EDDDA
Shop Small	\$500	EDDDA/WDDDA SPLIT
Winterfest	\$200	EDDDA/WDDDA SPLIT
General Page Boosts	\$500	EDDDA/WDDDA SPLIT
bike share	\$500	EDDDA/WDDDA SPLIT
Black History Month	\$100	EDDDA
Music In The Park	\$600	EDDDA

Yes:

No:

Abstention:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social Media Boosts 2020

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA and WDDDA Board of Directors recognize the importance of promoting the districts' events via social media; and

WHEREAS: The EDDDA and WDDDA has a slate of 2020 events that would benefit from paid social media boosts to engage businesses, residents and visitors alike; and

WHEREAS: The EDDDA and WDDDA approved expenditures up to \$7,500 from Account #296-6100-911-51-00 for costs related to social media boosts through POW! Strategies, Inc. contract; therefore, let it be

RESOLVED: The WDDDA authorizes \$4200 for the following social media ad buy schedule for 2020:

EVENT/PROMOTION	TOTAL AMOUNT	DISTRICT
DRW	\$1500	EDDDA/WDDDA SPLIT
Ladies Night	\$200	WDDDA
Perennial Exchange	\$200	EDDDA/WDDDA SPLIT
Farmers Market	\$800	WDDDA
Movie Nights	\$400	EDDDA/WDDDA SPLIT
Tunes at Noon	\$600	WDDDA
Jazz on Ave	\$600	EDDDA
Friday Nites	\$300	WDDDA

Kids Days	\$300	WDDDA
Trick or Treat	\$100	EDDDA/WDDDA SPLIT
Pumpkin Carving	\$100	EDDDA
Shop Small	\$500	EDDDA/WDDDA SPLIT
Winterfest	\$200	EDDDA/WDDDA SPLIT
General Page Boosts	\$500	EDDDA/WDDDA SPLIT
bike share	\$500	EDDDA/WDDDA SPLIT
Black History Month	\$100	EDDDA
Music In The Park	\$600	EDDDA

Yes:

No:

Abstention:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Branding Launch Print Items 2020

Adopted on:
Motioned by:
Seconded by:

WHEREAS: As part of the branding initiative launch, the EDDDA and WDDDA is integrating the brand into marketing and promotional materials for the districts, as well as engaging the community, businesses and stakeholders in brand adoption; and

WHEREAS: Print production is necessary for distribution of these marketing and promotional materials; and

WHEREAS: The EDDDA and WDDDA produced flyers and display boards for the branding launch totaling \$243.50 to be split equally; therefore, let it be

RESOLVED: The EDDDA authorizes expenditures of \$121.75 for flyers and display boards from account # 297-6100-911-51-00; and, let it be

RESOLVED: The EDDDA Executive Director is authorized to execute contracts on behalf of the EDDDA for the service providers and amounts below, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Total Cost	EDDDA Amount
Beshara Printing	Flyers - 3 version (50 qty each, total 150 qty)	\$153.50	\$ 76.75
Malko Media	4 display boards (24"x36")	\$90.00	\$45.00

Yes:
No:
Abstained:
Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Branding Launch Print Items 2020

Adopted on:
Motioned by:
Seconded by:

WHEREAS: As part of the branding initiative launch, the EDDDA and WDDDA is integrating the brand into marketing and promotional materials for the districts, as well as engaging the community, businesses and stakeholders in brand adoption; and

WHEREAS: Print production is necessary for distribution of these marketing and promotional materials; and

WHEREAS: The EDDDA and WDDDA produced flyers and display boards for the branding launch totaling \$243.50 to be split equally; therefore, let it be

RESOLVED: The WDDDA authorizes expenditures of \$121.75 for flyers and display boards from account # 296-6100-911-51-00; and, let it be

RESOLVED: The WDDDA Executive Director is authorized to execute contracts on behalf of the WDDDA for the service providers and amounts below, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Total Cost	WDDDA Amount
Beshara Printing	Flyers - 3 version (50 qty each, total 150 qty)	\$153.50	\$ 76.75
Malko Media	4 display boards (24"x36")	\$90.00	\$45.00

Yes:
No:
Abstained:
Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Dearborn Restaurant Week Service Providers_Amendment I

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA and WDDDA 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 EDDDA and WDDDA Promotions Committee is coordinating the fourth annual Dearborn Restaurant Week for March 20 - March 29, 2020, 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 \$34,000 in anticipated expenditures for Dearborn Restaurant Week; and

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

WHEREAS: The EDDDA approved expenditures up to \$16,750 from Account #297-6100-911-51-00 for costs related to Dearborn Restaurant Week; and

WHEREAS: Additional service providers have been secured and modifications have been made to previous service providers to remain within budget including social media ad buys, social media ad buyer, coasters, newspaper advertising and radio advertising; therefore, let it be

RESOLVED: The EDDDA authorizes the Executive Director to execute contracts on behalf of the EDDDA with the approved and amended list of vendor, subject to the review and approval of Corporation Counsel; and let it be

RESOLVED: The EDDDA authorizes sharing expenditures equally with the WDDDA related to Dearborn Restaurant Week with the following service providers from account #297-6100-911-51-00:

Vendor	Purpose	Amount
iHeart Media	radio promotions	\$17,000.00
TBD	newspaper ads	\$600.00
Essential IT	website design & programming	\$1,000.00
Beshara	menu printing	\$ 1,500.00
Beshara	banners	\$150.00
Beshara	foam core poster boards	\$150.00
Beshara	posters	\$100.00
TBD	photography	\$1000.00
Metro Times	print advertising	\$2100.00
GotPrint	coasters	\$500.00
Anton Botosan	Social Media Ad Buyer	\$1000.00
Jeff Watson/City Pcard	Social Media Ads	\$5,000.00

Yes:

No:

Abstention:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Dearborn Restaurant Week Service Providers_Amendment I

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA and WDDDA 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 EDDDA and WDDDA Promotions Committee is coordinating the fourth annual Dearborn Restaurant Week for March 20 - March 29, 2020, 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 \$34,000 in anticipated expenditures for Dearborn Restaurant Week; and

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

WHEREAS: The WDDDA approved expenditures up to \$16,750 from Account #296-6100-911-51-00 for costs related to Dearborn Restaurant Week; and

WHEREAS: Additional service providers have been secured and modifications have been made to previous service providers to remain within budget including social media ad buys, social media ad buyer, coasters, newspaper advertising and radio advertising; therefore, let it be

RESOLVED: The WDDDA authorizes the Executive Director to execute contracts on behalf of the WDDDA with the approved and amended list of vendor, subject to the review and approval of Corporation Counsel; and let it be

RESOLVED: The WDDDA authorizes sharing expenditures equally with the WDDDA related to Dearborn Restaurant Week with the following service providers from account #296-6100-911-51-00:

Vendor	Purpose	Amount
iHeart Media	radio promotions	\$17,000.00
TBD	newspaper ads	\$600.00
Essential IT	website design & programming	\$1,000.00
Beshara	menu printing	\$ 1,500.00
Beshara	banners	\$150.00
Beshara	foam core poster boards	\$150.00
Beshara	posters	\$100.00
TBD	photography	\$1000.00
Metro Times	print advertising	\$2100.00
GotPrint	coasters	\$500.00
Anton Botosan	Social Media Ad Buyer	\$1000.00
Jeff Watson/City Pcard	Social Media Ads	\$5,000.00

Yes:

No:

Abstention:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Black History Month 2020

Adopted on:
Motioned by:
Seconded by:

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

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

WHEREAS: The EDDDA produced 50 posters to promote the events, printed by service provider Beshara for \$42.50, expending from account # 297-6100-911-51-00; let it be

RESOLVED: The EDDDA Executive Director is authorized to execute contracts on behalf of the EDDDA for the Black History Month events with the service provider and amount below, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Beshara Printing	Posters (qty. 50)	\$ 42.50

Yes:
No:
Abstained:
Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Additional Shop Small Banners and New Placements Amendment I

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District, and that using street pole banners are an effective way to market and identify the district and;

WHEREAS: The EDDDA budgeted \$30,000 for general marketing and banners for FYE2020; and

WHEREAS: The EDDDA authorized expending up to \$500 for the production of Shop Small banners from Britten Banners Inc. from the General Marketing budget line item account #297-6100-911-51-00; and

WHEREAS: The EDDDA district final cost was an additional \$82.57 to cover design fee and shipping costs; let it be

RESOLVED: The EDDDA authorizes an adjustment to add \$82.57 in expenditures to Britten Banners for Shop Small street pole banners for a total cost of \$582.57, subject to review and approval of Corporation Counsel.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Winterfest Market/Open House Equipment Rental Replacement

Date Adopted:

Motioned by:

Seconded by:

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

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

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

WHEREAS: It was determined that 28 chairs were unaccounted for during equipment rental return for S&R Tent Rental for the Open House, requiring an equipment replacement cost to be charged by S&R Tent Rental of \$597.80; let it be

RESOLVED: The EDDDA authorizes the additional equipment replacement cost of \$597.90 to S&R Tent Rental, subject to the review and approval of Corporation Counsel.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Election of Officers

Date Adopted:

Motioned by:

Seconded by:

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 2020 Officer Nominating Committee has recommended _____ for Chairperson, _____ for Vice-Chairperson, and _____ 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 2020.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Farmers & Artisans Market_Service Providers 2020

Date Adopted:

Motioned by:

Seconded by:

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

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

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

RESOLVED: The WDDDA Executive Director is authorized to execute contracts on behalf of the WDDDA with the list of providers below for the 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	\$ 1,800.00
Farmers Market Coalition via Jean Smith	Membership renewal- POP Club related materials/ resources	\$40.00
Michigan Agritourism Association	Advertisement- magazine	\$ 150.00
Times Herald (Bewick Publications)	Advertisement- newspaper	\$ 300.00
Beshara Printing	Posters (qty. 100) and yard sign patches	\$ 310.00
Beshara Printing	POP Club passport brochures	\$400.00
Various Artists TBD	Entertainment at market	\$2500.00
Jokers 4 Fun	Bounce house	\$500.00
Malko Media	Market bags	\$1000.00
Malko Media	A-frame signage, road closed signage, vinyl coverups (tent, over the street banners, and street pole banners)	\$1000.00

Essential IT, LLC	web hosting, maintenance, technical support (Jan. 2020-Dec. 2020)	\$ 720.00
Michigan Farmers Market Assoc. (MIFMA)	Dues for membership- advertisement	\$200.00
Jean Smith, Events Mgr.	POP Club and cooking demo supplies	\$500.00

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Ladies Night Event 2020_Service Providers

Adopted on:
Motioned by:
Seconded by:

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

WHEREAS: The WDDDA is planning the Ladies Night Event on May 6, 2020, to occur in the WDDDA downtown district to highlight the retail shopping experience in Downtown Dearborn; and

WHEREAS: The WDDDA anticipates \$4500 in expenditures, \$750 in income from participating businesses and \$3500 from sponsorships for Ladies Night for WDDDA; with WDDDA expending from account # 296-6100-911-51-00; therefore, let it be

RESOLVED: The WDDDA Executive Director is authorized to execute contracts on behalf of the WDDDA for the 2020 Ladies Night event with the list of service providers and amounts below, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Beshara Printing	Posters	\$ 91.50
Rocket Printing	5000 postcards	\$200.00
Malko Media	Banners	\$ 150.00
TBD	Photography	\$ 500.00
Misc. Supplies	Badges, buttons, décor	\$275.00
Mama Mia	Direct mail	\$2999.00

Yes:
No:
Abstained:
Absent:

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.

— 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 four (4) 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.*

Dearborn Microsite

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

Stakeholder Engagement / Local Advisory Group

- IMG will host a minimum of three (3) editorial advisory meetings with EWDDDA and partners designed to help inform editorial content development and calendar. IMG will work to provide a balance of coverage that highlights both East and West DDA.
- 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.

**IMG will actively assist EWDDA in securing additional sponsoring 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.

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)
- Four (4) Dearborn roundup issues published to Metromode audience (annual)
- Dearborn Microsite in Metromode (annual)
- 3x Editorial Advisory Meetings
- Downtown Dearborn and partner advertising and content re-use
- Quarterly analytic reports
- IMG will work with DDA to secure a minimum of \$12000 in funding to expand the coalition.

Contract term: 1 year from 2/15/20 - 2/14/21.

Payment terms: \$19,000 due at signing; * \$19,000 due July 15, 2019

Program Schedule: February 15, 2019 - February 14, 2021

Issue Media Group will actively work with EWDDA to secure a minimum of \$12,000 in funding support prior to July 1, 2020. **EWDDDA will be required to pay no more than \$7,000 for the 2nd invoice. The remaining scope of the project will be revised to reflect any additional partners and overall resources on July 1, 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 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.

Q4 REPORT

November-Jan 2020



DEARBORN

2019-2020



TEAM



Brian Boyle

Co-CEO, Issue Media Group

Christian Marcillo

Project Manager

Nina Ignaczak

Project Editor

Veronica Johnson

Project Manager

Chrishelle Griffin

Engagement and Event Coordinator

ABOUT



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

NOV-JAN 2020



Stories Published

10

People Reached (pageviews & social reach)

68,773

Total Engagements

1,177

Avg. Time on Page

5:15

READERSHIP



MARCH 2019 - JAN 2020



Michigan and national contests celebrate student inventors at The Henry Ford

Stories Published

47

People Reached (pageviews & social reach)

278,674

Total Engagements

6,602

Avg. Time on Page

4:58

TOP 3 STORIES

NOV-JAN 2020



ArtSpace set to launch commercial space in East Downtown Dearborn

PUBLISHED: DECEMBER 11

REACH: 9946

ENGAGEMENT: 141



Dearborn tells its story of diversity, innovation, and connectedness

PUBLISHED: DECEMBER 11

REACH: 8385

ENGAGEMENT: 206



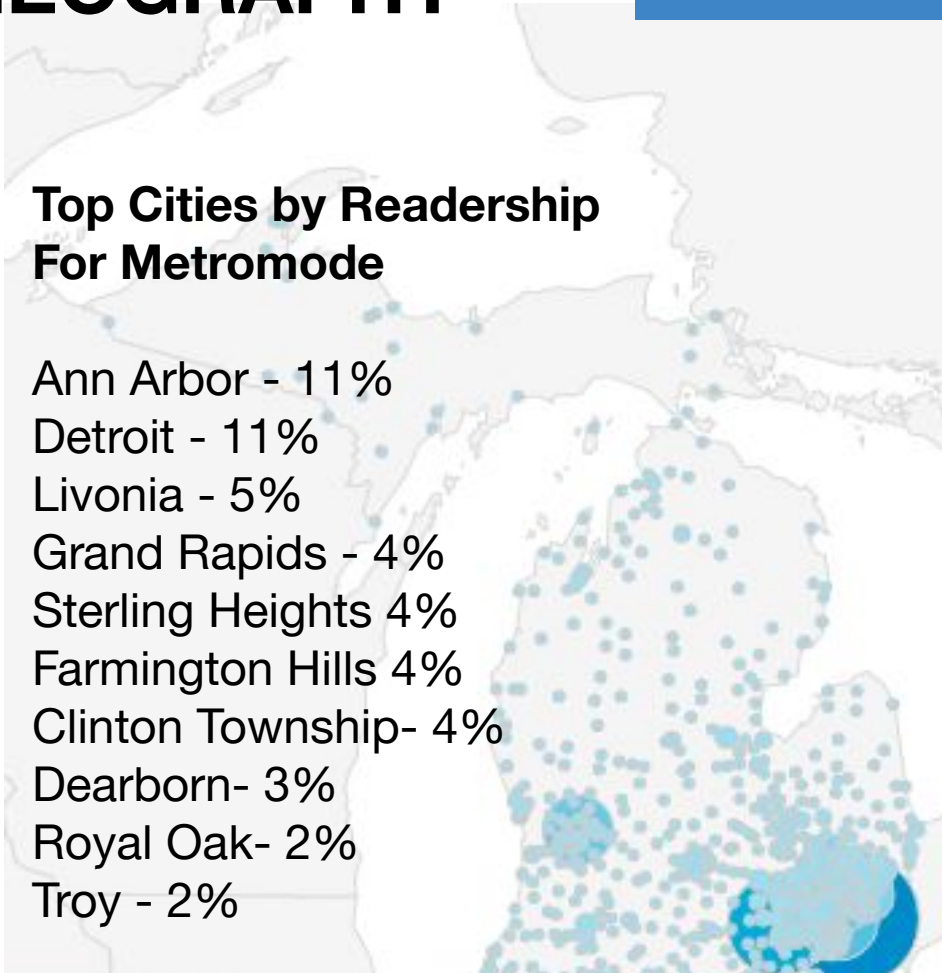
How do U of M Dearborn and HFCC students get to class without driving?

PUBLISHED: NOVEMBER 7

REACH: 7894

ENGAGEMENT: 77

Top Cities by Readership For Metromode

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 and Grand Rapids areas.

Ann Arbor - 11%
Detroit - 11%
Livonia - 5%
Grand Rapids - 4%
Sterling Heights 4%
Farmington Hills 4%
Clinton Township- 4%
Dearborn- 3%
Royal Oak- 2%
Troy - 2%

Top Metros by Readership For Metromode

Detroit -87%
Grand Rapids-Kalamazoo-Battle
Creek - 6%
Flint-Saginaw-Bay City- 2%
Lansing - 1%
Traverse City- 1%
Toledo- 1%
South Bend- 1%
Alpena - 1%
Marquette- 1%
Duluth - 1%

STATEWIDE



Sharing through Second Wave Network

Number of stories shared to Second Wave: **10**

Annual Readership (Metromode & Second Wave) = **1,702,421**



ARTS AND CULTURE

Q&A: Dearborn's Black Box Gallery owner Ray Alcodray on embracing creativity and structure

TIMOTHY J. SEPPALA | THURSDAY, JULY 25, 2019



ARTS AND CULTURE

Dearborn has a wealth of youth programs to combat the 'summer slide'

TIMOTHY J. SEPPALA | WEDNESDAY, JUNE 26, 2019



COMMUNITY DEVELOPMENT

Four Dearborn businesses that are changing the way we look at old buildings

MJ GALBRAITH | THURSDAY, JUNE 20, 2019



TRANSPORTATION

By connecting people to resources, shared mobility boosts quality of life

BRIAN ALLNUTT | THURSDAY, JUNE 20, 2019

SOCIAL SHARES



- TCD
- Dearborn Area Community Members
- Dearborn Area Chamber of Commerce
- City of Dearborn Government
- Dearborn Public Library
- The D Brief
- Wemu 89.1
- The Hub Detroit
- Detroit Experience Factory
- Downtown Dearborn
- Detroit Community Newsletter
- Arab American National Museum
- Artspace Projects
- Dearborn Historical Museum
- Historical Detroit Area Architecture
- AIA Detroit
- Michigan Alliance for Greater Mobility
- Michigan Municipal League
- The Henry Ford
- Ford Community Performing Arts Center
- Wayne Pride News
- Downriver Arts Crafts Guild
- Brome Modern Eatery
- Fairlane Town Center
- Dearborn Public Library
- New Release Wednesday
- Eastern Market Partnership
- Historic Preservation in Michigan
- Jack Demmer Lincoln

BEST OF DEARBORN

Sent November 26



Rashid Bayoun. Photo by Doug Coombe

Dearborn REWIND

It's been a busy fall in Dearborn. In October, *Metromode* hosted our Open City event on [restaurant entrepreneurship](#). We covered a middle school theater program, explored how the city's college students use public transit, and took a sneak peek at some commercial properties ripe for redevelopment. We also covered an innovative new curriculum for older elementary and middle schoolers that draws on The Henry Ford's vast resources and sat down with The Dearborn Girls for an inside look at their podcast.

As we head into the holiday season, please join us for another Open City event on the [retail scene in Dearborn](#). We look forward to seeing you!

Have a Happy Thanksgiving!



OPEN RATE:

12.0%

Metromode Average = 14%



OPEN CITY is a forum built for metro Detroit's aspiring and established small business owners to learn, network, and exchange information in a fun and lively atmosphere.

This event is serving as a catalyst activity to promote early entrepreneurship in the city by creating both networking and conversation.

OPEN City Dearborn Themes:

- * Dearborn's Micro-Districts - June 20
- * Dearborn Food Experience - September 26
- * Dearborn Retail Experiences - December 3



Build Institute, in partnership with Metromode, presented Dearborn Open City: Shop Local.

This event focused on the retail sector in Dearborn and asked local business owners why they chose Dearborn to start their retail business, as well as how they handle and promote their business during the holiday season to attract customers.

Featured speakers included:

- Mariam Mroueh, Business Coach, ACCESS
- Mike Kirk, AIA, LEED APPrincipal, Neumann/Smith Architecture
- Ida Gonzales, founder, and owner, I Say It With Cafe
- Karen Nigosian, co-founder and owner of Nigosian Rug Company,
- Moderator: Christina Renee, a professional makeup artist, entrepreneur, and beauty product developer.

Panelists: from left: Mariam Mroueh, Ida Gonzales, Karen Nigosian, Mike Kirk, Christina Renee

OPEN CITY 12.3



Promotion for event:

Pre-coverage:

[EVENT: 'Tis the season for Dearborn retail](#); 11.20.19

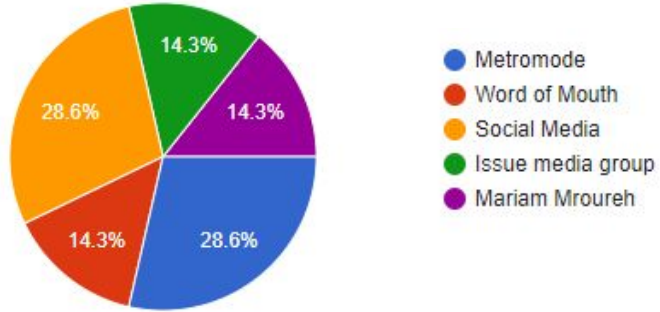
Post-coverage:

[RECAP: Dearborn Open City -- Shop Local](#); 12.19.19

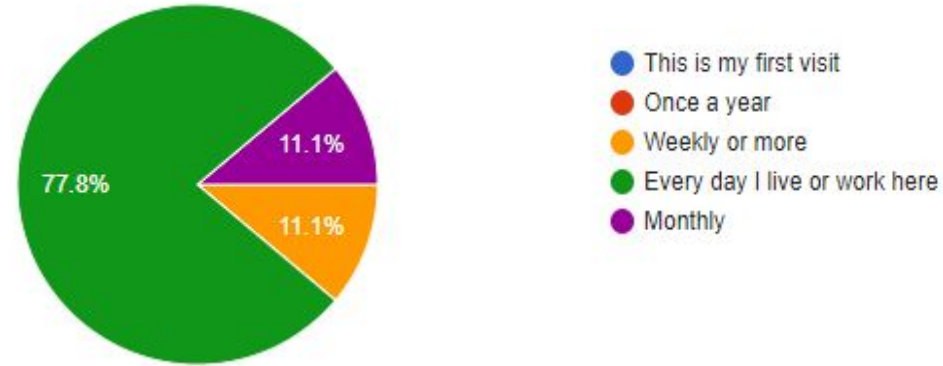
RSVPS: local hop/Facebook

13; 34 interested

OPEN CITY 12.3 Survey Results



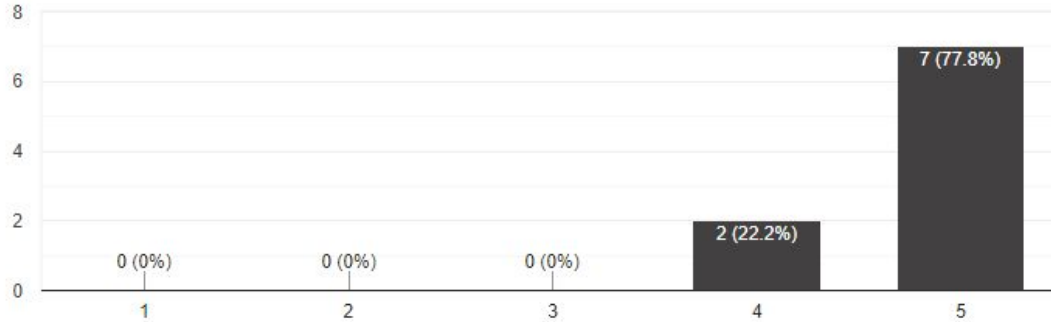
Where did you hear about the event?



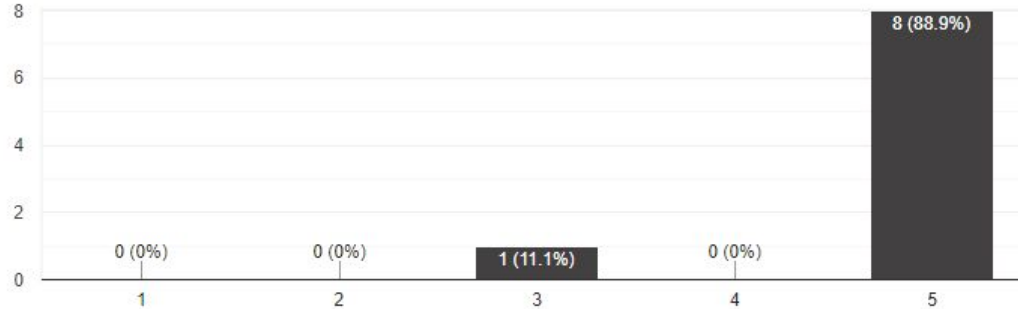
How often do you visit Dearborn?

OPEN CITY 12.3

Survey Results



Speakers and Moderator



Event venue

OPEN CITY 12.3

Survey Results



What did you like most about the event? Room for improvement?

- Great panel
- It was a great group of people to network with.
- Ideas from experienced speakers
- Input from panel
- Great conversation!
- Networking
- Meeting other business owners
- Speakers

What more would you like to learn about Dearborn?

- Growing businesses in Dearborn
- How to get more businesses engaged
- City programs and services
- Entrepreneur discussion
- How to advertise
- Numbers of different businesses in Dearborn
- Where more events like this will be.
- Locations of kitchen spaces to rent
- More connections to know more Dearborn officials

RUN DATE	HEADLINE	Time Spent on Page	Total Engagements	Total Reach
11/7/2019	How do U of M Dearborn and HFCC students get to class without driving?	6:03	77	7894
11/13/2019	Dearborn's Stout Middle School celebrates its students' uniqueness through theater	4:30	375	6917
11/20/2019	EVENT: 'Tis the season for Dearborn retail!	6:17	10	4381
12/5/2019	PHOTOS: Small business holiday shopping in Downtown Dearborn	3:02	29	7112
12/11/2019	Dearborn tells its story of diversity, innovation, and connectedness	6:19	206	8385
12/11/2019	ArtSpace set to launch commercial space in East Downtown Dearborn	5:03	141	9946
12/5/2019	How Ford's new City Solutions team is helping communities solve their mobility challenges	3:13	49	6630
12/19/2019	RECAP: Dearborn Open City -- Shop Local	1:29	20	5927
1/9/2020	Diversity is a daily conversation in Dearborn schools	12:02	270	7306
1/23/2020	Super: Popular exhibition celebrating the Marvel Universe coming to Henry Ford Museum in Dearborn	4:32	0	4275

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



metromode



www.secondwavemedia.com › dearborn-neighborhoods-032317 ▼

Dearborn's eclectic neighborhoods reflect city's diversity

Mar 23, 2017 - Salam Aboulhassan is a divorced Wayne State Sociology grad student who grew up in east **Dearborn** and recently moved to **Ford** and ...

www.neighborhoodscout.com › dearborn ▼

Dearborn, MI Real Estate Market Data - NeighborhoodScout

Full real estate market profile for **Dearborn**, MI investors, appraisers and lenders. ... Most expensive **Dearborn neighborhoods**. U of Michigan-**Dearborn** / **Ford** Rd · Cherry Hill St / S Telegraph Rd · Tireman St / Miller Rd · **Ford** Rd / Wyoming St ...

www.city-data.com › nbmaps › neigh-**Dearborn**-Michigan ▼

Dearborn, MI Neighborhood Map - Income, House Prices ...

Neighborhoods: Aviation, Barclay, Cherry Hill Estates, Crestview, **Dearborn** Hills, East **Dearborn**, Fairlane, **Ford** Homes, **Ford** Woods, Golfcrest, Golfview, ...

nextdoor.com › city › dearborn-mi ▼

Dearborn, Michigan neighborhoods, events and more ...

Discover your **Dearborn neighborhood**. Over 209,000 **neighborhoods** across the country use Nextdoor ... 41 **Dearborn neighborhoods** are on Nextdoor. A.

Dearborn neighborhoods

1 ranking

GOOGLE SEARCH Page =

[Dearborn Community Arts Council | Dedicated to supporting ...](#)

The **Dearborn Community Arts Council** (DCAC) has invited photographers — from hobbyists and beginners to intermediates and professionals — to participate ...

[Galleries](#) · [About](#) · [Programs & Events](#) · [Contact](#)

[www.cityofdearborn.org](#) · [Community](#) ▾

[Arts & Culture - City of Dearborn](#)

Arts and Culture in Dearborn. HFM300 If you are planning a weekend getaway in Michigan or simply looking for a night out, there are many things to do in ...

[www.cityofdearborn.org](#) · [Community](#) · [Arts & Culture](#) ▾

[Art - City of Dearborn](#)

Whether you're interested in history, **arts**, music, or other **cultural** activities, **Dearborn** has many outstanding organizations that welcome residents' support, ...

[dearbornfordcenter.com](#) · [Activities](#) ▾

[Padzieski Art Gallery](#)

Highlights: Artists' Society of **Dearborn** and Arab American Museum's SURA ... in part, with the support of the Michigan Council for **Arts and Cultural** Affairs.

[dearbornfordcenter.com](#) ▾

[Ford Community & Performing Arts Center](#)

Theater. **Cultural Arts** and Entertainment. Upcoming Events ... Contact Us. 15801 Michigan Ave **Dearborn**, MI 48126. Phone: 313.943.2350. Maps and Directions ...

[www.facebook.com](#) · [DearbornCommunityArtsCouncil](#) · [about](#) ▾

[Dearborn Community Arts Council - About | Facebook](#)

Dearborn Community Arts Council, **Dearborn**, Michigan. 350 likes · 1 talking about this · 65 were here. The **Dearborn Community Arts Council** is dedicated to...

[www.secondwavemedia.com](#) · [metromode](#) · [features](#) · [arts-dearborn...](#) ▾

[How Dearborn is investing in arts as an economic driver](#)

Jun 8, 2017 - Woodward, the executive director of the **Dearborn Community Fund (DCF)** and past

Dearborn arts & culture

7 ranking

catalog.umd.umich.edu › college-business › entrepreneurship-certificate ▼

Entrepreneurship < UM Dearborn

The Minor and Certificate in **Entrepreneurship** can complement any field of study. ... Both programs are open to all undergraduate students at UM-**Dearborn**.

catalog.umd.umich.edu › undergraduate › coursesaz › ent ▼

Entrepreneurship (ENT) < UM Dearborn

ENT 400 **Entrepreneurial** Thinking&Behav 3 Credit Hours. This course introduces **entrepreneurship** as an approach to one's life and career advancement.

www.facebook.com › events › dearborn-entrepreneur-pitch-competiti... ▼

Dearborn Entrepreneur Pitch Competition - Facebook

Networking event by Metromode and Downtown **Dearborn** on Wednesday, June 27 2018 9 posts in the discussion.

www.dearbornareachamber.org › Education ▼

Young Entrepreneurs Academy - Dearborn Area Chamber of ...

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

www.umdilabs.com › entrepreneurship ▼

Entrepreneurship | umdilabs.com

The UM-**Dearborn** Business Idea Pitch is a competition that help students build ... efforts in supporting local business and encouraging **entrepreneurial** growth.

www.secondwavemedia.com › dearborn-entrepreneur-ecosystem ▼

An ecosystem for entrepreneurs grows in Dearborn

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.



Dearborn entrepreneurship

#5 ranking

DEARBORN BIKE SHARE:

Dockless Feasibility Call Minutes

2/7/2020

Attendees:

Robert Jackson - POW! Strategies
Dave Norwood - City of Dearborn
Zachary Ciborowski - The Henry Ford
Karl Alexander - Zagster
Jesse Rosenberg- Zagster

Notes:

- Move over to Dockless Bike Share Model was discussed
- Benefits include ability to have them in more places
- Virtual Stations would be setup where bikes can be picked up and dropped off.
- Will need to provide instructions to where a user can end a trip
- stats have show that a dockless setup can increase user-ship by a third
- Going dockless does mean the system will be decentralizing---people take them elsewhere, sometimes there may be no bikes at virtual stations for users.
- Will require daily re balancing
- Reliability will dip but convenience increases in this model
- Dockless has a higher cost to operate, every day or other day re balancing, \$10 charge every time a bike has to be tracked down and re balanced.
- Typically dockless model will increases cost by 10%, which is about the same as ridership increase so costs will be similar.
- A penalty to the user if they end a trip somewhere else was discussed, This will require further discussion amongst the group to weigh the pros and cons.
- There will be no cost in decommissioning docked stations, these will be reclaimed by Zapster

To-Dos:

- Jesse (Zagster) to be provided a map of where we are thinking we would want extra stations. Zagster can help us identify where these would be if we can just give them an idea and possible numbers of stations needed. Dave and Robert to work on providing this.
- Zachary (The Henry Ford) will look into what funds they may have to add additional stations there and think about where these would be located. Once Zagster have some of this information they will be able to provide option.
- Zagster to provide some costs/details regarding this model from information gathered at this discussion.

Downtown Dearborn

Design & Economic Vitality Committee

January 22, 2020 @ 2pm

DDDA Office, 13615 Michigan Ave.

Attendees: Mark Guido, Tom Clark, Mike Kirk, Jeff Watson, Hassan Sheikh, and Cristina Sheppard-Decius.

- A. Business Assistance Team
- B. Open Door Dearborn
 - 1. Sign Grant Discussion - revise grant application to make sure work done is a proper reflection of the desired aesthetics of the district. Confirm funding of work is contingent on proper permitting and other required documentation. Application will require three quotes for any work. Use one application to apply for all three levels simultaneously.
 - 2. Committee Outreach Report - It was felt boards should have a say of who are on committees through an approval process which would require a bylaw change. Cristina suggested to review current slate and approve as group, then as new members join, do application process. Board job description states they are to serve on at least one committee. Hassan stated that all committees need to have a call-in feature.
 - 3. Criteria Form/Application for Architects (Motor City Match?) Motor City Match has a form that Cristina will forward to Hassan is going to review.
 - 4. [Suggested Design Asst. Firms](#) - list provided
- C. Incubator/Co-Working Hubs –
 - 1. Launch Lab Concept – Steps to Bring it to Fruition? - Cristina stated ACCESS will be first ask. Hassan stated they should be reached out to first as local resource.
 - 2. Round Table with Entrepreneurs for Strategy on Needs/Missing Links - Cristina will resend minutes to committee from meeting to consider doing.
 - 3. BUILD Institute Partnership? ACCESS?
- D. Public Art
 - 1. Asphalt Art Grant - Cristina tried two days to access portal and unable to apply for grant.
 - 2. Sculpture/Art 2020 - Cristina to follow up with EmmaJean.
- E. Tackling Vacancies Property Owner Roundtable
 - 1. Schedule March Meeting - Yes, review format and agenda prior to meeting. Need to garner more discussion in meeting. Identify objectives.
- F. Updates & To Do's
 - a. Open Cities/ Metromode – waiting on contract review
 - b. Recruitment
 - i. Schedule Meeting with KW
 - c. Development Updates
 - d. Bike Facilities Implementation Plan
 - e. Public Spaces & Amenities
 - i. Seating at Fishnet Studios/Mural

OBJECTIVE	ASSIGNED TO:	NEXT STEPS:	BUDGET/ VOLUNTEER NEEDS/NOTES
Objective: Recruit Businesses (1.75)	Adam/Hassan/ Andrea	TASKS	IMPORTANT DOCS
Ecosystem—Networking/Incubator/Shared Space/Accelerators/ Pop Ups (2)	Hassan/Reaching out for New UofM Rep	<ul style="list-style-type: none"> Recruitment of an Incubator/Co-Working Space Metromode Follow Up Partners Funding!! Hub Location: Commercial Kitchen Needed – <u>Discuss Code Issues in downtown districts</u> 	Metromode DRAFT Summary Launch Lab Framework Launch Dearborn Vision Plan Draft Entrepreneur Ecosystem Committee Notes
Business Start-up/Recruitment Incentive (4.67)	Andrea/Stacey /Steve/Jackie	<ul style="list-style-type: none"> Innovate this Space - Recruitment Marketing Campaign with Key Retail Properties - develop EDDDA Intercept Survey – In Process Vacancy Roundtable – Nov. 21 Keller Williams Sub-Committee 	Open Door Dearborn Vision Vacancy Roundtable Business Promotion Micro-Grant link FINAL Open Door Dearborn Incentive link
Business Assistance Programs/Trainings	Steve/Stacey /Hassan	<ul style="list-style-type: none"> Round Table with Entrepreneurs for Strategy on Needs/Missing Links <u>Website Resource Draft – Partnership to Manage</u> Hubs: Tech Lab @Artspace; Kitchen Connect; FEAST Detroit – Commercial Kitchen Needed 	https://staceygrant1.wixsite.com/launchlab Business Resource Incentives Document
Objective: Redevelop Sites (1.8)	Steve/Doug/ Mike/Jennifer	TASKS	
Redevelopment Ready Marketing of Sites (1.8)	Doug/Steve/ Mike/Jennifer	<ul style="list-style-type: none"> PRIORITY 1 SITES: Brady & MI; 5050 Tour of Top 10 Development Sites – <u>schedule with Ford Land</u> – coordinate event - Lease sites (Developer Road Show) & separate development sites (DABOR partnership potential) Howard & Michigan RFP – marketing needed? 	
Design Guidelines/Façade	Hassan/ Mike/Steve	<ul style="list-style-type: none"> <u>Final Guidelines</u> Sponsor Recruitment/Sale Sheet; 	Candidates for Façade Program: Merchants, Jiu Jitsu, and

Improvement Program (2.25)		<ul style="list-style-type: none"> • Lending Partners Needed (ie: Comerica, Huntington, Chase) • Meet with CRA Wayne County – HASSAN – Status? • Finalize CDBG funding opps/changes • Main Street funding/grant with Select Level • Finalize and Approach Design Assistance Firms – Inquiring with City on any recommended architects 	<p>refer to <u>previous list identified for EDDDA</u>;</p> <p>-<u>FBC Code presentation and user guide</u>;</p> <p><u>FBC Code</u></p> <p>-<u>Business Overlay & Sample Guidelines</u>;</p> <p><u>Committee Notes</u>;</p> <p><u>Suggested Design Asst. Firms</u></p> <p><u>FINAL DESIGN GUIDELINES</u></p> <p><u>FINAL INCENTIVE PROGRAM</u></p>
Objective: Streetscape/Walkability Improvements (4) – 2 votes	Mark G		
Streets		<ul style="list-style-type: none"> • Connector Streets & Michigan Ave • Multi-Modal Plan – (Jeff P.) ▪ Amenities <ul style="list-style-type: none"> ○ Tree Well Planters/Sidewalk Cafes ○ Mural Seating Area – need concept design (volunteer?) ○ WDDDA Trash Cans • Artspace Landscaping/Campus Plan – discussed preliminarily with Kim Moore • Schaefer Lighting –in process • Bike Share & Scooter Launch 2020 	<p><u>Presentation for Connector Streets & Michigan Ave.</u></p> <p><u>MMTP draft plan link</u></p> <p><u>Tree Well Overview</u></p> <p><u>Overall Rendered Plan</u></p> <p><u>Schaefer Rendered Plan</u></p>
Public Spaces		<ul style="list-style-type: none"> • Sidewalk Café/Design Cheat Sheets - SmithGroup ▪ Alley in AANM Lot – need concept – part of Parking Lot CIP • Art in Public Spaces Plan – 2020 • Sculpture Initiative 2020 	<p><u>Using Public Sidewalks How To Sheet DRAFT</u></p> <p>FYE2020 - Art In Public Spaces Plan budgeted</p>
Objective: Branding (2.6)	Cristina	Brand Design & Messaging	<u>www.brandingdearborn.com</u>
Wayfinding (3.83)		RFP release ?	

Downtown Dearborn Promotions Committee Minutes

Meeting Date:
January 22, 2020
10:00 am

Meeting Location:
DDDA Office
13615 Michigan Avenue

Attendees: EmmaJean Woodyard, Katie Merritt, Chris Sickie,

Jean Smith, Jane Mykhtenko, Julie Shaefer, and Julia Kapilango

- I. Web-Based Passport/Event Portal - committee discussed doing something similar to Shop Small with a passport and a “come back” promotion.
- II. Maestro & Event Manuals - Work plans for events are updated in Maestro. Asked committee chairs to review and add any further updates and add volunteer hours.
- III. 1st Quarter Events/Promotions
 - a. Black History Month – confirm events/promos - working with Julia on details. Feb. 4 - Rosa Parks movie screening; Feb. 9 - Black Women Entrepreneur Interactive Workshop; Feb. 21 - Fashion Hour/art exhibit; Feb. 29 - Skills Share Saturday.
 - b. Valentine’s Day Social Media (date night ideas) - highlight area businesses and suggest date night ideas.
 - c. DRW - Jean met with Sam to review all event details. First general meeting with restaurants was held last week. Jean working on more restaurant and sponsor participation. Advertising and marketing elements - receiving quotes on billboards, radio, and print elements. Website is getting updated and social media being created.
 - d. Big Read -Jean attended a meeting last week. She will be helping out at the Kid Activity booth at The Henry Ford at kickoff.
 - e. Art Month - held in April. DDDAs supporting April Arts month.
- IV. 2020 Calendar
 - a. Review
 - b. Event Posts for Spring/Summer start Feb. 1-March 1
 - c. Advertising Plan Exploration
 - i. Dearborn Girl proposal (Ask for Revised Options)
 - ii. WDIV or Other Options (Sam) - committee selected iHeart package.
 - iii. Direct Mail - reviewing options

- iv. HFC Live Broadcast
- V. Metromode Contract 2020 – (waiting for draft)
- VI. Branding Update - Community and One-on-One Sessions- branding team doing various events for roll out: community sessions are slated for Feb. 12 at 8am and Feb. 13 at 6:30pm. at Performing Arts Center; One-on-One Sessions slated for MOCA and Fordland.
- VII. Fourth Quarter Events – Shop Small Business Survey - survey was sent out 1/11/20 and 10 responses received. Resent out 1/21/20.
- VIII. Volunteer/Committee Needs
 - a. Volunteer Management Plan – Moved to end of February for completion.
 - i. Plan/Schedule for Think Tank on Activating Student Body
 - ii. Volunteer Manual - end of January written plan due
 - iii. Outreach Plan (Develop Target List)
- IX. Artspace Resident Survey (add content/data to website) - moved to end of February for completion
- X. Other Ideas
 - a. Arts Tour (in place of Ladies Night for East)
 - b. TBT Historical Tour
 - c. Senior Day
 - d. Ramadan/Eid Restaurant Promotion
 - e. Student Promotions

DATE	EVENT	HASHTAG	CHAMPION
March 20 - 29, 2020	Dearborn Restaurant Week	#DRW2020	Sam Abbas
March	Reading Month/ The Big Read		Maryanne Bartles
April	Art Month		Emma Jean Woodyard
May 18	Martian Marathon		Mo Hider
May 6	Ladies Night		Chris Sickle
May 2	Free Comic Book Day		Katie Merritt
May 16	Spring Perennial Exchange		Katie Merritt
June 7	Wagner Park Opening Day	#WagnerPark	Ford Land
June 5 – September 25	Farmers Market	#DFM	NEED A CHAIR
June 5, July 10, August 7??	Kids Days	#KidsDays	NEED A CHAIR
June 3-July 8	Music in the Park	#MIP2020	Julia Kapliango?

June 12, July 17, August 14, Sept. 11?	Movies in the Park (West & East Alternate)	#Movies2019	NEED A CHAIR
June 14 - Aug. 30	Trenchtown Festival	#TrenchtownFest	Kalette Willis
June 15	Farm to Table	#DearbornFzT	Maria Marzolo
June 26, July 24, Aug 28(?)	Friday Nites	#FridayNites	NEED A CHAIR
July 15-August 19	Jazz on the Ave	#JazzAve2019	Kalette Willis
July 14-August 18	Tunes at Noon	#TunesatNoon	
Sept. 12	Fall Perennial Exchange		Katie Merritt
Oct. 24 (same day as TOT?)	Pumpkin Carving		
Oct. 24	Trick-or-Treat	#DearbornTreats #TrickorTreat	
Oct. 26	Doggone Dearborn		
???	Beer Crawl		Lynette Downey
Nov. 28	Shop Small	#ShopSmall	
Dec. 9 (change on lists)	EDDDA Open House		
Dec. 12	Winterfest Market	#DWM2019	

JOINT DDDA EXECUTIVE COMMITTEE MEETING

February 10, 2020

9am – 10:50 am

DDDA's office

Attendees: Director Jay Kruz, Director Dan Merritt (call in), Director Sam Abbas (call in), Director Mohammed Hider, Director Jeff Lynch, Ex. Dir. Cristina Sheppard-Decius, and Janet Bloom.

1. JOINT BOARD MEETING AGENDA ITEMS

- a. Metromode (Issue Media Group) – Contract expires February 15, 2020. Issue Media Group has presented new contract which includes Issue Media Group (IMG) obtaining sponsorship dollars to help offset cost of contract. Cristina is going to go back to IMG to clarify the arrangement.
- b. Appointment of Selection Committee for PR Firm RFP- Two people per district need to be selected for the Selection Committee.
- c. DRW Remaining Service Providers – Jean is securing those currently.
- d. Print Items: Branding – community meeting items and other print pieces for use. \$250 total.
- e. Social Media Boosts 2020- it was requested to provide list before meeting.

2. WDDDA ONLY ITEM

- a. Farmers Market Partial Service Providers – Jean currently working on. It was requested to review area newspaper publication numbers to see which has more coverage.

3. EDDDA

- a. Shop Small Banners Amendment (\$82.57 for design & shipping overage)- The full design and shipping fee was to be split 50/50 with EDDDA and WDDDA. This is the EDDDA's portion. WDDDA had enough in last resolution to cover.
- b. Black History Month Print Items – cost of running posters (qty. 50 - \$42.50)

4. JOINT BOARD MEETING AGENDA ITEM

- a. Election of Officers – moved to end of items for further discussion and input from all members (waiting on call in); Dan Merritt didn't have a reach out from the selection committee yet. More members needed on EDDDA. Members spoke of asking additional businesses owners to participate on board.

5. EXEC COMMITTEE DISCUSSION ITEMS

- a. 2021 Budget Planning – Schedule Changed to March & April. Cristina is still working with Accounting on this.
- b. Purchasing Policy – Cristina is working with Licia in Legal and Travis in Purchasing to develop a "consent agenda" model for board meetings.

- c. Dashboard Metrics – List of Potential Metrics – Board needs to decide what metrics are important to track. Some of the items would be self-reporting such as number of volunteer hours a board has invested into board activities. Do have Maestro as tracking tool.
- d. Strategic Planning Update & Vision Planning 2030 – Working on Schedule in coordination with City’s Master Plan process – City is updating the Master Plan this year so it will need to be coordinated with city. Anticipated start time is late March to early April.

6. UPDATES

- a. Branding – Brand Team giving meetings at MOCA (Monroe/Carlisle area), two public sessions (Feb. 12 and Feb. 13), and Fordland on Feb. 11. It was noted branding discussions were heavy on Nextdoor app. It was suggested to possibly add to Dearborn in the Raw app.
- b. Bike Share/Scooters – contract expires in June for Zagster; currently reviewing dockless options and scooters. Jeff Lynch will reach out to Spin.
- c. EDDDA Updates
 - i. Parking Lot Improvements – finalizing RFP for bid
 - ii. City Hall Park Redesign Scope of Services – need to get going on RFP and send out.
 - iii. Intercept Survey – Report by end of February – Cristina working on report.
 - iv. 2 Mill Levy – Developing Process Schedule – property information is obtained. Need to provide to Jay and Dan for review.
- d. WDDDA Updates
 - i. Library Lot – Many calls received in office about parking. There are four additional parking spots on Monroe, one is 15 minute only. Also, can access handicap with alley.
 - ii. Connector Streets – Project is currently on target and within budget.
 - iii. Parking- internal or RFP – suggest Demand Analysis to figure out where parking is happening, check usage and use information to shift habits so good for consumers. Some businesses have talked about using a valet service. Cristina stated that if nighttime employee safety a concern, they can contact police for escort to car or employees walk together to vehicles.

7. Additional comments

Sam stated we need to review street lights for those that are old and outdated, also those that the light temperature (color of light) is incorrect, and review parking lots for amount of lights for safety purposes. Also need to develop plan to better deal with downed poles so they don’t sit along sidewalks.

Cristina stated we need TAP grant to remove old “lantern style” lights on Michigan Avenue. Also need to work with DTE to do a light survey. Cristina agreed downed poles need to be removed immediately.

Jay commented that DDDAs need to check on insurance money to make sure we are recouping funds. DDDAs office will need to check with Legal and Finance to conduct an audit over the last three years to see number of poles hit (or other items, such as planters and trash cans) to track funds.

**JOINT DDDA BOARD OF DIRECTORS
ADOPTED RESOLUTIONS
JANUARY 2020**

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

DDDA's Comcast Internet Billing

Date Adopted: January 16, 2020

Motioned by: Director Kamal Turfah

Seconded by: Director Julia Kapilango

WHEREAS: The EDDDA and WDDDA maintain a shared DDDA office at the Artspace Connector; and

WHEREAS: Access to reliable internet and Wi-Fi services is necessary to the operations of the EDDDA, WDDDA, and the DDDDA's office; and

WHEREAS: The previous internet connections and equipment were lost as a result of flooding in May 2019; and

WHEREAS: The EDDDA and WDDDA approved in May 2019 to switch to Comcast; and

WHEREAS: The physical Comcast bills mailed to the City of Dearborn didn't allow enough time to process payment by due date; and

WHEREAS: Janet Bloom, Operations Manager, covered the cost of two bill cycles until bills could be pulled off online for payment purposes; so let it be

RESOLVED: The EDDDA authorizes reimbursing Janet Bloom for \$205.79 out of the \$411.59 for payments made over phone via personal credit card to Comcast, to be split evenly with the WDDDA, using account # 297-6100-911-53-00.

Yes: Vice-Chairperson Dan Merritt, Secretary-Treasurer Jay Kruz, Director Mark Guido, Director Judith McNeeley, and Mayor Jack O'Reilly

No:

Abstained:

Absent: Director Jan Cislo and Director Mary O'Bryan

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

DDDA's Comcast Internet Billing

Date Adopted: January 16, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Director Mark Guido

WHEREAS: The WDDDA and EDDDA maintain a shared DDDA office at the Artspace Connector; and

WHEREAS: Access to reliable internet and Wi-Fi services is necessary to the operations of the WDDDA, EDDDA, and the DDDDA's office; and

WHEREAS: The previous internet connections and equipment were lost as a result of flooding in May 2019; and

WHEREAS: The WDDDA and EDDDA approved in May 2019 to switch to Comcast; and

WHEREAS: The physical Comcast bills mailed to the City of Dearborn didn't allow enough time to process payment by due date; and

WHEREAS: Janet Bloom, Operations Manager, covered the cost of two bill cycles until bills could be pulled off online for payment purposes; so let it be

RESOLVED: The WDDDA authorizes reimbursing Janet Bloom for \$205.80 out of the \$411.59 for payments made over phone via personal credit card to Comcast, to be split evenly with the EDDDA, using account # 296-6100-911-53-00.

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

No:

Abstained:

Absent: Director Mohammed Hider and Director Audrey Ralko

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Dearborn Restaurant Week Service Providers

Date Adopted: January 16, 2020

Motioned by: Secretary-Treasurer Jay Kruz

Seconded by: Director Judith McNeeley

WHEREAS: The EDDDA and WDDDA 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 EDDDA and WDDDA Promotions Committee is coordinating the fourth annual Dearborn Restaurant Week for March 20 - March 29, 2020, 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 \$34,000 in anticipated expenditures for Dearborn Restaurant Week; and

WHEREAS: The EDDDA and WDDDA agree to split the income and expenditures equally; and let it be

RESOLVED: The EDDDA approves expenditures up to \$16,750 from Account #297-6100-911-51-00 for costs related to Dearborn Restaurant Week; and let it be

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

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

Vendor	Purpose	Amount
TBD	Social Media Influencers	\$2,000.00
TBD	radio promotions	\$19,000.00
Times Herald	newspaper ads	\$600.000

Outfront	billboard advertising	\$ 6,000.00
Essential IT	website design & programming	\$1,000.00
Beshara	menu printing	\$ 1,500.00
Beshara	Banners	\$150.00
Beshara	Foam Core poster boards	\$150.00
Beshara	Posters	\$100.00
Facebook	social media advertising	\$2,500.00
TBD	photography	\$500.00

Yes: Vice-Chairperson Dan Merritt, Director Mark Guido, Director Julia Kapilango, Mayor Jack O'Reilly and Director Kamal Turfah

No:

Abstention:

Absent: Director Jan Cislo and Director Mary O'Bryan

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Dearborn Restaurant Week Service Providers

Date Adopted: January 16, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Director Thomas Clark

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 fourth annual Dearborn Restaurant Week for March 20 - March 29, 2020, 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 \$34,000 in anticipated expenditures for Dearborn Restaurant Week; and

WHEREAS: The WDDDA and EDDDA agree to split the income and expenditures equally; and let it be

RESOLVED: The WDDDA approved expenditures up to \$16,750 from Account #296-6100-911-51-00 for costs related to Dearborn Restaurant Week; and let it be

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

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Beshara	Foam Core poster boards	\$150.00
Beshara	Posters	\$100.00
Facebook	social media advertising	\$2,500.00
TBD	photography	\$500.00

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

No:

Abstained:

Absent: Director Mohammed Hider and Director Audrey Ralko

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Election of Officers

Date Tabled: January 16, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Director 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 2020 Officer Nominating Committee has recommended that this resolution be tabled for one month, until the February 2020 joint DDDAs board meeting, before selecting a Chairperson, Vice-Chairperson, or Secretary-Treasurer; be it

RESOLVED: That in the interim, current EDDDA Vice-President Dan Merritt will retain his title and also assume the duties of Chairperson until a replacement is placed, and Secretary-Treasurer Jay Kruz, will maintain his title and duties as Secretary-Treasurer.

Yes: Vice-Chairperson Dan Merritt, Secretary-Treasurer Jay Kruz, Director Mark Guido, Director Julia Kapilango, and Director Judith McNeeley

No:

Abstained:

Absent: Director Jan Cislo and Director Mary O'Bryan

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Election of Officers

Date Adopted: January 16, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Director Thomas Clark

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 2020 Officer Nominating Committee has recommended Sam Abbas for Chairperson, Mohammed Hider for Vice-Chairperson, and Jeff Lynch 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 2020.

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

No:

Abstained:

Absent: Director Mohammed Hider and Director Audrey Ralko

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Henry Ford Marketing Package

Date Adopted: January 16, 2020

Motioned by: Director Julia Kapilango

Seconded by: Secretary-Treasurer Jay Kruz

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

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

RESOLVED: The EDDDA approves \$5600 for the 2020 marketing program with the Henry Ford and expensed to account #297-6100-911-51-00 from FYE2020.

Yes: Vice-Chairperson Dan Merritt, Director Mark Guido, Director Judith McNeeley, Mayor Jack O'Reilly, Director Kamal Turfah

No:

Abstained:

Absent: Director Jan Cislo and Director Mary O'Bryan

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Henry Ford Marketing Package

Date Adopted: January 16, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Jackie Lovejoy

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RESOLVED: The WDDDA approves \$5600 for the 2020 marketing program with the Henry Ford and expensed to account #296-6100-911-51-00 from FYE2020.

Yes: Chairperson Sam Abbas, Secretary-Treasurer Jeff Lynch, Director Thomas Clark, Director Mark Guido, Director John McWilliams, Director Karen Nigosian.

No:

Abstained:

Absent: Director Mohammed Hider and Director Audrey Ralko

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 National Main Street Conference

Date Adopted: January 16, 2020

Motioned by: Director Julia Kapilango

Seconded by: Director Mark Guido

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

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

WHEREAS: The National Main Street NOW Conference is May 18-May 20, 2020, in Dallas, TX, and the EDDDA and WDDDA 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.; let it be

RESOLVED: The EDDDA approves allocating \$2000 for EDDDA Board Member Julia Kapilango for travel, lodging and registration costs associated with the Main Street NOW Conference 2020 and expense to Account #297-6100-911-58-10; and that all other out-of-pocket costs are the responsibility of Director Julia Kapilango.

Yes: Director Jay Kruz, Director Judith McNeeley, Director Dan Merritt, Mayor Jack O'Reilly, Director Kamal Turfah

No:

Abstained:

Absent: Director Jan Cislo and Director Mary O'Bryan

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 National Main Street Conference

Date Adopted: January 16, 2020

Motioned by: Director Thomas Clark

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 May 18-May 20, 2020, in Dallas, TX,, 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 let it be

RESOLVED: The WDDDA approves allocating \$2000 for WDDDA Board Director Jackie Lovejoy for travel, lodging and registration costs associated with the Main Street NOW Conference 2020 and expense to Account #296-6100-911-58-10; and that all other out-of-pocket costs are the responsibility of Director Jackie Lovejoy.

Yes: Chairperson Sam Abbas, Director Mark Guido, Director Jeff Lynch, Director Jackie Lovejoy, Director John McWilliams, and Director Karen Nigosian.

No:

Abstained:

Absent: Director Mohammed Hider and Audrey Ralko

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 National Main Street & MDA Membership Renewals

Date Adopted: January 16, 2020

Motioned by: Director Julia Kapilango

Seconded by: Mayor Jack O'Reilly

WHEREAS: The EDDDA and WDDDA 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 EDDDA and WDDDA 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 the 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: Vice-Chairperson Dan Merritt, Secretary-Treasurer Jay Kruz, Director Mark Guido, Director Judith McNeeley, and Director Kamal Turfah

No:

Abstained:

Absent: Director Jan Cislo and Director Mary O'Bryan

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 National Main Street & MDA Membership Renewals

Date Adopted: January 16, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Director Mark Guido

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 the 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: Chairperson Sam Abbas, Secretary-Treasurer Jeff Lynch, Director Thomas Clark, Director John McWilliams, Director Karen Nigosian and Mayor Jack O'Reilly.

No:

Abstained:

Absent: Director Mohammed Hider and Director Audrey Ralko

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Open Door Dearborn Business Incentives Program - Grant Applicant Alderwish CPA

Date Adopted: January 16, 2020

Motioned by: Director Kamal Turfah

Seconded by: Mayor Jack O'Reilly

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

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

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

WHEREAS: The EDDDA considered approving the grant request for \$2500 for signage under the Open Door Dearborn grant program; and

WHEREAS: The EDDDA tabled action on this grant application to the next regularly scheduled meeting to occur January 16, 2020, citing additional items they would like the building owner to consider applying to the grant; let it be

RESOLVED: The EDDDA will use pre-meeting resolution resolved from December with additional conditions that the Alderwish CPA must have the powerwash complete on his building by May 1, 2020 and the award grant is deemed \$1500.00 for building signage.

Yes: Vice-Chairperson Dan Merritt, Secretary-Treasurer Jay Kruz, Director Mark Guido, Director Julia Kapilango and Director Judith McNeeley

No:

Abstained:

Absent: Director Jan Cislo and Director Mary O'Bryan

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Powder Coating of Benches and Trash Receptacles

Date Adopted: January 16, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Thomas Clark

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

WHEREAS: The DDDAs work to present clean and vibrant districts for businesses, customers and residents alike; and

WHEREAS: The WDDDA has three benches and five trash receptacles , currently stored at the DPW yard, that need to be powder coated in black so they can be reintegrated into the WDDDA district; therefore, let it be

RESOLVED: The WDDDA awards the competitively solicited sole bid received from CMP Acquisitions, LLC dba Detroit Architectural Metal for the total cost of \$1325, from account #296-6100-911-34-90.

Yes: Chairperson Sam Abbas, Director Mark Guido, Director Jeff Lynch, Director Jackie Lovejoy, Director John McWilliams, and Director Karen Nigosian

No:

Abstained:

Absent: Director Mohammed Hider and Director Audrey Ralko

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Spring & Fall Perennial Exchange Amendment I 2019

Date Adopted: January 16, 2020

Motioned by: Secretary-Treasurer Jeff Lynch

Seconded by: Director Mark Guido

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

WHEREAS: The WDDDA and EDDDA 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 WDDDA and EDDDA 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; and

WHEREAS:

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.

WHEREAS: Janet Bloom, Operations Manager, picked up additional supplies for the September 2019

additional Fall Perennial Exchange event on behalf of Jean Smith, Events Manager, for an cost of \$8.25; let it be

RESOLVED: That the WDDDA agrees to expend an additional \$8.25 to reimburse Janet Bloom for purchase of Fall Perennial Exchange Supplies from account #296-6100-911-51-00.

Vendor	Purpose	Amount
Visual Ronin	music/ entertainment	\$ 200.00
Julia Kapilango	speaker fees - Spring	\$ 100.00
Garden Outside the Box - Nicole Fleming	speaker fees - Fall	\$100.00
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- Janet Bloom	Décor, table linens	\$50.00
Janet Bloom (additional Misc. Supplies)	goodie bags	\$8.25

Yes: Chairperson Sam Abbas, Director Thomas Clark, Director Jackie Lovejoy, Director John McWilliams, Director Karen Nigosian and Mayor Jack O'Reilly.

No:

Abstained:

Absent: Director Mohammed Hider and Director Audrey Ralko

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Wagner Park Event Amenities Vendor Amendment III

Date Adopted: January 16, 2020

Motioned by: Secretary-Treasurer Jeff Lynch

Seconded by: Director Thomas Clark

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

WHEREAS: The WDDDA plans to host a majority of its events at Wagner Park and recognizes the importance of having the proper event amenities in order to promote safety, security, comfort, and accessibility to all event attendees; and

WHEREAS: The WDDDA budgeted \$15,000 for FYE2019 and \$15,000 for FYE2020 for Wagner Park event amenities; therefore be it

WHEREAS: The WDDDA authorized the expenditure of \$3,284 plus shipping costs from 296-6100-911-51-00 to purchase event amenities for Wagner Park including Bollard Covers and Class III Road Closure Barricades; and

WHEREAS: The WDDDA authorized the expenditure of \$6505.93 from 296-6100-911-51-00 to purchase event amenities for Wagner Park including bistro tables and chairs; and

WHEREAS: The WDDDA Executive Director is authorized to execute contracts on behalf of the WDDDA for these amenities with the vendors listed below:

Vendor	Purpose	Amount
Ideal Shield	Fabric Bollard Covers	\$1233.98
TransSupply	Class III Barricades	\$2049.50
Furniture Designhouse	Bistro Tables & Chairs	\$6505.43

WHEREAS: For the overnight security of the Wagner Park bistro tables and chairs, cables and combination locks were purchased upon receipt of tables and chairs; let it be

RESOLVED: To reimburse Janet Bloom, Operations Manager, for the purchase of the cables and combination locks for \$153.09, payable from account # 296-6100-911-51-00.

Yes: Chairperson Sam Abbas, Director Mark Guido, Director Jackie Lovejoy, Director John McWilliams, Director Karen Nigosian and Mayor Jack O'Reilly.

No:

Abstained:

Absent: Director Mohammed Hider and Director Audrey Ralko

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Winterfest Market Amendment III 2019

Date Adopted: January 16, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Jackie Lovejoy

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

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

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

WHEREAS: Two additional vendors were part of the Winterfest activities: Malko Media for vinyl banner decals for \$26.50 (total cost is \$53.00, split with EDDDA) and an additional amount of \$50 is requested for Got You Covered photography for onsite photography, Santa photos, and an onsite customer photo experience; therefore, be it

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

Vendor	Item	Price
Reindeer Ranch	Santa with Reindeer & Bench- 4 hours	\$3,200
Pebbles the Clown/ Dana Woods	Face Painter- 5 hours	\$575
Amy Loskowski	Entertainment- 6 hours	\$500
Facebook via POW! Strategies	Facebook/Instagram Advertising	\$100
S&R Tent Rental	Tent, generators, lighting, heat	\$8,525
Jokers 4 Fun LLC	Bounce House	\$240

Got You Covered	Photographer (Oct. approved \$450, Nov. approved \$250, Jan. asking for \$50 increase)	Final total of \$750
Henry Ford College	Ice Sculptures	\$500
Malko Media	vinyl banner decals	\$26.50

Yes: Chairperson Sam Abbas, Director Thomas Clark, Director Mark Guido, Director Jeff Lynch, Director John McWilliams, Director Karen Nigosian,

No:

Abstained:

Absent: Director Mohammed Hider and Director Audrey Ralko

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Winterfest Market/Open House Amendment III 2019

Date Adopted: January 16, 2020

Motioned by: Director Kamal Turfah

Seconded by: Director Mark Guido

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

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

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

WHEREAS: Additional costs for the Open House have been received: Food costs from Top Dog are \$150 for 2018, which were yet to be reimbursed, and Top Dog for \$150 for 2019, decor reimbursement to Jay Kruz of \$86, Artspace \$37 for table set-up, and Henry Ford College Jazz Trio and Choristers were \$400; and

WHEREAS: For the Winterfest event, Malko Media created Winterfest banner vinyl decals for both East and West for a total of \$53.00 to be split equally between EDDDA and WDDDA; let it be

RESOLVED: The EDDDA authorizes expending an additional \$150 to Top Dog, \$400 to Henry Ford Music for Jazz Trio and Choristers, \$86 for Jay Kruz, Artspace \$37, and \$26.50 for Malko Media for vinyl banner decals; furthermore, let it be

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

Vendor	Item	Price
Reindeer Ranch	Reindeer onsite 4 hours	\$3,000
Santa Joe and Mrs. Tricia/Joe Gronda	Santa Claus/Mrs. Claus - 4 hours	\$550
Facebook via POW! Strategies	Facebook/Instagram Advertising	\$100
Gia Warner	Live entertainment	\$500
Jokers 4 Fun LLC	Bounce House	\$240
Dana Woods/Pebbles the Clown	Kids entertainment	\$575
Visual Ronin	Photographer	\$450
Henry Ford College	Ice Sculptures	\$500
Artspace	high top tables rental	\$137
Got You Covered	Photography at Open House	\$175
S&R Tent Rental	Open House tables, chairs, table cloths (\$300 approved in Oct., additional \$117.60 approved in Nov.)	Final Total: \$417.50
Top Dog	food for Open House (\$150 for 2018 and \$150 for 2019)	\$300
Malko Media	WF vinyl banner decals	\$26.50
Henry Ford College Jazz Trio and Choristers	entertainment for Open House	\$400
Jay Kruz	decor	\$86

Yes: Vice-Chairperson Dan Merritt, Secretary-Treasurer Jay Kruz, Director Julia Kapilango, Director Judith McNeeley and Mayor Jack O'Reilly

No:

Abstained:

Absent: Director Jan Cislo and Director Mary O'Bryan