



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

**THURSDAY, FEBRUARY 18, 2021**

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

## **Via Zoom**

Join Zoom Meeting

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

Meeting ID: 433 224 302

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

- I. Call to Order** Chairwoman Kapilango
- II. Roll Call** Secretaries Dietz & Lynch
- III. Joint Meeting Chair for February 2021: Chairwoman Kapilango**
- IV. Approval of the January 2021 Joint Board Meeting & January EDDDA Special Meeting**
- V. Treasurer's Report** Finance/Treasurers
- VI. Action Items** (40 min.)
  - A. Regular Action Items**
    - 1. Joint Board Actions**
      - a) Metromode
      - b) Perennial Exchange
      - c) Social Media Ad Schedule
      - d) Platform Dining
      - e) Exec Committee Action: Outdoor Dining Amenities
    - 2. EDDDA Actions Only**
      - a) Open Door Dearborn - Modern Hijabi
    - 3. WDDDA Actions Only**
      - a) Doggie Stations
      - b) Farmers Market Website Hosting & Maintenance
      - c) Social District Amendment
- VII. Committee Reports**
- VIII. DDDA Executive Management Team & ECD Reports**
- IX. Call to Board of Directors**
- X. Call to Audience** **3 min./guest**
- XI. Adjournment**

# AGENDA OVERVIEW

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## JOINT ACTIONS

### Metromode

The DDDAs have partnered with Metromode (Issue Media Group) for the last four years to create and share economic news stories about Dearborn. This past year's contract consisted of two feature length news stories, one featurette and one Q&A style story per month at a cost of \$38,000 annually with the DDDAs paying \$26,000 of the total contract, and \$12,000 from other partners. The contract expires at the end of February.

Recommended for the next contract year is a contract totaling \$18,000 split equally by the DDDAs (\$9,000 each). This will include 12 feature stories (one per month), six Q&A style stories (one every other month), publish four (4) Dearborn Round-Up Editions on Metromode and in e-newsletter per year, a minimum of twelve (12) Dearborn stories will be published to statewide Second Wave, and 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. The Dearborn Microsite will be maintained on the MetroMode platform, and Downtown Dearborn to be positioned as "PARTNER CITY" during the contract term. IMG will host up to 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.

Metromode continues to pursue other partnering organizations in order to expand coverage for Dearborn outside of the downtown areas. The advisory meetings will be coordinate to assure broad-based reach and collaboration in Dearborn.

### Perennial Exchange

Annually, the DDDAs host a perennial exchange in each district (EDDDA in the Spring and WDDDA in the Fall) with a recommended total budget of \$2060. Resolutions included provide for the purchase of advertising and marketing materials for both events. Social media ad buys are through the POW! contract already approved.

### Social Media Ad Schedule

Through the POW! Strategies contract, \$7500 is dedicated towards social media ad buys. The ad schedule recommended for this year includes:

EVENT/PROMOTION	TOTAL	EDDDA PORTION	WDDDA PORTION	DISTRICT SPLIT
Ladies Night In	\$ 250.00		\$ 250.00	WDDDA
Perennial Exchange	\$ 200.00	\$ 100.00	\$ 100.00	WDDDA
Farmers Market	\$ 800.00	\$ -	\$ 800.00	WDDDA
Movie Nights	\$ 400.00	\$ 200.00	\$ 200.00	EDDDA/WDDDA SPLIT
Social District	\$ 1,000.00		\$ 700.00	EDDDA/WDDDA SPLIT
Trick or Treat	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Pumpkin Carving	\$ 100.00	\$ 50.00	\$ 50.00	EDDDA

Shop Small	\$ 1,000.00	\$ 500.00	\$ 500.00	EDDDA/WDDDA SPLIT
Winterfest	\$ 400.00		\$ 400.00	EDDDA/WDDDA SPLIT
Winter Breeze	\$ 200.00	\$ 200.00		EDDDA
General Page Boosts	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
bike share	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
H2BE	\$ 1,000.00	\$ 1,000.00		EDDDA
Friday Nights	\$ -			WDDDA
Jazz on the Ave	\$ 500.00	\$ 450.00		EDDDA
Music in the Park	\$ 500.00	\$ 500.00		EDDDA
Kids Days	\$ -			WDDDA
Economic Survey	\$ 50.00	\$ 25.00	\$ 25.00	EDDDA/WDDDA SPLIT
Outdoor Dining	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Preservation Month	\$ 50.00	\$ 25.00	\$ 25.00	EDDDA/WDDDA SPLIT
Sidewalk Sale	\$ 100.00	\$ 100.00		EDDDA
Tunes at Noon	\$ 300.00		\$ 300.00	WDDDA
CHP	\$ 200.00	\$ 200.00		EDDDA
<b>TOTAL</b>		<b>\$ 3,750.00</b>	<b>\$ 3,750.00</b>	

The ad schedule does not include Dearborn Restaurant Week (DRW) social media ad buys since this normally comes directly from the event budget and exceeds the contracted amount with POW! for social media buying—last year’s approved budget was \$10,000. This is usually authorized separately at the time of the DRW event approval, which is recommended again for this year.

## Platform Dining

The Design/EV Committee has been investigating the potential of installing platform dining locations in a few test pilot areas of the downtowns to encourage more outdoor dining and enhance the environment. A sole source provider, Unilock, has been identified to create a floating platform that aligns with curbs for a seamless design. This same design has been used in other cities such as Milford (see picture). The cost for the entire system for one location of 8’x40’ (two parking spaces), including planters and seasonal installation/removal, is estimated at \$15,000. Two locations have been identified as part of a test pilot for the WDDDA including on Monroe and on Howard Streets, and one location has been identified for the EDDDA on Schaefer. These outdoor dining platforms will need to be maintained and monitored by an adjacent business for litter and cleanliness. The intent is that the first year of the program will be a pilot project at no cost to the participating business, but by year-two a lease arrangement will be developed to continue utilization in future years and growth of the program. Resolution is attached for approval of expenditures.

## Outdoor Dining

Last month, the DDDA Boards authorized the Executive Committees to finalize the purchase of the igloos and greenhouses for restaurants in the districts. The Executive Committees met to review the final costs and restaurants, executed the purchase. The resolution is attached for the DDDA Boards to formally concur for the record.

## **EAST DDDA ACTION ITEMS ONLY**

### **Open Door Dearborn Grant - Modern Hijabi**

Modern Hijabi, is a proposed retail startup small business in the EDDDA district located at 13750 Michigan Ave. Modern Hijabi has applied for Levels I, II and III of the Open Door Dearborn grant program in the amount of \$10,000. Modern Hijabi received City Building permit approval for their original plan and have secured three quotes for construction from USAF Construction (\$31,800), Stixels Design (\$31,200) and Classic Building Co. (\$27,500) Construction, which includes interior remodeling and new exterior signage. They intend to open in March 2021.

At the January 27, 2021, meeting of the Design/EV Committee, the committee approved recommending to the EDDDA Board funding Modern Hijabi for Level I sign grant of \$2,500, Level II startup assistance for \$2,500 and Level III building improvements for \$5,000 motioned by Jackie Lovejoy and seconded by Mike Kirk with the following conditions:

- 1) the applicant will agree to enlarge Michigan Avenue storefront window opening to approximately 24" above the sidewalk to improve the visibility to the store interior; and
- 2) provide a quote for the window enlargement. for internal repair of the sign which is located on the front of the building facing Michigan Ave.;

Resolution is attached with these conditions. Funding is still available in the budget for FYE2021.

## **WEST DDDA ACTION ITEMS ONLY**

### **Doggie Stations**

In an effort to keep the downtown area welcoming to our dog walkers, as well as convenient and clean in case of an accident, it is recommended to install 20 doggie stations that provide dog bags. The stations will be placed along Michigan Avenue, Garrison and West Village Drive. The replacement bags will be handled by the landscape/maintenance contract. The cost is \$2500.

### **Farmers Market Web Hosting & Maintenance**

Essential IT provides web hosting and maintenance for the Farmers Market website, and the contract is due for renewal at a cost of \$720 annually. This provides basic maintenance (30 minutes per month) and hosting services.

### **Social District Amendment**

At the December 2020 Board meeting, the WDDDA authorized up to \$25,000 for the initial estimated amenities for the Social District in anticipation that the Social District would launch in January. That initial launch date was postponed to further review the plan with City Council through work sessions. The Dearborn City Council has now approved an eight-month pilot

project for the Social District as of its February 9 meeting, and businesses may begin applying for the Social District license through the MLCC.

From the discussions at the work sessions, Council preferred to see a plan that took into account all potential expenses--worst-case scenarios for maintaining these areas. This includes enhancing the litter and trash services with twice daily litter service and 4x per week trash removal. Although many other communities researched who have a Social District have not seen an increase trash. They also encouraged creating an environment that draws residents and consumers into the area with some entertainment and outdoor amenities, and the Police Department recommended a 4-week period for added security to help set standards for enforcement and participants.

The Executive Management team has re-evaluated the event plans for this summer, and in light of the current safety protocols with COVID-19, we are recommending not hosting large scale events like Friday Nights. In turn, it is recommended to change to smaller entertainment options throughout the district located at the Social District commons areas to spread people out and encourage people to socialize respectively. This will allow the WDDDA to utilize otherwise authorized funding for Friday Nights and Kids Days events for continued programming throughout the season, and the additional trash and litter services needed for the area. Typically, the Friday Nights and Kids Days budgets are approximately \$50,000 annually. There are also funds still available from this past summer's events, as well as funding carried forward for COVID-19 relief. The intent is to monitor the real cost of the litter and security services to determine a long-range budget and any associated fees for participating businesses after the pilot project. It is also recommended that a long-term solution for trash receptacles and recycling be developed in order to save on costs that DPW potentially incurs, which may entail the purchase of additional receptacles and contracting for a recycling service.

A resolution authorizing the expenditure of the projected pilot budget of \$170,516 consists of:

Signage	\$5,000	WDDDA	
Trash Receptacles/Service/Barricades	\$80,516	DPW	4x/week
Additional Litter Service	\$30,000	WDDDA	Twice Daily
Security	\$5,000	WDDDA	4-week period
Marketing/Advertising	\$10,000	WDDDA	
Entertainment	\$14,000	WDDDA	
Additional Seating (one-time purchase)	\$16,000	WDDDA	80 ADK Chairs
Temporary Landscape Décor	\$10,000	WDDDA	

The hope is to get the Social District up and operating in March, contingent upon business licensees.

Financial Statement Summary		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
<b>Revenue</b>								
297-0000-311.40-00	Property Tax Capture	\$ 359,405	\$ 366,558	\$ 386,700	\$ 386,700	\$ 636,176	\$ -	N/A
	Brownfield Tax Capture	464,099	448,590	456,900	456,900	-	-	456,900
	<b>Tax Revenue Total</b>	<b>\$ 823,504</b>	<b>\$ 815,148</b>	<b>\$ 843,600</b>	<b>\$ 843,600</b>	<b>\$ 636,176</b>	<b>\$ -</b>	<b>\$ 456,900</b>
297-0000-330.05-14	Local Community Stabilization Authority	23,733	26,223	26,000	26,000	23,965	-	2,035
297-6100-330.01-99	Federal Sources (contra-revenue)	(142,029)	-	-	-	-	-	-
297-6100-365.90-00	Donations from a Private Source	41,850	7,849	46,000	46,000	250	-	45,750
297-0000-361.10-05	Interest Income	27,156	18,330	18,200	18,200	515	-	17,685
297-6100-322.40-10	Events Revenue	-	6,350	3,000	3,000	(4,800)	-	7,800
297-6100-369.90-00	Miscellaneous Income	-	14,203	14,205	14,205	-	-	14,205
	<b>Donation Revenue Total</b>	<b>\$ (49,290)</b>	<b>\$ 72,955</b>	<b>\$ 107,405</b>	<b>\$ 107,405</b>	<b>\$ 19,930</b>	<b>\$ -</b>	<b>\$ 87,475</b>
297-0000-391.96.97	Workers Compensation Fund	0	155	0	-	-	-	0
297-0000-391.91-01	Contributions from the General Fund	11,794	11,310	22,620	22,620	131,195	-	N/A
	<b>Contribution Total</b>	<b>\$ 11,794</b>	<b>\$ 11,465</b>	<b>\$ 22,620</b>	<b>\$ 22,620</b>	<b>\$ 131,195</b>	<b>\$ -</b>	<b>\$ -</b>
	<b>Total Revenue</b>	<b>\$ 786,008</b>	<b>\$ 899,568</b>	<b>\$ 973,625</b>	<b>\$ 973,625</b>	<b>\$ 787,301</b>	<b>\$ -</b>	<b>\$ 544,375</b>
<b>Expenditure</b>								
297-6100-911.10-20	Part-time Wages	\$ 505	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.22-00	City Share of FICA & Medicare	\$ 39	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.25-00	Unemployment Compensation	\$ -	\$ 5,068	\$ 2,200	2,200	\$ -	\$ -	2,200
297-6100-911.26-00	Workers Compensation Contribution	\$ -	\$ -	\$ -	-	\$ -	\$ -	-
297-6100-911.30-40	Audit Services	\$ 763	\$ 800	\$ 800	800	800	-	-
297-2972-463.34-90	Sanitation Contractual Services	\$ 11,794	\$ 2,600	\$ 22,620	22,620	6,345	\$ 13,865	2,410
297-6100-911.30-90	Other Professional Services	\$ -	\$ -	\$ -	-	\$ -	\$ -	-
297-6100-911.34-90	Development Contractual Services	\$ 265,527	\$ 302,415	\$ 426,610	512,077	150,429	\$ 134,595	227,053
297-6100-911.43-82	Copier Repair & Maintenance Services	\$ 362	\$ -	\$ 375	375	\$ -	\$ -	375
297-6100-911.44-10	Building Rental	\$ 10,935	\$ 10,830	\$ 9,000	9,000	6,318	\$ 903	1,779
297-6100-911.51-00	Community Promotion	\$ 190,668	\$ 112,128	\$ 270,860	355,950	63,145	\$ 112,888	179,917
297-6100-911.52-10	Insurance	\$ 4,110	\$ 6,260	\$ 6,234	6,234	3,640	\$ -	2,594
297-6100-911.53-00	Communications	\$ 281	\$ 1,200	\$ 1,128	1,141	718	\$ 423	-
297-6100-911.58-10	Training & Transportation	\$ 2,539	\$ 1,397	\$ 3,500	3,500	225	\$ -	3,275
297-6100-911.60-10	Office Supplies	\$ 802	\$ 401	\$ 1,487	1,487	63	\$ -	1,424
297-6100-911.60-20	Postage	\$ 154	\$ 214	\$ 350	350	\$ -	\$ -	350
297-6100-911.61-90	Non-Capital Equipment	\$ -	\$ -	\$ 3,500	3,500	\$ -	\$ -	3,500
297-6100-911.62-00	Repair & Maintenance Supplies	\$ 1,400	\$ -	\$ -	-	\$ -	\$ -	-
297-6100-911.62-40	Planting Materials	\$ 18,455	\$ 17,825	\$ 30,000	30,000	23,895	\$ 6,105	-
297-6100-911.65-00	Memberships	\$ 513	\$ 435	\$ 1,190	1,190	\$ -	\$ -	1,190
297-6100-911.66-00	Reference Materials	\$ -	\$ -	\$ -	-	\$ -	\$ -	-
297-6100-911.68-80	Licenses, Fees, & Permits	\$ -	\$ -	\$ -	-	\$ -	\$ -	-
297-6100-911.68-90	Other Operating Expenses	\$ -	\$ -	\$ 29,660	29,660	14,203	\$ -	15,457
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	\$ 464,099	\$ 448,590	\$ 456,900	456,900	\$ -	\$ -	456,900
	Total Operating Expenditures	972,946	910,163	1,266,414	1,436,984	269,781	268,779	898,424
	<b>Total Expenditure</b>	<b>\$ 972,946</b>	<b>\$ 910,163</b>	<b>\$ 1,266,414</b>	<b>\$ 1,436,984</b>	<b>\$ 269,781</b>	<b>\$ 268,779</b>	<b>\$ 898,424</b>
	Revenues Over/(Under) Expenditures	\$ (186,938)	\$ (10,595)	\$ (237,538)	(463,359)	\$ 517,520	\$ (268,779)	\$ (354,049)
<b>Balance Sheet</b>						Current	Beginning of Year	
Equity in Pooled Cash	Cash Position					\$ 1,381,997	\$ 950,332	
Current Assets	Current Receivables					5,450	10,000	
	Unearned Income					544,375	971,740	
Current Liabilities	Current Liabilities					(14,203)	(29,154)	
	Encumbrances					(268,779)	(149,888)	
	Uncommitted Budget					(898,424)	(1,099,629)	
	Estimated Ending Cash Position	\$ 1,042,608	\$ 994,168			\$ 750,416	\$ 653,401	

Expenditure Details		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
<b>Beautification</b>								
297-2972-463.34-90	Sanitation Contractual Services	\$ 11,794	\$ 2,600	\$ 22,620	\$ 22,620	\$ 6,345	\$ 13,865	\$ 2,410
297-6100-911.34-90	Holiday Décor & Installation	\$ 17,256	\$ 14,440	10,000	10,000	-	3,477	6,523
297-6100-911.34-90	Landscape & Maintenance	\$ 62,470	\$ 44,841	76,570	93,237	59,376	38,780	(4,919)
297-6100-911.34-90	Snow Removal	\$ 38,536	26538	25,000	25,000	3,450	21,550	-
297-6100-911.34-90	On-Street Bike Racks	\$ -	0	15,000	30,000	-	-	30,000
297-6100-911.34-90	Artspace, Public Space Design		\$ 34,581	10,000	30,000	-	-	30,000
297-6100-911.34-90	Streetscape Enhancements		\$ 8,415	16,000	48,000	-	-	48,000
297-6100-911.62-40	Planting Materials	\$ 18,455	\$ 17,825	30,000	30,000	23,895	6,105	-
	Total Beautification	\$ 151,331	\$ 151,837	\$ 205,190	\$ 288,857	\$ 93,066	\$ 83,777	\$ 112,014
<b>Development</b>								
297-6100-911.51-00	General Marketing (banners, printing, social media)	\$ 4,705	\$ 4,976	\$ 35,000	\$ 36,500	\$ 1,738	222.00	\$ 34,540
297-6100-911.51-00	Branding	34,210	35,568	30,000	86,537	26,705	77,288.00	(17,456)
297-6100-911.51-00	Graphic Design	490	220	-	-	-	-	-
297-6100-911.51-00	Photography	1,125	963	5,000	5,000	-	-	5,000
297-6100-911.51-00	Metro Mode / Issue Media	18,000	18,000	19,000	25,000	20,000	12,001.00	(7,001)
297-6100-911.51-00	CTM Brochure Distribution	2,193	438	-	-	-	-	-
297-6100-911.51-00	Website, Constant Contacts	226	-	230	230	-	-	230
297-6100-911.51-00	Website Hosting & Domain Registration	801	1,828	1,680	1,680	714	-	966
297-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
297-6100-911.51-00	Community Art Enhancement	-	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	Dearborn Community Fund Sculpture Initiative	5,900	-	6,000	6,000	-	-	6,000
297-6100-911.51-00	Art Month	4,480	1,000	1,000	1,000	-	-	1,000
297-6100-911.51-00	Pocket of Perception (student art project)	8,000	-	5,000	5,000	-	-	5,000
297-6100-911.51-00	Fall Promotions	592	-	600	600	208	-	392
297-6100-911.51-00	Holiday Promotions (Holiday Open House, Santa)	8,197	8,486	15,000	15,000	-	-	15,000
297-6100-911.51-00	Shop Small Business Saturday	4,581	5,565	7,000	7,000	7,154	487.00	(641)
297-6100-911.51-00	Restaurant Week	15,583	1,050	16,500	31,553	-	-	31,553
297-6100-911.51-00	African American- History Month	-	43	-	25,000	-	-	25,000
297-6100-911.51-00	Movies in the Park	2,582	1,511	2,200	2,200	2,308	12.00	(120)
297-6100-911.51-00	Music in the Park	5,177	316	4,500	4,500	-	-	4,500
297-6100-911.51-00	Art Crawl (Place Holder)	-	-	2,500	2,500	-	-	2,500
297-6100-911.51-00	City Hall Park Events	-	-	5,550	5,550	-	-	5,550
297-6100-911.51-00	Way Finding	-	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	Build Institute	-	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	Jazz on the Ave	51,136	25,088	55,000	30,000	-	-	30,000
297-6100-911.51-00	Eastborn Clean Up	448	-	1,000	1,000	-	-	1,000
297-6100-911.51-00	Covid Comeback Marketing	-	-	20,000	26,000	4,318	671.00	21,011
297-6100-911.51-00	Other Community Development	8,922	750	2,500	2,500	-	-	2,500
	Total Development	\$ 182,948	\$ 111,402	\$ 270,860	\$ 355,950	\$ 63,145	\$ 90,681	\$ 202,124
<b>Planning &amp; Administration</b>								
297-6100-911.34-90	Pow Strategies	106,038	114,019	193,140	193,140	83,339	69,986	39,815
297-6100-911.34-90	Communications Manager, Public Relations	38,430	39,130	40,000	41,800	3,900	1,537	36,363
297-6100-911.34-90	Building/Business Incentive	-	7,760	40,000	40,000	-	-	40,000
	Total Directors Expenses	144,468	160,909	273,140	274,940	87,239	71,523	116,178
	Unemployment Compensation	-	-	2,200	2,200	-	-	-
various (comment)	Wages & Benefits	-	-	-	-	-	-	-
various (comment)	Other Office Expenses	10,924	10,707	15,064	15,077	5,446	423	9,208
297-6100-911.34-90	Office Cleaning	825	750	900	900	365	540	(5)
297-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	6,318	903	1,779
297-6100-911.61-90	Non-Capital Equipment (light poles)	-	-	3,500	3,500	-	-	3,500
297-6100-911.68-90	Other Operating Expenses (utilities)	-	-	15,455	15,455	-	-	15,455
297-6100-911.68-90	DCC Gun Range ArtSpace Loan Payment	-	-	14,205	14,205	14,203	-	2
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	464,566	448,590	456,900	456,900	-	-	456,900
	Total Planning & Administration	\$ 631,718	\$ 631,786	\$ 790,364	\$ 792,177	\$ 113,571	\$ 73,389	\$ 603,017
	Expenditures	\$ 975,689	\$ 887,265	\$ 1,266,414	\$ 1,436,984	\$ 269,782	\$ 268,779	\$ 898,423
	Contractual Services							
	Community Promotions							
	Other Operating Expenses							

Financial Statement Summary		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
<b>Revenue</b>								
296-0000-311.40-00	Property Tax Capture	\$ 611,157	810,083	\$ 888,400	\$ 888,400	\$ 649,778	\$ -	\$ 238,622
	Brownfield Tax Capture	132,940	208,118	243,700	243,700	-	-	243,700
	<b>Tax Revenue Total:</b>	<b>\$ 744,097</b>	<b>\$ 1,018,201</b>	<b>\$ 1,132,100</b>	<b>\$ 1,132,100</b>	<b>\$ 649,778</b>	<b>\$ -</b>	<b>\$ 482,322</b>
296-0000-330.05-14	Local Community Stabilization Authority	25,313	-	25,000	25,000	-	-	25,000
296-6110-330.01-90	Farmer's Market Federal Grant	1,424	607	1,500	1,500	-	-	1,500
296-6110-369.90-00	Farmer's Market Miscellaneous	18,865	7,265	23,500	23,500	4,245	-	19,255
296-6100-365.90-00	Donations from a Private Source	48,348	16,659	52,500	52,500	250	-	52,250
296-6100-322.40-10	Events Revenue	-	6,545	4,000	4,000	(3,900)	-	7,900
296-0000-361.10-05	Interest Income	19,928	15,928	15,755	15,755	535	-	15,220
296-0000-369.90-00	Miscellaneous Income	6,194	-	-	-	4,669	-	N/A
	<b>Donations &amp; Farmer's Market Total:</b>	<b>\$ 120,072</b>	<b>\$ 47,004</b>	<b>\$ 122,255</b>	<b>\$ 122,255</b>	<b>\$ 5,799</b>	<b>\$ -</b>	<b>\$ 121,125</b>
296-0000-391.91-01	Contributions from the General Fund	37,913	35,000	35,105	35,105	20,475	-	14,630
	<b>General Fund Contribution Total:</b>	<b>37,913</b>	<b>35,000</b>	<b>35,105</b>	<b>35,105</b>	<b>20,475</b>	<b>-</b>	<b>14,630</b>
<b>Total Revenues:</b>		<b>\$ 902,082</b>	<b>1,100,205</b>	<b>\$ 1,289,460</b>	<b>\$ 1,289,460</b>	<b>\$ 676,052</b>	<b>\$ -</b>	<b>\$ 618,077</b>
<b>Expenditure</b>								
296-6100-911.10-20	Part-time Wages	81	-	\$ -	\$ -	\$ -	\$ -	\$ -
296-6100-911.22-00	City Share of FICA & Medicare	6	-	-	-	-	-	-
296-6100-911.26-00	Workers Compensation Contribution	-	-	-	-	-	-	-
296-6100-911.30-40	Audit Services	382	400	400	400	400	-	-
296-2972-463.34-90	Sanitation Contractual Services	25,920	19,620	25,920	25,920	22,480	3,440	-
296-6100-911.34-90	Development Contractual Services	399,227	381,813	522,540	564,425	260,457	219,565	84,403
296-6110-911.34-90	Farmer's Market Contractual Services	16,509	10,924	20,000	20,000	15,345	3,617	1,038
296-6100-911.41-75	WATER/SEWAGE	-	683	-	3,190	2,956	234	-
296-6100-911.43-82	Copier Repair & Maintenance Services	362	-	375	375	-	-	375
296-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	6,318	903	1,779
296-6100-911.51-00	Community Promotion	264,955	175,184	241,225	391,187	76,623	41,855	272,709
296-6100-911.52-10	Insurance	2,670	3,730	5,344	5,344	3,115	-	2,229
296-6100-911.53-00	Communications	225	1,011	1,140	1,140	718	422	-
296-6100-911.58-10	Training & Transportation	2,836	175	3,500	3,500	150	-	3,350
296-6100-911.60-10	Office Supplies	802	395	1,487	1,487	63	-	1,424
296-6100-911.60-20	POSTAGE	-	203	350	350	-	-	350
296-6100-911.61-90	Non-Capital Equipment	-	-	18,600	18,600	4,426	1,000	13,174
296-6100-911.62-00	Repair & Maintenance Supplies	1,400	-	-	-	-	-	-
296-6100-911.62-40	Planting Materials	6,798	577	40,000	40,000	2,014	37,986	-
296-6100-911.65-00	Memberships	513	435	940	940	-	-	940
296-6100-911.68-90	Other Operating Expenses	-	-	1,250	1,250	-	-	1,250
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	132,940	208,118	243,700	243,700	-	-	243,700
296-6100-980.96-34	Facilities Fund	-	-	-	37,500	37,500	-	-
	<b>Total Expenditure:</b>	<b>\$ 866,561</b>	<b>\$ 814,098</b>	<b>\$ 1,135,771</b>	<b>\$ 1,368,308</b>	<b>\$ 432,565</b>	<b>\$ 309,022</b>	<b>\$ 626,721</b>
Revenues Over/(Under) Expenditures		\$ 35,521	\$ 286,107	\$ 153,689	\$ (78,848)	\$ 243,487	\$ (309,022)	\$ (8,644)
<b>Balance Sheet</b>						Current	Beginning of Year	
Equity in Pooled Cash Cash Position						\$ 1,355,244	1,083,008	
Current Assets						9,440	14,800	
Current Liabilities						618,077	1,289,460	
Encumbrances						-	(16,076)	
Uncommitted Budget						(309,022)	(140,107)	
Estimated Ending Cash Position		\$ 906,009	1,083,008			(626,721)	(952,912)	
						\$ 1,047,018	1,278,173	
<b>Expenditure Details</b>		FY2018	FY2019	FY2020				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
<b>Beautification</b>								
296-2972-463.34-90	Sanitation Contractual Services	\$ 25,920	19,620	\$ 25,920	\$ 25,920	\$ 22,480	\$ 3,440	\$ -
296-6100-911.34-90	Holiday Décor & Installation	17,350	15,017	10,000	10,000	-	1,350	8,650
296-6100-911.34-90	Landscape & Maintenance	55,820	193,459	188,000	225,885	158,497	108,662	(41,274)
296-6100-911.34-90	Snow Removal	38,250	39,678	36,500	36,500	-	36,563	(63)
296-6100-911.34-90	On-Street Bike Racks	516	-	4,000	8,000	-	-	8,000
296-6100-911.34-90	Master Plan/Vision, Art in Public Spaces	-	-	10,000	10,000	-	-	10,000
296-6100-911.62-40	Planting Materials	6,798	577	40,000	40,000	2,014	37,986	-
	<b>Total Beautification</b>	<b>\$ 144,654</b>	<b>268,351</b>	<b>\$ 314,420</b>	<b>\$ 356,305</b>	<b>\$ 182,991</b>	<b>\$ 188,001</b>	<b>\$ (14,687)</b>



**Development**

296-6100-911.51-00	General Marketing (banners, printing, social media)	10,258	10,649	\$ 35,000	\$ 35,000	\$ 2,215	\$ 280	\$ 32,505
296-6100-911.51-00	Branding	118,371	84,932	30,000	138,262	26,705	30,240	81,317
296-6100-911.51-00	CTM Brochure Distribution	2,339	438	-	-	2,403	1,202	(3,605)
296-6100-911.51-00	Photography	1,850	963	5,000	5,000	-	-	5,000
296-6100-911.51-00	Metro Mode / Issue Media	18,000	18,000	19,000	25,000	6,000	1	18,999
296-6100-911.51-00	Website, Constant Contacts	226	-	230	230	-	-	230
296-6100-911.51-00	Website Hosting & Domain Registration	801	2,188	1,680	1,680	714	-	966
296-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	5,600	-
296-6100-911.51-00	Community Art Enhancement	-	-	4,000	4,000	-	-	4,000
296-6100-911.51-00	Art month, Art Spark, Pocket Park Mural, POP-Student	5,500	1,000	1,000	1,000	-	-	1,000
296-6100-911.51-00	Fall Promotions	193	-	300	300	150	-	150
296-6100-911.51-00	Holiday Promotions, Holly Berry Brunch Program	16,144	13,590	14,665	14,665	14,120	300	245
296-6100-911.51-00	Shop Small Business Saturday	3,665	6,480	7,000	7,000	6,919	437	(356)
296-6100-911.51-00	Restaurant week	17,581	1,050	16,500	31,553	-	-	31,553
296-6100-911.51-00	Tunes at Noon	-	3,024	3,700	3,700	-	-	3,700
296-6100-911.51-00	Friday Nites Concert Series & Winterfest	32,876	8,468	38,000	38,000	6,572	380	31,048
296-6100-911.51-00	Movies In the Park	-	1,488	3,100	3,100	1,786	12	1,302
296-6100-911.51-00	Ladies Night Out	-	-	3,400	3,400	-	-	3,400
296-6100-911.51-00	Pernennail	-	360	550	550	-	-	550
296-6100-911.51-00	Kids Day	1,457	8,945	12,500	12,500	-	-	12,500
296-6100-911.51-00	Way Finding	-	-	10,000	10,000	-	-	10,000
296-6100-911.51-00	Build Institute Program/Entrepreneur	-	-	10,000	10,000	-	-	10,000
296-6100-911.51-00	Farmer's Market Contractual Services	16,509	13,564	20,000	20,000	15,345	3,617	1,038
296-6100-911.34-90	Building / Business Incentives	-	-	40,000	40,000	7,500	-	32,500
296-6100-911.51-00	Covid Comeback Marketing	-	-	20,000	36,221	9,038	2,260	24,923
296-6100-911.51-00	Other Community Development	4,479	798	-	-	-	-	-
	Total Development	\$ 259,784	181,837	\$ 301,225	\$ 446,761	\$ 99,467	\$ 44,329	\$ 302,965

**Planning & Administration**

296-6100-911.34-90	Pow Strategies	128,820	95,242	193,140	193,140	90,195	76,436	26,509
296-6100-911.34-90	Communications Manager, Public Relations	30,064	40,680	40,000	40,000	3,900	1,537	34,563
	Total Directors Expenses	158,884	135,922	233,140	233,140	94,095	77,973	61,072
various (comment)	Wages & Benefits	87	-	-	-	-	-	-
various (comment)	Other Office Expenses	9,277	7,585	13,536	16,726	7,402	656	8,668
296-6100-911.34-90	Office Cleaning	-	975	900	900	365	540	(5)
296-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	6,318	903	1,779
296-6100-911.61-90	Non-Capital Equipment (lighting, repairs)	-	-	18,600	23,026	4,426	1,000	17,600
296-6100-911.68-90	Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	132,940	208,118	243,700	243,700	-	-	243,700
296-6100-980.96-34	Facilities Fund-Bryant Library	-	-	-	37,500	-	-	37,500
	Total Planning & Administration	\$ 462,123	363,430	\$ 286,986	\$ 332,102	\$ 112,606	\$ 81,072	\$ 371,564

Expenditures	\$ 866,561	814,098	\$ 1,135,771	\$ 1,368,308	\$ 395,064	\$ 309,022	\$ 664,222
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Contractual Services
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Community Promotions
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Other Operating Expenses
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CITY OF DEARBORN  
**EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)**  
**WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)**  
**REGULARLY SCHEDULED JOINT BOARD MEETING**

**January 21, 2021**  
Virtual Meeting via Zoom

Topic: Joint DDDA Board Meeting  
Time: Jan 21, 2021 08:00 AM Eastern Time (US and Canada)

Join Zoom Meeting  
<https://us02web.zoom.us/j/433224302?pwd=bmd2VzZBZ2l2WEY5eDUyVmVCQlQwQT09>

Meeting ID: 433 224 302  
Passcode: 844577  
One tap mobile  
+13126266799,,433224302#,,, \*844577# US (Chicago)  
+19292056099,,433224302#,,, \*844577# US (New York)

Dial by your location  
+1 312 626 6799 US (Chicago)  
+1 929 205 6099 US (New York)  
+1 301 715 8592 US (Washington D.C)  
+1 346 248 7799 US (Houston)  
+1 669 900 6833 US (San Jose)  
+1 253 215 8782 US (Tacoma)  
Meeting ID: 433 224 302  
Passcode: 844577

Join by Skype for Business  
<https://us02web.zoom.us/skype/433224302>

## MINUTES

### MEMBERS PRESENT

EAST DDA : Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt (joined 8:06am), Mayor Jack O'Reilly, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Mary O'Bryan, Director Kamal Turfah, Director Eric Woody.

WEST DDA : Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider (joined 8:10am), Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark Guido, Director Jackie Lovejoy (join 8:10am), Director John

McWilliams, Director Karen Nigosian and Director Audrey Ralko (joined 8:15am).

## **MEMBERS ABSENT**

EAST DDA : Secretary-Treasurer Heidi Merino and Director Janice Cislo

WEST DDA : Secretary-Treasurer Jeff Lynch

## **NON-MEMBERS PRESENT :**

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

OTHERS : Frank Woods (Juneteenth Committee), Rozenia Johnson (Homage to Black Excellence Committees)

### **I. Call to Order**

Joint DDDA Chairperson Sam Abbas called the meeting to order at 8:05 am

### **II. Roll Call**

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

EDDDA: A quorum was present

WDDDA: A quorum was present

### **III. Joint Meeting Chair for January 2021: Chairperson Sam Abbas**

### **IV. Approval of the December 2020 Board Meeting Minutes**

For the EDDDA, the minutes from the December 2020 Board meeting were presented for approval. For EDDDA, motion to approve by Director Matthew Dietz, seconded by Director Eric Woody. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson DAn Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, Director Kamal Turfah - yes, and Director Eric Woody - yes. Motion passed.

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

The minutes were recorded and filed.

**V. Treasurer's Report**

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated December 31, 2020. Revenue to date totaled \$667,110. Total expenditures totaled \$250,562. The current cash position equals \$1,381,997 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$742,813.

WDDDA: Moe Almaliky reviewed the financial statement dated December 31, 2020. Revenue to date totaled \$672,827. Total expenditures totaled \$374,982. The current cash position equals \$1,355,244 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$992,660.

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

**VI. Action Items**

**A. Regular Action Items**

**1. Joint Board Actions**

**a) The Henry Ford Partnership**

The EDDDA and WDDDA do an annual marketing contract with The Henry Ford (THF) for cross-promotion. The cost is \$11,200, split equally. The marketing package runs January 1, 2021 to December 31, 2021. It includes listing and link on the THF Vacation Packages webpage for 12 months, half-page advertising in two editions of the THF magazine (110,000 digital distribution), pre-show slides on the Giant Screen for 12 months, two digital ads in the THF eNews, six digital ads in the THF retails eNews, two dedicated promotions via social media (over 600,000 followers on Facebook, Twitter, and Instagram) and opportunities to distribute downtown promotional materials at the THF and additional event tie-ins. The cost for EDDDA is \$5600, expending from account

#297-6100-911-51-00. The cost for WDDDA is \$5600, expending from account ##296-6100-911-51-00.

For WDDDA, motion to approve was motioned by Mayor Jack O'Reilly, seconded by Director Jackie Lovejoy.

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

For EDDDA, motion to approve was made by Director Matthew Dietz, seconded by Director Kamal Turfah. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, Director Kamal Turfah - yes, and Director Eric Woody - yes. Motion passed.

#### **b) Social Media Management**

The EDDDA and WDDDA value and wish to increase communications, public relations, marketing and media exposure for Downtown Dearborn. The EDDDA and WDDDA wish to execute the option to add Social Media Management to the POW! Strategies, Inc. contract in the amount of \$35,400 annually with a flat fee of \$2,950 monthly, running from January 1, 2021 to December 31, 2021. The WDDDA and EDDDA agrees to a fee of \$35,400, to be split equally. The cost to WDDDA is \$17,700 expending from account #296-6100-911-34-90 for Social Media Management. The cost to EDDDA is \$17,700 expending from account #297-6100-911-34-90 for Social Media Management.

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

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

For EDDDA, motion to approve by Director Matthew Dietz, seconded by Director Kamal Turfah. Roll call vote: Chairperson Julia Kapilango - abstain, Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, Director Kamal Turfah - yes, and Director Eric Woody - yes. Motion passed.

**c) Zoom Webinar**

The EDDDA and WDDDA have pivoted to the use of Zoom for virtual meetings due to COVID-19. It is recommended that the DDDAs add the webinar feature to the DDDAs current Zoom account for ease of additional meeting use. The cost to add the webinar feature is \$400, to be split equally between EDDDA and WDDDA.

The WDDDA authorizes the expenditure of \$200 from account #296-6100-911-58-10 and the EDDDA authorizes the expenditure of \$200 from account #297-6100-911-58-10.

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

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

For EDDDA, motion to approve by Director Jay Kruz, seconded by Vice-Chairperson Dan Merritt. Roll call vote: Chairperson Julia Kapilango - yes, Vice - Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, Director Kamal Turfah - yes, and Director Eric Woody - yes. Motion passed.

**d) Outdoor Dining Amenities**

The EDDDA and WDDDA wants to provide additional outdoor dining amenities that are in addition to the tents currently approved in the districts. These additional items are igloos and greenhouses. The EDDDA and WDDDA boards authorize an exigent purchase of up to \$33,600 for EDDDA from EDDDA account #297-6100-911-51-00 and \$XXXXX for WDDDA from account #296-6100-911-51-00. The EDDDA and WDDDA boards authorize the respective Executive Committees to make the final decisions for the participating businesses, number of igloo/greenhouse structures and service provider.

For WDDDA, motion to approve by Director Thomas Clark, seconded by Director Jackie Lovejoy.

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

For EDDDA, motion to approve by Director Eric Woody, seconded by Chairperson Julia Kapilango. Roll call vote: Chairperson Julia Kapilango - yes, Vice - Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, Director Kamal Turfah - yes, and Director Eric Woody - yes. Motion passed.

**e) 2021 Election of Officers**

The EDDDA and 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. The officers shall be elected annually by the Boards and shall consist of a Chair, Vice-Chair and Secretary-Treasurer.

The 2021 Officer Nominating Committee for WDDDA has recommended Sam Abbas for Chairperson, Mohammed Hider for Vice-Chairperson and Jeff Lynch for Secretary-Treasurer. The floor was opened for other nominations. No additional nominations were presented so nominations were closed and a unanimous ballot was cast and elected for the officers named above for the year 2021.

The 2021 Officer Nominating Committee for EDDDA has recommended Julia Kapilango for Chairperson, Eric Woody for Vice-Chairperson and Matthew Dietz for Secretary-Treasurer. The floor was opened for other nominations. No additional nominations were presented so nominations were closed and a unanimous ballot was cast and elected for the officers named above for the year 2021.

For WDDDA, Mayor Jack O'Reilly brings nominations to floor. No other nominations presented. A motion to approve slate as presented by Director Jackie Lovejoy, seconded by Mayor Jack O'Reilly.

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

For EDDDA, Director Mary O'Bryan brings nominations to floor. No other nominations presented. A motion to approve slate as presented by Mayor Jack O'Reilly, seconded by Vice-Chairperson Dan Merritt. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, Director Kamal Turfah, and Director Eric Woody - yes. Motion passed.

**2. WDDDA Actions Only**

There are no WDDDA actions at this time.

### **3. EDDDA Actions Only**

#### **a) Homage to Black Excellence**

The EDDDA is planning the Homage to Black Excellence which is comprised of three events: Art of Courage, Diversity, Equity & Inclusion panel discussions, and Juneteenth Mobility Stroll and Roll.

The Homage to Black Excellence Budget Reallocation 2020 Amendment I authorizes Facebook/Instagram for \$500, Bewick Publications for \$300, \$200 for Educational Artist Talk during Virtual event (vendor TBD), Exhibit preparation - hang artwork for \$200 (Bernie Wilson, Jr.), \$1000 for conservator - clean and maintain artwork (vendor TBD), Jean Smith for Art of Courage Misc. supplies for \$100, and Octane Design for \$7864 for Graphic/Visual Services- Virtual Tour Art of Courage, all expending from account # 297-6100-911-51-00.

It was moved by Director Jay Kruz and it was seconded by Chairperson Julia Kapilango. Roll call vote: Chairperson Julia Kapilango - yes, Vice - Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, Director Kamal Turfah - yes, and Director Eric Woody - yes. Motion passed.

#### **b) Doggie Stations**

The EDDDA wishes to advocate and promote a clean, safe and attractive downtown district by purchasing and installing 14 dog waste dispenser stands with bags. They will be placed along Michigan Avenue, Schaefer Road and on the grounds at City Hall Park area. After competitively reviewing dog station providers, dogwastedepot.com was selected as the lowest price provider with free shipping. The EDDDA authorizes \$1800, expending from account #297-6100-911-34-90 to purchase the dog waste stations.

For EDDDA, motion to approve by Chairperson Julia Kapilango, seconded by Director Mary O'Bryan. Roll call vote: Chairperson Julia Kapilango - yes, Vice - Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, and Director Eric Woody - yes. Motion passed.

#### **c) Additional Branding Ground Decals**

The EDDDA is requesting 20 more 24" branded outdoor stickers from Rocket to encourage social distancing equalling \$1000 to be expended from account #297-6100-911-51-00.

For EDDDA, motion to approve by Director Mary O'Bryan, seconded by Vice-Chairperson Dan Merritt. Roll call vote: Chairperson Julia Kapilango



- yes, Vice - Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - no, Director Mary O'Bryan -yes, Director Kamal Turfah - yes, and Director Eric Woody - yes. Motion passed.

## **VII. Committee Reports**

Committee minutes are in Supplemental Materials in digital board packet.

### **A. Promotion Committee**

Jean Smith:

Pick Up Pledge event is January 22-31, 2021. Delivery costs are high for businesses so customers are being asked to do pickup/carry out of their orders and bypass third party delivery services.

Art of Courage art submissions are due January 27, 2021.

Cristina Sheppard-Decius:

City Hall Park Redesign - On January 27, 2021, there will be two sessions for community input. 6:30pm-7:30 pm for English and 7:30 pm-9pm for Arabic.

### **B. Bike Share/Mobility Committee**

No updates at this time.

### **C. Design/EV Committee**

No updates at this time.

### **D. Steering Committee**

No updates at this time.

## **VIII. DDDA Executive Management Team & ECD Reports**

### **A. DDDA Executive Management Team**

Cristina Sheppard-Decius:

Michigan Downtown Association Spring Workshop is March 26. Let us know if the boards want to attend so a resolution can be prepared. The cost is \$250 for three attendees plus promotional recognition.

### **B. ECD Reports**

Hassan Sheikh:

Grant to release soon from city. Other grants from various organizations and the state are out there so reach out to our team for more information. They are shared on website.

Cristina Sheppard-Decius:

There was an eblast that went out this past weekend listing available grants. PPP has been reopened so be sure to reach out to your bank.

**IX. Call to Board of Directors**

Director Jackie Lovejoy:

February 2 - Sheryl Connelly, Corporate Futurist from Ford, will talk about the forecast for our region, 9am via Zoom. Mayors will also be in attendance to answer any Questions.

Director Dan Merritt:

After about 12 years on the board, he has turned in his resignation from the EDDDA board due to other obligations. He thanked both boards and stated he will stay engaged. He is confident in the current slate of officers.

**X. Call to Audience**

Councilwoman Leslie Herrick:

She thanked Dan Merritt for his years of service and dedication and credits him for her involvement.

**XI. Adjournment**

Motion to adjourn by Director Jackie Lovejoy and Chairperson Julia Kapilango. Meeting adjourned at 10:14 am.

Approved by:

Heidi Merino, Secretary-Treasurer, EDDDA

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Jeff Lynch, Secretary-Treasurer, WDDDA

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CITY OF DEARBORN  
**EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)**  
**SPECIAL BOARD MEETING**

**January 14, 2021**

**9:00 am**

Virtual Meeting via Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/83624708287?pwd=cDdJK0VqQmQrRXpBMVVnSWIKRkw3Zz09>

Meeting ID: 836 2470 8287

Passcode: 624518

One tap mobile

+19292056099,,83624708287#,,,,\*624518# US (New York)

+13017158592,,83624708287#,,,,\*624518# US (Washington D.C)

Dial by your location

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington D.C)

+1 312 626 6799 US (Chicago)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

Meeting ID: 836 2470 8287

Passcode: 624518

Join by Skype for Business

<https://us02web.zoom.us/skype/83624708287>

**MINUTES**

**MEMBERS PRESENT**

EAST DDA : Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt, Secretary-Treasurer Heidi Merino, Mayor Jack O'Reilly, Director Janice Cislo, Director Matthew Dietz, Director Mark Guido, Director Mary O'Bryan, and Director Eric Woody (joined 9:04 am).

## MEMBERS ABSENT

EAST DDA : Director Jay Kruz and Director Kamal Turfah.

## NON-MEMBERS PRESENT :

CITY OF DEARBORN : Hassan Sheikh (ECD), Licia Yangouyian (Legal), Moe Almaliky (Finance), Zeinab Hachem (Council Office), Tim Hawkins (PMADS), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA) and Janet Bloom (DDDA).

OTHERS : Robbya Green-Weir (Homage to Black Excellence Committee) Rozenia Johnson (Homage to Black Excellence Committee), Bill Bowen (Octane Design)

### I. Call to Order

EDDDA Chairperson Julia Kapilango called the meeting to order at 9:03 am

### II. Roll Call

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

EDDDA: A quorum was present

### III. Action Items

#### A. City Hall Park Translation Services Amendment

The EDDDA wishes to improve City Hall Park and is doing a postcard mailing to notify residents around the district of the upcoming community input session being held on January 27, 2021 and presented by Beckett & Raeder. Beshara will print posters (\$100), and postcards (\$140), print addresses on cards, and supply postage (\$350), apply postage (\$40) and drop off at post office. The input session will be in two languages: Arabic and English. Beckett & Raeder will need \$2800 to translate and aggregate responses and have additional meeting preparation. Expend \$700 to Beshara and \$2800 to Beckett & Raeder expending from General Marketing budget line item account # 297-6100-911-51-00.

For EDDDA, motion to approve was made by Director Matthew Dietz, seconded by Director Eric Woody. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson Dan Merritt - yes, Secretary-Treasurer Heidi Merino-yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Mary O'Bryan -yes, and Director Eric Woody - yes. Motion passed.

## **B. Homage to Black Excellence Amendment**

The EDDDA is adding additional activities and vendors to the Homage to Black Excellence Art of Courage and Diversity, Equity & Inclusion events. The EDDDA authorizes to expend \$7864 to Octane Design from account under budget line item Community Art Enhancement for a virtual tour of the Art of Courage event. Also, Facebook and Instagram is being reduced by \$250, Bewick increases by \$150, Jean Smith is added for miscellaneous supplies for \$100, and \$200 to Bernie Wilson, Jr. for hanging artwork, and an additional \$1200 is being added for additional services for Art of Courage with vendors TBD. These will expend under account #297-6100-911-51-00 and those for Art of Courage will be under budget line item Community Art Enhancement for that account.

For EDDDA, motion to approve was made by Director Eric Woody, seconded by Vice-Chairperson Dan Merritt. Roll call vote: Chairperson Julia Kapilango - yes, Vice-Chairperson Dan Merritt - yes, Secretary-Treasurer Heidi Merino-yes, Director Janice Cislo - no, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Mary O'Bryan -yes, and Director Eric Woody - yes. Motion passed.

## **IV. Call to Board of Directors**

Cristina Sheppard-Decius:

Next Thursday is regular board meeting at 8am. Lot of social media messaging out regarding these events as well as City Hall Park. Invite people to attend and increase engagement.

## **V. Call to Audience**

None

## **VI. Adjournment**

Meeting adjourned at 9:38 am.

Approved by:

Heidi Merino, Secretary-Treasurer, EDDDA

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# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Metromode Contract 2021/22-EDDDA

Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (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 contracted with Issue Media Group/Metromode from March 1, 2020 - February 28, 2021, totaling \$38,000 to be split equally between the EDDDA and WDDDA; and

**WHEREAS:** For the 2021/2022 contact with Issue Media Group/Metromode, the cost is \$18,000 from March 1, 2021 - February 28, 2022, to be split equally with EDDDA and WDDDA and will consist of one feature story per month and six Q&A's throughout the year, therefore, let it be

**RESOLVED:** The EDDDA authorizes expending \$9,000 from Community Promotions account #297-6100-911-51-00 with Issue Media Group/Metromode; furthermore, let it be

**RESOLVED:** The Manager of the DDDAs 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:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Metromode Contract 2021/22-WDDDA

Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (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 contracted with Issue Media Group/Metromode starting March 1, 2020 - February 28, 2021, totaling \$38,000 to be split equally between the EDDDA and WDDDA; and

**WHEREAS:** For the 2021/2022 contract with Issue Media Group/Metromode, the cost is \$18,000 from March 1, 2021 - February 28, 2022, to be split equally with EDDDA and WDDDA and will consist of one feature story a month, six Q&A's throughout the year, therefore, let it be

**RESOLVED:** The WDDDA authorizes expending \$9,000 from Community Promotions account #296-6100-911-51-00 with Issue Media Group/Metromode; furthermore, let it be

**RESOLVED:** The Manager of the DDDAs 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

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Spring Perennial Exchange 2021 - EDDDA

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

**WHEREAS:** The Promotions and Organization Committee has recommended hosting and coordinating a Spring Perennial Exchange in the EDDDA to increase engagement in open spaces in Downtown Dearborn while adhering to COVID-19 protocols; and

**WHEREAS:** The EDDDA anticipates expenditures of \$1030 for the Spring Perennial Exchange for posters from Beshara and newspaper ads from Bewick Publications, Michigan Gardener, Arab American News, and Yemeni News; so let it be

**RESOLVED:**

1. That the EDDDA obligates \$1030 in expenditures for the Spring Perennial Exchange event from the Community Promotions Budget # 297-6100-911-51-00 for 2021; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with the companies listed below for the Spring Perennial Exchange, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Beshara Printing	Posters (qty. 100)	\$100
Bewick Publications	newspaper advertisement	\$150
Michigan Gardener	advertisement-business card ad - one month	\$475
Arab American News	advertisement	TBD
Yemeni News	advertisement	TBD

Yes:

No:

Abstained:

Absent:



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Fall Perennial Exchange 2021 - WDDDA

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

**WHEREAS:** The Promotions and Organization Committee has recommended hosting and coordinating a Fall Perennial Exchange in the WDDDA to increase engagement in open spaces in Downtown Dearborn while adhering to COVID-19 protocols; and

**WHEREAS:** The WDDDA anticipates expenditures of \$1030 for the Fall Perennial Exchange for posters from Beshara and newspaper ads from Bewick Publications, Michigan Gardener, Arab American News, and Yemeni News; so let it be

**RESOLVED:**

1. That the WDDDA obligates \$1030 in expenditures for the Fall Perennial Exchange event from the Community Promotions Budget # 296-6100-911-51-00 for 2021; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the companies listed below for the Fall Perennial Exchange, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Beshara Printing	Posters (qty. 100)	\$100
Bewick Publications	newspaper advertisement	\$150
Michigan Gardener	advertisement-business card ad - one month	\$475
Arab American News	advertisement	TBD
Yemeni News	advertisement	TBD

Yes:

No:

Abstained:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Social Media Boosts 2021 - EDDDA

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Development Authority (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 2021 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 #296-6110-911-51-00 for costs related to social media boosts through POW! Strategies, Inc. contract; therefore, let it be

**RESOLVED:** The EDDDA authorizes \$3750 for the following revised social media ad buy schedule for 2021:

EVENT/PROMOTION	TOTAL AMOUNT	EDDDA	WDDDA	DISTRICT SPLITS
Ladies Night In	\$ 250.00	0	\$ 250.00	WDDDA
Perennial Exchange	\$ 200.00	\$ 100.00	\$ 100.00	WDDDA
Farmers Market	\$ 800.00	\$ -	\$ 800.00	WDDDA
Movie Nights	\$ 400.00	\$ 200.00	\$ 200.00	EDDDA/WDDDA SPLIT
Social District	\$ 1,000.00	0	\$ 700.00	EDDDA/WDDDA SPLIT
Trick or Treat	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Pumpkin Carving	\$ 100.00	\$ 50.00	\$ 50.00	EDDDA
Shop Small	\$ 1,000.00	\$ 500.00	\$ 500.00	EDDDA/WDDDA SPLIT
Winterfest	\$ 400.00	0	\$ 400.00	EDDDA/WDDDA SPLIT

Winter Breeze	\$ 200.00	\$ 200.00	0	EDDDA
				EDDDA/WDDDA
General Page Boosts	\$ 200.00	\$ 100.00	\$ 100.00	SPLIT
				EDDDA/WDDDA
bike share	\$ 200.00	\$ 100.00	\$ 100.00	SPLIT
H2BE	\$ 1,000.00	\$ 1,000.00	0	EDDDA
Friday Nights	\$ -	0	0	WDDDA
Jazz on the Ave	\$ 500.00	\$ 450.00	0	EDDDA
Music in the Park	\$ 500.00	\$ 500.00	0	EDDDA
Kids Days	\$ -	0	0	WDDDA
				EDDDA/WDDDA
Economic Survey	\$ 50.00	\$ 25.00	\$ 25.00	SPLIT
				EDDDA/WDDDA
Outdoor Dining	\$ 200.00	\$ 100.00	\$ 100.00	SPLIT
				EDDDA/WDDDA
Preservation Month	\$ 50.00	\$ 25.00	\$ 25.00	SPLIT
Sidewalk Sale	\$ 100.00	\$ 100.00		EDDDA
Tunes at Noon	\$ 300.00		\$ 300.00	WDDDA
CHP	\$ 200.00	\$ 200.00	0	EDDDA
<b>TOTAL</b>		<b>\$ 3,750.00</b>	<b>\$ 3,750.00</b>	

Yes:

No:

Abstention:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## Social Media Boosts 2021 - WDDDA

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) and the East Dearborn Development Authority (EDDDA) Board of Directors recognize the importance of promoting the districts' events via social media; and

**WHEREAS:** The WDDDA and EDDDA has a slate of 2021 events that would benefit from paid social media boosts to engage businesses, residents and visitors alike; and

**WHEREAS:** The WDDDA and EDDDA approved expenditures up to \$7,500 for Farmers Market from Account #296-6110-911-34-90 and for remaining listed activities 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 \$3750 for the following revised social media ad buy schedule for 2021:

EVENT/PROMOTION	TOTAL AMOUNT	EDDDA	WDDDA	DISTRICT SPLITS
Ladies Night In	\$ 250.00	0	\$ 250.00	WDDDA
Perennial Exchange	\$ 200.00	\$ 100.00	\$ 100.00	WDDDA
Farmers Market	\$ 800.00	\$ -	\$ 800.00	WDDDA
Movie Nights	\$ 400.00	\$ 200.00	\$ 200.00	EDDDA/WDDDA SPLIT
Social District	\$ 1,000.00	0	\$ 700.00	EDDDA/WDDDA SPLIT
Trick or Treat	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Pumpkin Carving	\$ 100.00	\$ 50.00	\$ 50.00	EDDDA
Shop Small	\$ 1,000.00	\$ 500.00	\$ 500.00	EDDDA/WDDDA SPLIT
Winterfest	\$ 400.00	0	\$ 400.00	EDDDA/WDDDA

				SPLIT
Winter Breeze	\$ 200.00	\$ 200.00	0	EDDDA
General Page Boosts	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
bike share	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
H2BE	\$ 1,000.00	\$ 1,000.00	0	EDDDA
Friday Nights	\$ -	0	0	WDDDA
Jazz on the Ave	\$ 500.00	\$ 450.00	0	EDDDA
Music in the Park	\$ 500.00	\$ 500.00	0	EDDDA
Kids Days	\$ -	0	0	WDDDA
Economic Survey	\$ 50.00	\$ 25.00	\$ 25.00	EDDDA/WDDDA SPLIT
Outdoor Dining	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Preservation Month	\$ 50.00	\$ 25.00	\$ 25.00	EDDDA/WDDDA SPLIT
Sidewalk Sale	\$ 100.00	\$ 100.00		EDDDA
Tunes at Noon	\$ 300.00		\$ 300.00	WDDDA
CHP	\$ 200.00	\$ 200.00	0	EDDDA
<b>TOTAL</b>		<b>\$ 3,750.00</b>	<b>\$ 3,750.00</b>	

Yes:

No:

Abstention:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Platform Dining Amenities- EDDDA

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** It is the goal of East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) to establish areas of increased customer traffic and sales at established businesses with unique attractions; and

**WHEREAS:** The EDDDA wishes to establish outdoor platform dining structures for the purpose of additional seating for restaurants and bars in the district; and

**WHEREAS:** It is estimated that the cost per 8'x40' platform dining set up is \$15,000 for platform, and planter and containment amenities;

**WHEREAS:** Unilock is a sole-source provider of the platform; therefore, let it be

**RESOLVED:** The EDDDA Board authorizes a purchase from Unilock of up to \$7600 for one platform dining location from account # 297-6100-911-34-90; and let it be further

**RESOLVED:** The EDDDA Board authorizes the purchase of planters of up to \$5400, and seasonal installation and removal of up to \$2,000; let it be further

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

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Platform Dining Amenities- WDDDA

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** It is the goal of East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) to establish areas of increased customer traffic and sales at established businesses with unique attractions; and

**WHEREAS:** The WDDDA wishes to establish outdoor platform dining structures for the purpose of additional seating for restaurants and bars in the district; and

**WHEREAS:** It is estimated that the cost per 8'x40' platform dining set up is \$15,000 for platform, and planter and containment amenities; therefore, let it be

**RESOLVED:** The WDDDA Board authorizes a purchase from Unilock of up to \$15,200 for two platform dining location from account # 296-6100-911-34-90; and let it be further

**RESOLVED:** The WDDDA Board authorizes the purchase of planters of up to \$10,800, and seasonal installation and removal of up to \$4,000; let it be further

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

Yes:

No:

Abstained:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Outdoor Dining Amenities - Amendment I - EDDDA

Date Adopted: January 28, 2021

Motioned by: Secretary-Treasurer Matthew Dietz

Seconded by: Vice-Chairperson Eric Woody

**WHEREAS:** It is the goal of East Dearborn Downtown Development Authority (EDDDA) to establish areas of increased customer traffic and sales at established businesses with unique attractions; and

**WHEREAS:** The Dearborn City Council approved \$200,000 at the December 30th meeting to pay for tents, heating and electrical to support approximately 6 tents throughout the city for a 3-month duration for communal outdoor dining; and

**WHEREAS:** The EDDDA wishes to establish outdoor structures immediately for the purpose of additional seating for restaurants and bars in the district that are best served with igloos or greenhouses as opposed to communal tents due to spacing of restaurants; and

**WHEREAS:** It was estimated that the cost per igloo is \$1475 sourced from SourceHub, and cost per greenhouse is \$1149, with \$1100 for delivery and installation sourced from Omnia Partners Cooperative through a city contract; and

**WHEREAS:** The EDDDA Board authorized an exigent purchase of up to \$33,600 from account # 297-6100-911-51-00 for igloos and greenhouses; and

**WHEREAS:** Businesses are to provide heat, electrical and furnishings; and

**WHEREAS:** The EDDDA Board authorized the EDDDA Executive Board to make the final decision for the participating businesses, number of igloo/greenhouse structures and service provider; so let it be

**RESOLVED:** The EDDDA Executive Committee authorizes to defer to businesses for selection of igloos or greenhouses, based on their needs, and then authorize the Manager of the DDDAs to purchase thereafter. If businesses don't respond with a preferred choice, the Manager of the DDDAs is authorized to make a recommendation and move forward with purchase; and let it be

**RESOLVED:** These purchases are considered an exigency purchase that follows the purchasing ordinance for emergency purchases, coming from account # 297-6100-911-51-00; and let it be

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



Yes: Director Matthew Dietz and Director Eric Woody.

No:

Abstain:

Absent: Chairperson Julia Kapilango

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Outdoor Dining Amenities - Amendment I - WDDDA

Date Adopted: January 28, 2021

Motioned by: Chairperson Sam Abbas

Seconded by: Vice-Chairperson Mohammed Hider

**WHEREAS:** It is the goal of West Dearborn Downtown Development Authority (WDDDA) to establish areas of increased customer traffic and sales at established businesses with unique attractions; and

**WHEREAS:** The Dearborn City Council approved \$200,000 at the December 30th meeting to pay for tents, heating and electrical to support approximately 6 tents throughout the city for a 3-month duration for communal outdoor dining; and

**WHEREAS:** The WDDDA wishes to establish outdoor structures immediately for the purpose of additional seating for restaurants and bars in the district that are best served with igloos or greenhouses as opposed to communal tents due to spacing of restaurants; and

**WHEREAS:** It was estimated that the cost per igloo is \$1475 sourced from SourceHub, and cost per greenhouse is \$1149, with \$1100 for delivery and installation sourced from Omnia Partners Cooperative through a city contract; and

**WHEREAS:** The WDDDA Board authorized an exigent purchase of up to \$38,400 from account # 296-6100-911-51-00 for igloos and greenhouses; and

**WHEREAS:** Businesses are to provide heat, electrical and furnishings; and

**WHEREAS:** The WDDDA Board authorized the WDDDA Executive Board to make the final decision for the participating businesses, number of igloo/greenhouse structures and service provider; so let it be

**RESOLVED:** The WDDDA Executive Committee authorizes to begin purchases of igloos based upon the results of a complete site survey; and let it be

**RESOLVED:** These purchases are considered an exigency purchase that follows the purchasing ordinance for emergency purchases, coming from account # 296-6100-911-51-00; and let it be

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

Yes: Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider, and  
Secretary-Treasurer Jeff Lynch.

No:

Abstain:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Open Door Dearborn Business Incentives Program - Grant Application: Modern Hijabi - Hamzah Nasser-EDDDA

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Downtown Development Authority (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:** Modern Hijabi, is a proposed retail startup small business in the EDDDA district. The retail clothing store proposes to complete the project in March 2021 and is located at 13750 Michigan Ave. Modern Hijabi has applied for Levels I, II and III of the Open Door Dearborn grant program in the amount of \$10,000; and

**WHEREAS:** Modern Hijabi received City Building permit approval for their original plan. They have secured three quotes for construction from USAF Construction (\$31,800), Stixels Design (\$31,200) and Classic Building Co. (\$27,500) Construction includes interior remodeling and new exterior signage; and

**WHEREAS:** At the January 27, 2021, meeting of the Design/EV Committee, the committee approved recommending to the EDDDA Board funding Modern Hijabi for Level I sign grant of \$2,500, Level II startup assistance for \$2,500 and Level III building improvements for \$5,000 motioned by Jackie Lovejoy and seconded by Mike Kirk with the following conditions:

- 1) the applicant will agree to enlarge Michigan Avenue storefront window opening to approximately 24" above the sidewalk to improve the visibility to the store interior; and
- 2) provide a quote for the window enlargement. for internal repair of the sign which is located on the front of the building facing Michigan Ave.; and let it be

**RESOLVED:** The EDDDA awards a Level I grant for \$2,500, a Level II grant for \$2,500 and Level III grant up to \$5,000 from the Open Door Dearborn grant program from account #297-6100-911-34-90, contingent on meeting requested conditions by Design/EV Committee; and subject to review and approval of Corporation Counsel.

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Doggie Stations FYE 2020 - WDDDA

Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) wishes to advocate and promote a clean, safe and attractive downtown district by purchasing and installing dog waste bag dispenser stands with bags within West Dearborn district; and

**WHEREAS:** It was recommended to install 20 dog waste stations along Michigan Avenue and Garrison St. and by Wagner Place area; and

**WHEREAS:** After competitively reviewing dog station providers, Dogwastedepot.com was selected as the lowest price provider with free shipping; so let it be

**RESOLVED:** The WDDDA authorizes the purchase of 20 dog waste stations for \$2500, expending from account #296-6100-911-34-90; and let it be

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

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Essential IT - Farmers & Artisans Market 2021 Contract - WDDDA

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

**WHEREAS:** Essential IT provides Dearborn Farmers Market website hosting, maintenance, and updates for the Farmers & Artisans Market website for an annual contract cost of \$720, with a contract date of January 1, 2021 to December 31, 2021; so let it be

**RESOLVED:**

1. That the WDDDA obligates \$720 from the Community Promotions Budget # 296-6100-911-51-00 to fund the event costs for the 2021 Dearborn Farmers & Artisans Market; and
2. The WDDDA Board authorizes the Manager of the DDDAs to execute the contract, subject to the review and approval of Corporation Counsel.

Yes:

No:

Abstained:

Absent:

Adopted:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Social District Program Amenities Amendment II - 2020- WDDDA

Date Adopted:

Motioned by:

Seconded by:

- WHEREAS:** Michigan Public Act 124 of 2020, Social Districts, was signed into law on July 1, 2020, enabling Michigan municipalities to establish Social Districts that allow for “common areas” where two or more contiguous licensed establishments (bars, distilleries, breweries, restaurants and tasting rooms) could sell alcoholic beverages in special designated plastic cups to be taken into the area for consumption;
- WHEREAS:** The WDDDA goal is to establish areas of increased customer traffic and sales at established businesses with unique attractions; and
- WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) wishes to establish a Social District as presented, following the guidelines provided by the State of Michigan; and
- WHEREAS:** Businesses who participate in the Social District are required to apply for a license through the State of Michigan Liquor License Commission with approval from the City of Dearborn, as well as name the City of Dearborn as an additional insured on their insurance policies and provide proof of coverage; and
- WHEREAS:** The participating businesses will need to pay \$250 application fee to the State of Michigan and must follow all the outlined guidelines and directives from the State of Michigan, City of Dearborn and the WDDDA, for participating in a Social District; therefore, let it be
- WHEREAS:** The WDDDA Board authorized the Social District Plan and the designation of the Social District(s) be presented to the City of Dearborn City Council for approval at the August 20, 2020 Joint DDAs Board meeting; and
- WHEREAS:** The WDDDA Board approved on November 19, 2020, to authorize the Executive Committee to expend up to \$25,000 to obtain the structures, heat, electrical and furnishings, contingent that it is considered an exigency purchase that follows the purchasing ordinance for emergency purchases for the Social District, coming from account # 296-6100-911-51-00; and
- WHEREAS:** The City of Dearborn City Council approved the Social District pilot project through September 30, 2021, at its February 9, 2021, meeting; and
- WHEREAS:** Additional amenities and services will need to be acquired to maintain the Social District pilot project; so let it be
- RESOLVED:** The WDDDA Board authorizes the expenditure of an additional \$65,000 for the amenities and services listed below from accounts # 296-6100-911-51-00 and #296-6100-911-34-90; and let it be



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

<b>Service Provider</b>	<b>Item</b>	<b>WDDDA Cost</b>	<b>Account</b>
<b>Beshara</b>	<b>Signage: 92 - 12 x 18 pole signs at \$7/ea. (directional/rules &amp; code of conduct/enter/exit)</b>	Approved \$700; <b>Add an additional \$1150</b>	51-00
Beshara	posters (qty. 100)	\$100	51-00
Malko Media	Signage: 34 - at \$25/ea. (social district signage for a-frames)	\$850	51-00
POW! Strategies, Inc.	Patio heaters (qty. 2)	\$334	51-00
<b>TBD</b>	<b>Entertainment (14 weeks)</b>	<b>\$14,000</b>	<b>51-00</b>
City of Dearborn	Sanitation services (April-September 30) \$3355/weekly - \$80,520	0	n/a
<b>Fairlane Grounds</b>	<b>Twice Daily Additional Litter Service (April - September)</b>	<b>\$30,000</b>	<b>34-90</b>
<b>TBD</b>	<b>Security (4-weeks)</b>	<b>\$5000</b>	<b>51-00</b>
<b>TBD</b>	<b>Decor</b>	<b>\$10,000</b>	<b>51-00</b>
<b>TBD</b>	<b>Marketing/Advertising/Design</b>	<b>\$10,000</b>	<b>51-00</b>
<b>Home Depot/Omnia Partners</b>	<b>Adirondack Chairs (80) (est. \$160.10 per chair) \$12,808</b> Previously Approved \$2466 through Welcome Back Campaign (equals 15 chairs)	<b>Additional \$10,342</b> \$2466 Previously Approved	<b>51-00</b>

Yes:

No:

Abstention:

Absent:

## Issue Media Group + East and West Downtown Dearborn Development Authorities 2021 Partnership

### 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 (1) feature-length story per month (12 per contract year) PLUS an additional (6) profiles or Q & A’s during the contract period.
- Publish four (4) Dearborn Round-Up Editions on **Metromode** and in e-newsletter per year
- A minimum of twelve (12) 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 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 up to 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.
- Integrate stakeholders program – content sharing and social media networks.

*\* Dearborn EWDDA 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 MetroMode site (TBD)
- 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 2/15/21 - 2/14/22.

Program Investment: **\$18,000**

Payment terms: \$ 9,000 due at signing; \* \$9,000 due July 15, 2021

Program Schedule: February 15, 2021 - February 14, 2022

*\*Issue Media Group will actively work with EWDDA to secure additional funding towards continued*

### **Project Approval**

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

Accepted by the East and West  
Downtown Development Authorities:

Accepted by Issue Media Group:

---

Cristina Sheppard-Decius  
DATE

---

Brian Boyle / Co-Founder  
DATE  
Issue Media Group

### Issue Media Group's Underwriting Policy

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

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

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

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

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

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

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

# EDITORIAL ADVISORY

## 2/11/21



# DEARBORN 2020-2021



## INSTRUCTIONS

Please mute your  
phone/mic

Dial in and Video options

Hit \*6 to unmute yourself  
if dialing in

## AGENDA

1. Welcome! - Brian
2. Introductions - Everyone
3. Analytics Highlights - Veronica
4. Editorial Brainstorm - Everyone
5. Questions from Advisory

# AGENDA



## INTRODUCTIONS

Share....

Your name

Your organization

Veronica will announce your name/number to help  
facilitate introductions.



# READERSHIP

Metromode 2020 vs 2019

AVERAGE SOCIAL AUDIENCE

4,314.08

⬆ 9.9% from previous year

TOTAL REACH

966,279.74

⬆ 22.9% from previous year

TOTAL ENGAGEMENT

44,428

⬆ 127.6% from previous year

# READERSHIP YTD



Year to date April 2020- Jan 2021



Stories Published

33

People Reached (pageviews & social reach)

133,634

Total Engagements

9,673

Avg. Time on Page

9:36

# TOP 3 STORIES 2020



**Dearborn's Stormy Records tests out new business model during the pandemic**

**PUBLISHED: APRIL 16**

**REACH: 8,886**

**ENGAGEMENT: 1,317**



**Dearborn's Famous Hamburger stays alive by keeping its 'buns apart'**

**PUBLISHED: JUNE 24**

**REACH: 8,749**

**ENGAGEMENT: 1,341**



**Dearborn restaurateur optimistic business community will recover**

**PUBLISHED: APRIL 2**

**REACH: 7,126**

**ENGAGEMENT: 406**

# SOCIAL SHARES



- Downtown Dearborn
- Dearborn Area Chamber of Commerce
- POSITIVELY Dearborn
- Dearborn Historical Museum
- Historic Preservation in Michigan
- Stormy Records
- Dearborn Farmers & Artisans Market
- The Stratton Setlist
- Arab American National Museum
- Tomorrow Inshallah
- Center for Arab American Studies
- University of Michigan Global Islamic Studies Center
- Ecorse Public Library
- Dearborn Historical Museum
- Historic Preservation in Michigan
- Tomorrow Inshallah
- Center for Arab American Studies
- University of Michigan Global Islamic Studies Center
- Community Foundation for Southeast Michigan
- ACCESS
- Detroit Developments
- Stormy Records
- Dearborn Farmers & Artisans Market, The Stratton Setlist
- Dearborn BLOG
- The Henry Ford
- Highland Neighborhood Association in Dearborn, MI
- EAT SOUTHWEST DETROIT
- Eat Drink Freep
- Friends of the Rouge
- Edward N. Hines Drive Park
- Bike Dearborn
- Green Mountain Support Services
- Mid Michigan Autism Association
- Gateway ABA Therapy
- Vogel Advisors
- Patronicity
- Green Brain Comics

# STORY IDEAS

## What goes into an IMG story?

- Solutions oriented: What are the issues at hand and possible solutions?
- Highlighting people / communities at the forefront of positive change.
- Increases attachment to place and community pride.

## Ideas

- Small businesses that are rebuilding / pivoting
- Behind the scenes look of new developments + efforts to execute
- Most interesting houses / neighborhoods
- Ethnic / underground / up and coming cuisine
- Regional / local efforts in attracting talent
- New uses for old spaces
- Social Innovation + community-led development (uplifting lives)



# STORY IDEAS

When sharing idea, please start with:

Your name

Your organization

# Questions



To: Design and Economic Vitality Committee

Regular Meeting: January 27, 2021

From: Steve Deisler

**EDDA Open Door Grant Request: Modern Hijabi, 13750 Michigan Ave. - Hamzah Nasser**

**Request:**

Open Door Dearborn Grant Applicant: Mr. Nasser has applied for the Open Door Dearborn grant program to renovate approximately 900 sq. ft. of the former Rose Line retail store space at 13750 Michigan in the EDDA district. The improvements include interior remodeling and signage / awnings upgrades to support the tenants workspace and establish a new brand. The estimated project cost is \$33,000.00. And the grant request is for \$10,000.00.

The applicant is requesting a **Level I** sign grant, **Level 2** startup grant **and a Level III** construction grant in the amount of \$10,000. The three areas of improvements are eligible under the Open Door Grant Guidelines

**Plans / Bids / Specs:**

Mr. Nasser has secured three construction contract quotes for the exterior and interior work:

USAF Construction	\$31,800		
Stixels Design		\$31,200	
Classic Building Co.			\$27,500



Mr. Nasser has indicated the sign quotes are included in the Stixels (estimated \$8,750) and Classic Building overall quotes. A third quote is being secured.


The building plans and grant application are included in the supplemental materials below. A draft resolution will be provided to the EDDA Board pending Design/EV Committee review and action.

**DEV Recommendation:**

The DEV Committee has the option of 1) denying the request, 2) approving the request of the applicant to apply towards either of the three quotes in the amount of \$2,500.00 (based on the Level #3 grant criteria and total maximum of \$10,000 to any one applicant), or 3) at the discretion of the EDDA, an exception to the guidelines may be granted in the event of special conditions or situations.

Staff recommends the DEV Committee approve a Level I for \$2,500 for sign, Level II for \$2,500 for startup business eligible costs and Level III for \$5,000 for additional interior construction, interior walls, doors, lighting, ceilings and painting resulting in an amount of \$10,000.00 to be funded by EDDA.



Application Date 01 / 11 / 20

Business

Name Modern Hijabi LLC

Property Address 13750 Michigan Ave

Business Owner Hamzah Nasser

Business Owner Address 1784 Venice St, Dearborn, MI 48124

Business Owner Hamzah Nasser

Business Owner Phone 313-505-0666 Email NASS1117@gmail.com

Property Owner Mohamed Ahmed

Property Owner Address 18213 Reed Melvindale MI 48122

Property Owner Phone 313-312-7175 Email MOW12002@yahoo

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

Is this business expanding? Yes ☐ No ☒

Amount of square footage to be added to building 900

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

If relocating, when was this business established? \_\_\_\_\_

If relocating, please list current address \_\_\_\_\_

Estimated start date of project 01 / 18 / 21

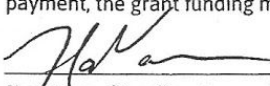
Estimated completion date of project 01 / 03 / 21

Total cost of project \$ 33,000.00 Amount requested \$ 10,000.00

APPLYING FOR:

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

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

  
Signature of Applicant

01-11-21  
Date

## MANDATORY CHECKLIST

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

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

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

## SUBMIT

Please return grant application and supporting documentation to:

Dearborn Downtown Development Authorities  
13615 Michigan Avenue, Suite B-2  
Dearborn, MI 48126  
[info@downtowndearborn.org](mailto:info@downtowndearborn.org)  
313-943-3141

For more info about Downtown Dearborn events and projects visit [www.downtowndearborn.org](http://www.downtowndearborn.org).

Google Maps 13750 US-12



Dearborn, Michigan

Image capture: Aug 2019 © 2021 Google

 Google

Street View



## **BUSINESS PLAN: MODERNHIJABI**

### **Business Overview**

- ModernHijabi will be a new establishment offering customers exquisitely-made stylish and comfortable modern clothing, including but not limited to everyday clothing to fashionable dresses, modest yet modern looking blouses, skirts, pants, unique ethnic clothing, head scarves, and clothing accessories. It will be owned and run by female Dearborn residents looking to provide fellow female residents, customers with unique fashion-forward pieces at affordable prices.
- ModernHijabi will open in east downtown Dearborn. The facility is located at 13750 Michigan Avenue, Dearborn 48126. The existing title of the facility is Roseline Fashion. It will be a lease under a five-year contract, leasing for \$1,100 a month. The square footage is 1,300.
- ModernHijabi will provide a variety of clothing that successfully merges the best aspects of current unique, chic fashion trends with comfortable and affordable styles. ModernHijabi store will display a variety of clothes, scarves and accessories on the main walls of the store, with a limited amount of tables and displays on the floor to maximize the ease of the customer's shopping experience. The space in the store will be comfortable for customers with a modern design of clean white walls, white ceiling, and clean black lines with mauve accents that lead to the ModernHijabi logo throughout the store. The logo of the store will be displayed on the center of the outside and the new design for the establishment will be pleasing for Dearborn residents and out of towners.

### **Market Analysis**

- Since November 2019, ModernHijabi has been selling online at ModernHijabi.com and advertising through Instagram with a steady flow of growing followers. Currently nearing 10,000 followers, our customers have become accustomed to not only our quality but our unique styles. While many big clothing stores like Macy, Sears, JCPenny face uncertain fates and continuously close in several locations in and around the Dearborn area, people will want a variety of clothing with exceptional quality that they can rely on, while being in close proximity.
- The location of ModernHijabi will bring new life to a building built in 1938, having been quiet and unsuccessful for the past several years. Dearborn residents will be eager to shop the array modern clothes in a familiar and prosperous part of the city that for the past several years continues to bring new and exciting businesses to life. The location is across the street of the City Hall Artspace Lofts, and near the Arab American National Museum, ensuring a steady flow of customers during social and creative events throughout the year.

### **Management**

- ModernHijabi will be managed by four female residents of Dearborn. There will few employees hired for store organization, register clerk, and inventory management serviced by hired Dearborn residents looking for a job to help give back to the city.
-



# ESTIMATE



## Modern Hijabi

13750 Michigan Ave, Dearborn, MI  
48126, USA  
(313) 505-0666

Estimate #: 10837  
Date: 1/14/21

## USAF CONSTRUCTION LLC

13744 Michigan Ave  
Dearborn Mi 48120  
usafconstruction@gmail.com  
3133335790

Item	Quantity	Rate	Subtotal
<b>Demo/Cleanup/Prep</b> Clean up and remove all existing items not needed	1	\$1,500.00	\$1,500.00
<b>Flooring</b> Install life proof	1000	\$5.30	\$5,300.00
<b>Electrical</b> Run new lights and outlet's as needed	1	\$5,000.00	\$5,000.00
<b>Bathrooms</b> Remove existing bath and make it a fitting room Remodeling of main bath with tile	1	\$7,000.00	\$7,000.00
<b>Paint/Primer</b> Paint walls and Moulding Spray ceilings Black	1	\$2,500.00	\$2,500.00
<b>Drywall/Compounding</b> Create a smooth flat condition Frame upper side of wall	1	\$4,000.00	\$4,000.00
<b>HVAC</b> Alteration	1	\$1,200.00	\$1,200.00

**Overhead/Profit**  
10/10

1 \$5,300.00 \$5,300.00

**Subtotal** \$31,800.00

**Tax** \$0.00

**Amount Due** \$31,800.00

By signing this document the customer agrees to the service and conditions outlined in this document.

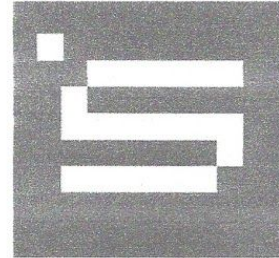
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Modern Hijabi



## stixelz design studio

25505 West Seven Mile Road  
Redford Michigan 48240  
P: 313-289-0152  
stixelz@gmail.com



### Bill To

Hamza Nasser  
nass1117@gmail.com

### Estimate EST0067

Date 01/13/2021

DESCRIPTION	QTY	RATE	AMOUNT
Outdoor sign and awning Architecture awning sign with standing channel letters to read modern hijabi Awning to have recessed lights and supported with diagonal arms		\$8,750.00	\$8,750.00
Reception desk gloss white with corion counter top Cashier and reception desk with corion countertop 8ft x 2 ft x 3 ft Logo inserted with halo lit setup		\$4,500.00	\$4,500.00
Interior window display Manican window display for 5 windows total	5	\$300.00	\$1,500.00
Cabibets with lighted shelves Cabibets for clothing presentation Halo lit shelves		\$7,000.00	\$7,000.00
Custom led recessed light design to expose hijab display		\$1,750.00	\$1,750.00
Demo + dumpster rental and dump charge Ceiling, restroom, tile demolition		\$4,500.00	\$4,500.00
Interior celing paint 2500 labor 700 paint		\$3,200.00	\$3,200.00

Total \$31,200.00

Payment terms: A signed and dated Proposal with non-refundable deposit is required. Stixels inc., reserves the right to withdraw The Proposal if not accepted within 10 days. Transfer of property: Customer agrees that any materials or completed work pertaining to the above job ,Remain the property of Stixels inc. Until payment is made in full. Upon receipt of payment in full, ownership shall be transferred to purchaser. If payment is not made as agreed in writing or with in 10 of installation of work completed .Customer agrees and hereby grants permission to Stixels inc. to remove any construction materials any signs or awnings any other work pertaining to this proposal. Customer also agrees to pay any finance charges ,collection fees ,attorney fees and legal fees in a curd in an attempt to collect the debt. Personal guarantee in the event that the customer does not pay for the services or materials that stixels inc provides. pursuant to this contract customer agrees to personally pay for said services and materials.

Limited warranties: Awnings are not guaranteed to be waterproof, pinholes dropped threads my new lines or small specks in the fabric cannot be prevented and are not valid causes for complaint. Our workmanship is guaranteed to one year from the dated contract fabric has a five-year prorated warranty from the manufacturer and is prorated on a basis. It does not cover damage due to acts of God, nature, pests, wild animals or vandalism. The customer is responsible for providing adequate insurance that covers tornado damage microburst straight-line winds and other damage that could result from storm and other acts of God.

#### **Payment instructions**

Via PayPal

Send payment to: stixelz@gmail.com

By check

Make checks payable to: Stixels Inc

**Classic Building co .inc.**

P.O. Box 530565  
Livonia MI 48153  
P - 313- 3638375  
P- 1-313-363-8375  
dan@classicbuildingco.com

**CLASSIC**  
**BUILDING CO.**

313.363.8375

QUANTITY	DESCRIPTION	PRICE
	Outdoor sign Architecture awning sign with standing channel letters to read modern hijabi Awning to have recessed lights and supported with diagonal arms  Reception desk gloss white with corian counter top Cashier and reception desk with corian countertop 8ft x 2 ft x 3 ft Logo Inserted with halo lit setup  Removing drop ceiling and disposal Removing and disposal of demo  Interior window display Manican window display for 5 windows total  Cabllets with lighted shelves Cabllets for clothing presentation Halo lit shelves  Custom led recessed light design to expose hijab display	\$ 27,500.00
	SUBTOTAL	\$ 27,500.00



Application Date 01 / 11 / 21

Business

Name Modern Hijabi LLC

Property Address 13750 Michigan Ave

Business Owner Hamzah Nasser

Business Owner

Address 1784 Venze St, Dearborn, MI 48124

Business Owner Hamzah Nasser

Business Owner Phone 313-555-0666 Email NASS1117@gmail.com

Property Owner Mohamed Ahmed

Property Owner Address 18213 Reed Melvindale MI 48122

Property Owner Phone 313-312-7175 Email MOW12002@yahoo

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

Is this business expanding? Yes ☐ No ☐

Amount of square footage to be added to building 900

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

If relocating, when was this business established? \_\_\_\_\_

If relocating, please list current address \_\_\_\_\_

Estimated start date of project 01 / 18 / 21

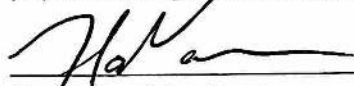
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- ☒ Level 1 Grant
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- ☒ Level 3 Grant

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Signature of Applicant

01-11-21

Date

## MANDATORY CHECKLIST

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13615 Michigan Avenue, Suite B-2

Dearborn, MI 48126

[info@downtowndearborn.org](mailto:info@downtowndearborn.org)

313-943-3141

For more info about Downtown Dearborn events and projects visit [www.downtowndearborn.org](http://www.downtowndearborn.org).

**Classic Building co .inc.**

P.O. Box 530565

Livonia Mi 48153

P - 313- 3638375

P: 1-313-363-8375

dan@classicbuildingco.com

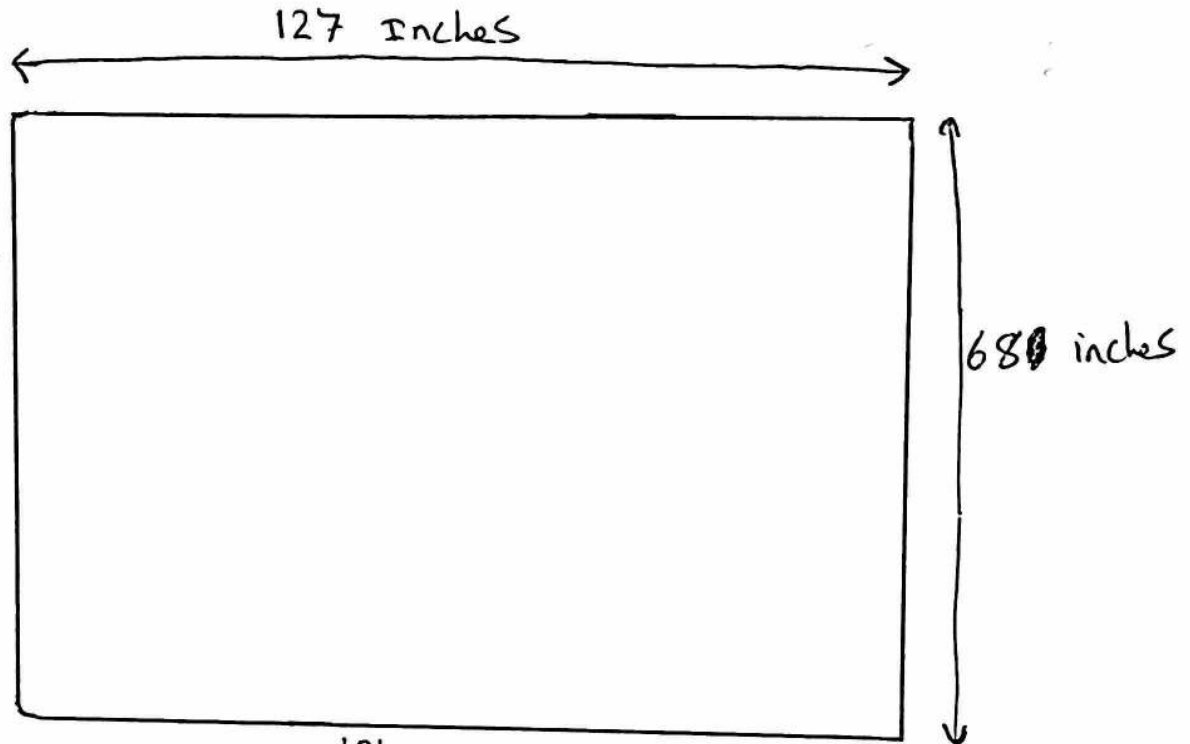


QUANTITY	DESCRIPTION	PRICE
	<b>Outdoor sign</b> <b>Architecture awning sign with standing channel letters to read modern hijabi</b> <b>Awning to have recessed lights and supported with diagonal arms</b>  <b>Reception desk gloss white with corian counter top</b> <b>Cashier and reception desk with corian countertop</b> <b>8ft x 2 ft x 3 ft</b> <b>Logo Inserted with halo lit setup</b>  <b>Removing drop ceiling and disposal</b> <b>Removing and disposal of demo</b>  <b>Interior window display</b> <b>Manican window display for 5 windows total</b>  <b>Cabibets with lighted shelves</b> <b>Cabibets for clothing presentation</b> <b>Halo lit shelves</b>  <b>Custom led recessed light design to expose hijab display</b>	<b>\$ 27,500.00</b>
	<b>SUBTOTAL</b>	<b>\$ 27,500.00</b>

13750 Michigan Ave, Dearborn, MI 48126

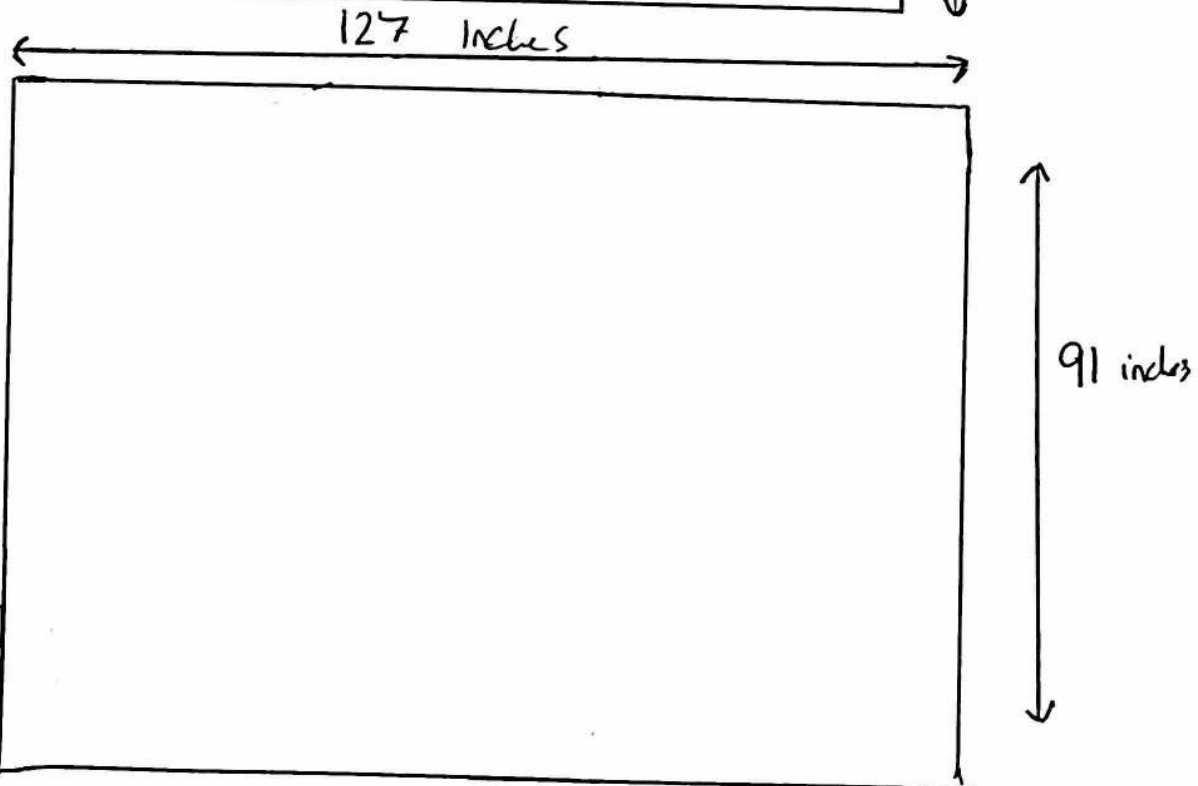
-making a cut on the front store window

-Original structure is 127 wide by 68 height. The cut will add 23 inches of height.



-Adding 23" inches to height of the window

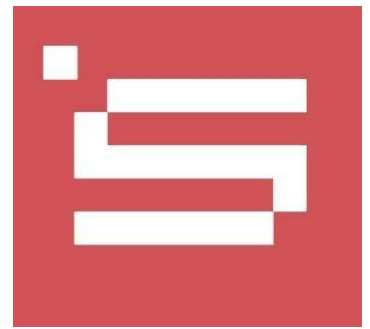
-Beam will stay same





# stixels design studio

25505 West Seven Mile Road  
Redford Michigan 48240  
P: 313-289-0152  
stixelz@gmail.com



## Bill To

Hamza Nasser  
nass1117@gmail.com

## Estimate EST0067

Date 01/13/2021

DESCRIPTION	QTY	RATE	AMOUNT
Outdoor sign and awning Architecture awning sign with standing channel letters to read modern hijabi Awning to have recessed lights and supported with diagonal arms		\$8,750.00	\$8,750.00
Reception desk gloss white with corion counter top Cashier and reception desk with corion countertop 8ft x 2 ft x 3 ft Logo inserted with halo lit setup		\$4,500.00	\$4,500.00
Interior window display Manican window display for 5 windows total	5	\$300.00	\$1,500.00
Cabibets with lighted shelves Cabibets for clothing presentation Halo lit shelves		\$7,000.00	\$7,000.00
Custom led recessed light design to expose hijab display		\$1,750.00	\$1,750.00
Demo + dumpster rental and dump charge Ceiling, restroom, tile demolition		\$4,500.00	\$4,500.00
Interior celing paint 2500 labor 700 paint		\$3,200.00	\$3,200.00

Payment terms: A signed and dated Proposal with non-refundable deposit is required. Stixelz inc., reserves the right to withdraw The Proposal if not accepted within 10 days. Transfer of property: Customer agrees that any materials or completed work pertaining to the above job, Remain the property of Stixelz inc. Until payment is made in full. Upon receipt of payment in full, ownership shall be transferred to purchaser. If payment is not made as agreed in writing or within 10 of installation of work completed. Customer agrees and hereby grants permission to Stixelz inc. to remove any construction materials any signs or awnings any other work pertaining to this proposal. Customer also agrees to pay any finance charges, collection fees, attorney fees and legal fees in an attempt to collect the debt. Personal guarantee in the event that the customer does not pay for the services or materials that Stixelz inc provides. pursuant to this contract customer agrees to personally pay for said services and materials.

Limited warranties: Awnings are not guaranteed to be waterproof, pinholes dropped threads my new lines or small specks in the fabric cannot be prevented and are not valid causes for complaint. Our workmanship is guaranteed to one year from the dated contract fabric has a five-year prorated warranty from the manufacturer and is prorated on a basis. It does not cover damage due to acts of God, nature, pests, wild animals or vandalism. The customer is responsible for providing adequate insurance that covers tornado damage microburst straight-line winds and other damage that could result from storm and other acts of God.

#### **Payment instructions**

Via PayPal

Send payment to: stixelz@gmail.com

By check

Make checks payable to: Stixelz Inc

# ESTIMATE



## Modern Hijabi

13750 Michigan Ave, Dearborn, MI  
48126, USA  
(313) 505-0666

Estimate #: 10837

Date: 1/14/21

## USAF CONSTRUCTION LLC

13744 Michigan Ave  
Dearborn Mi 48120  
usafconstruction@gmail.com  
3133335790

Item	Quantity	Rate	Subtotal
<b>Demo/Cleanup/Prep</b> Clean up and remove all existing items not needed	1	\$1,500.00	\$1,500.00
<b>Flooring</b> Install life proof	1000	\$5.30	\$5,300.00
<b>Electrical</b> Run new lights and outlet's as needed	1	\$5,000.00	\$5,000.00
<b>Bathrooms</b> Remove existing bath and make it a fitting room Remodeling of main bath with tile	1	\$7,000.00	\$7,000.00
<b>Paint/Primer</b> Paint walls and Moulding Spray ceilings Black	1	\$2,500.00	\$2,500.00
<b>Drywall/Compounding</b> Create a smooth flat condition Frame upper side of wall	1	\$4,000.00	\$4,000.00
<b>HVAC</b> Alteration	1	\$1,200.00	\$1,200.00

Overhead/Profit  
10/10

1

\$5,300.00

\$5,300.00

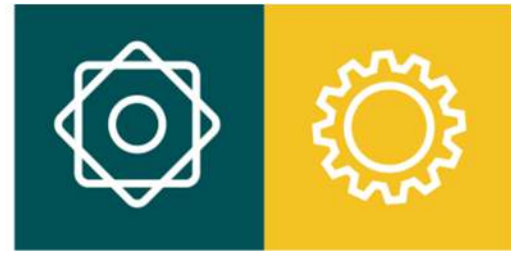
Subtotal	\$31,800.00
Tax	\$0.00
Amount Due	\$31,800.00

By signing this document the customer agrees to the service and conditions outlined in this document.

Modern Hijabi



# DOWNTOWN DEARBORN



## DESIGN/ENVIRONMENTAL COMMITTEE

### Join Zoom Meeting

<https://us02zoom.us/j/8656578897?pwd=QkQ0Y0VH4wWgKQYpZnQ4gFQlY3ZG9hbnRlIG=656578897>  
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**January 27, 2021**

**2 p.m.**

**Attendees:** Steve Deisler, Cristina Sheppard-Decius, Janet Bloom, Jeff Watson, Samira, Rafi, Mike Kirk, Jackie Lovejoy, Hamzah Nasser, Mark Guido, Steve Horstman, Thomas Clark, and Hassan Sheikh.

AGENDA ITEMS	TASKS/ACTIONS	ASSIGNMENTS
A. Open Door Dearborn	<ul style="list-style-type: none"><li>• Al Wissam Follow Up Nasser is putting on hold. Steve will follow up in Spring.</li><li>• New Application: T-Mobile/ Juee Cafe/Modern Hajabi (see motions/votes below)</li><li>• Renderings/Design Promotion</li></ul>	-Al Wissam -Block Renderings/Budget
B. COVID-19 Business Support	<ul style="list-style-type: none"><li>• Social District-finalize items for presentation to council in Feb. (budget, trash plan, security, tent layout)</li><li>• Economic Study – launching February 2 - set for DDDA, Cristina to meet with Jeff W. to get gameplan to distribute elsewhere.</li></ul>	-SD Council Approval -Economic Survey
C. Sidewalk Cafés	<ul style="list-style-type: none"><li>• Temp. Outdoor Extension (Extended to May 1)</li><li>• Tree Well Removals – Out for Bid</li><li>• Outdoor Use Amendment – Start in Nov.</li><li>• Future Items:<ul style="list-style-type: none"><li>○ SPRING 2021: Boardwalk Platform Dining - Steve working with purchasing for early Summer install. Design Manual: Lighting &amp; Signage</li></ul></li></ul>	Prepare for Bid: Platform Dining

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	Jeff W. - set up work session with council in March or April regarding zoning in regards to outdoor dining.	
D. Business Assistance Team	<ul style="list-style-type: none"> <li>Webinar Schedule - suggest to do new business and those who are opening during pandemic.</li> </ul>	2021 Schedule
E. Bike Facilities Implementation Plan	<ul style="list-style-type: none"> <li>Bike Racks for EDDDA – potential funding 2021</li> <li>Bike Lane Education Flyer</li> <li>Healthy Streets – Spring 2021 - 4 streets in 4 quadrants of the city - do trial and evaluate.</li> </ul>	Content development for bike lane flyer Bike Share RFP
F. Public Art	<ul style="list-style-type: none"> <li>Public Art Plan 2021</li> </ul>	Kick off in March
G. Recruitment/Tackling Vacancies	<ul style="list-style-type: none"> <li>Property Updates &amp; Key Property Mtgs Reviewing restaurant pop up. Kroger/Farmer Jack.</li> <li>Broker Roundtable - KW/DABOR</li> <li>Property Owner Roundtable – push to 2021</li> <li>FBC Marketing Piece (Tom, Kaileigh, Steve &amp; Steve)</li> </ul>	-Schedule Roundtable -Content for FBC marketing piece
H. Public Spaces & Amenities	<ul style="list-style-type: none"> <li>Michigan Avenue (CAVnue Project)</li> <li>Spec for Seating at Fishnet</li> <li>REQ Library Lot – Survey &amp; Engineering</li> <li>City Hall Park Redesign Architects: Follow Up</li> <li>EDDDA Parking Lots – Lighting Underway – Alley Demo</li> <li>Vision Plan – Arabic Version of Survey, East area and business input</li> <li>Vacant Land – Due Diligence</li> </ul>	-Vision Plan -Arabic Survey -Jan. 27 CHP Public Session -REQ for Library Lot

#### T-Mobile:

Level 1 - at \$2500 and Level III - up to \$7,500 with contingency depending on selected contractor.

Motioned: Mike Kirk

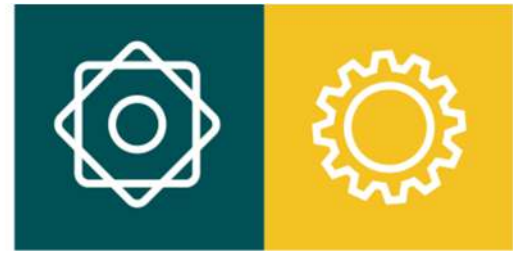
Seconded: Mark Guido

Roll Call Vote: Mike Kirk - yes, Jackie Lovejoy - yes, Mark Guido- yes, Steve Horstman - yes, Thomas Clark - yes.

#### Juee Cafe - Former Duds and Suds location - 14220 Michigan:

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Level 1 - Design grant, Level II - startup grant, and Level III - \$10,000 construction grant.

Motioned: Mark Guido

Seconded: Jackie Lovejoy

Roll Call Vote: Mike Kirk - yes, Jackie Lovejoy - yes, Mark Guido- yes, Steve Horstman - yes, Thomas Clark - yes, Jeff Watson - abstain, Hassain Sheikh - yes.

### **Modern Hajabi:**

**\*need third sign quote. Some quotes include sign.**

Level 1 - up to \$2500 signage/awning, Level II - startup grant at \$2500 and Level III - \$5,000 construction grant.

Motioned: Jackie Lovejoy

Seconded: Mike Kirk

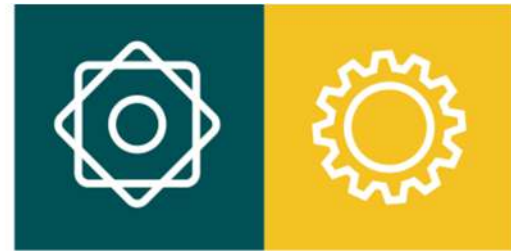
Roll Call Vote: Mike Kirk - yes, Jackie Lovejoy - yes, Mark Guido- yes, Steve Horstman - yes, Thomas Clark - yes, Jeff Watson - yes, and Hassan Sheikh - yes.

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# DOWNTOWN DEARBORN PROMOTIONS COMMITTEE MINUTES



January 27, 2021

**10 a.m.**

Attendees: Julie Schaefer, Elizabeth Curran (Servpro), Matthew Dietz, Kelli Vandenbosch, Hassan Sheikh, Eric Woody, Helen Lambrix, Jean Smith, Katie Merritt, Cristina Sheppard-Decius, and Janet Bloom.

## A. 1st Quarter Events/Promotions

### a. Homage to Black Excellence – February - April

Budget approved for all three events. See event notes for details. Juneteenth Stroll & Roll - start at CHP, go through SW Detroit and then end in Dearborn. DE&I - 10 people inquired about submitting stories. Looking to find additional ways to send link out.

### b. Pick Up Pledge – January/February

DRW being pushed to later in year. Helen: doing Pick up Pledge – metrics from Sprout - 726K impressions, 9K engagements, added 300 new followers. Facebook was more than Instagram since they could share on Facebook.

### c. Library Read Woke Challenge - January 11- February 20 –

Julie: this is an ongoing event, read two “woke” books from book list. Register to win prizes. Ties in with AANM Zoom event on Feb. 20. So far 80-90 participants so far. All ages, prizes at each level of reader. Have grant for this program and was recognized at City Council last night. Katie requested flyers to be able to post.

### d. Social District Kick-Off – February

Cristina: Finalizing last items to get into February City Council meeting, Feb. 4 or 9. This is a plus to get people acclimated to do outdoor activities in the long run and to help businesses now. February would be soft launch and push out in March.

## B. 2nd Quarter Events/Promotions

### a. Ladies Night

Jean: 2020 was virtual. Should be able to do like in regular years - go into shops. Will reach out to Chris to start planning. East talked about sidewalk sale or something different. West - Bailey's is closed. Talking to Longboard as an alternate location. If

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## Mission:

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not Longboard - alternate? Treat like a Farmers Market - have vendors outdoors at West Village Commons or at Buffalo

Wild Wings, lot next to Beirgarten, Bar Louie. Event is May 12. Matt - happened outside of normal business hours. Maybe do on Sat. or Sun. afternoon. Spring Fling/sidewalk sale. Stormy Records - some type of send off. Check on permitting on sidewalk sale. Check with Tom, get packets of info and give to businesses. Do sale for the day. Make it retail focused, stay for lunch.

August 14 - free comic book day.

b. Perennial Exchange

City Hall Park - EDDDA - May 22-10am - 1pm; Jean and Katie to meet. Keep it simple, and do same model as last year wth Covid. Poster, social media items.

c. Preservation Month - May (Walk/Bike Tour)?

Promote same as last year. Do PPT with routes. Talk to Steve Deisler to look at buildings to add to tour. Maybe what we are helping to support (Open Door Dearborn grants).

Julie to follow up with Mary on art projects.

d. Juneteenth

Covered already.

C. 2<sup>nd</sup>/3<sup>rd</sup> Quarter Events/Promotions

a. Game Plan

Jazz on the Ave., Friday Nites, etc. on how we want to proceed. Adding farmers market in East. Suggest to do Tunes at Noon but not Kids Day. Shift dollars from Friday Nites to smaller events. Jean talking to Julia about Jazz on the Ave. If we are still in same Covid situation, can't hold it live. Julia mentioned doing it virtually. If virtual, then move farmers market launch to 2022. Eric - if you do any live events, must be sure to follow Covid-19 protocols. Wait and see how numbers pan out but plan on it being a similar situation. Look at examples of other virtual concert style events.

Beaumont intern via Kari - Americorps kids - Jake and Awah will be at farmers market. Have them reach out beyond DDDA borders.

b. Subcommittees Needed

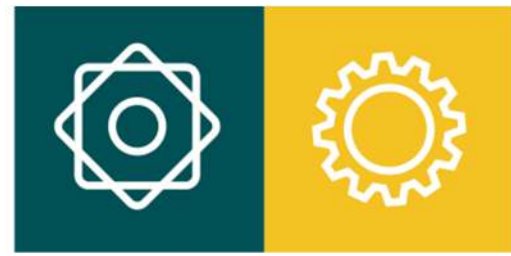
c. Social District Entertainment

d. DRW Reschedule

Pushed to fall

**Mission:**

***Collaborating to create a vibrant Downtown Dearborn experience for all.***



e. Any New Ideas/Modifications Due to COVID?

D. Communications

a. Metromode

They are partnered with UofM-Dearborn. Provide different angles for stories.

Jean - just reduce budget with them. Katie - instead of 4 items a month, scale to 1 a month. Spend dollars in other advertising.

b. Social Media

Helen will start to do a monthly report. Working on how to engage when we don't have an event going on.

c. Advertising Plan

d. Photography Plan

Janet - share out list to committee members when compiled.

E. Sponsorship Goals/Assignments

Still plan to reach out - look at next month to spend more time on.

F. Volunteer Management Plan & Updates/Needs

Deena did a good job and have current intern has a few priority projects first then will get moved into volunteer tasks.

G. Storytelling Time— What's Happening Around Town

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# DOWNTOWN DEARBORN EVENT MANAGEMENT NOTES DECEMBER 2020

## REPORT ON RECENT EVENTS

### UPCOMING EVENTS 2021:

- H2BE:
  - Planning meetings are happening weekly between the 3 events as well as Social meetings w/ Helen
    - Worked out budgets for all 3 events
    - Working on Sponsorship recruitment, updating packages as well.
- DE&I: Panel Discussions- Consultant- Dr. Robbya Green-Weir
  - Panelists for the 2/20 Town Hall have been secured
  - Several call outs to individuals to share stories have been made via eblast, social media, personal socials from committee members
    - We've received about 10 inquiries
  - Worked out budget- approved by board
  - Topics, dates, times for Town Hall Discussion:
    - February 20: Small Business & Entrepreneurship
    - March 20: Community Safety: A solution-oriented conversation with our police
    - April 17: Real Estate Development
    - May 15: Healthcare, Education & Other Resources
    - All will run virtually from noon to 1:30p
  - Call to potential panelists for the March town hall has been sent out
- Art of Protest: Consultant- Rozenia Johnson
  - Poster has been distributed throughout both E&W along with other locations by Julia, Frank Woods
  - Advertisement in Times Herald and Michigan Chronicle have been sent out for publication
  - Call out for Artists has been made: currently 16 artists have

shown interest

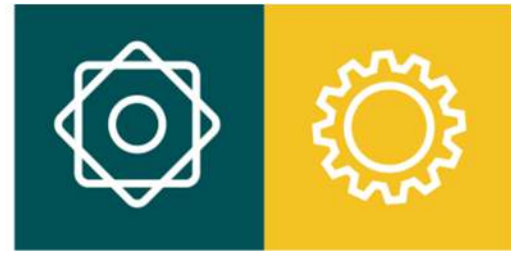
- Mobility Stroll- Juneteenth - Saturday, June 19th, 2021
  - Consultant- Rozenia Johnson
  - Budget approved by board
  - Meeting has been scheduled w/ PD & DPW to determine budget and logistics
  - Budget detail has been established & approved by board
  - Currently working on sponsorship package
  - Have partnered with Greeways Coalition out of Detroit to assist with logistics
    - Ride Martials
  - Have had several meetings to determine logistics of events
    - Route will begin in Detroit and end in Dearborn
    - Estimated 12 to 15 mile route- working on the details with this- trying to get it to be between 8-12
    - Working with Tracey Besek- Bike Dearborn
    - Connect with MDOT, DDot, Smartbus
    - Looking into permits, policing, safety protocols
- DRW/ PUP
  - Pick up Pledge is currently in effect from January 22nd through the 31st
  - Social Media has been very well received w/re to engagement
    - Helen discuss?

#### UPCOMING EVENTS

- Historic Preservation Month- May 2021
  - Ladies Night Out - May 12, 2021
  - Spring Perennial Exchange May 22, 2021



# DOWNTOWN DEARBORN STEERING COMMITTEE MINUTES



February 10, 2021

**9 a.m.**

**Attendees:** Mike Kirk, Jackie Lovejoy, Jeff Lynch, Hassan Sheikh, Mark Guido, Julia Kapilango, Eric Woody, Steve Deisler, Cristina Sheppard-Decius, and Janet Bloom.

## I. Actions/Updates for Main Street Application

### a. To Do:

#### i. Application Timeline – July 31, 2021 — Completed applications due at MEDC by 4pm

Steve - Doing reach out to Dearborn contacts for Historical, Finance and Assessing to help fill gaps of information.

Working on property inventory, also working with SmithGroup to create project map. Have been working internally with interns to help complete these projects. Need more on land use and square footage. Main Street requests this information by building and floor. We are also reaching out to other communities. Cristina- be sure SmithGroup knows that we are applying as one downtown but two districts. Show East to West, then show a detailed use map for each district, and detailed data spreadsheet.

#### ii. Letters of Support – Review and Finalize Any Needed

Wrap up any needed letters within two weeks.

Letters received from:

Mike Kirk, Dearborn Chamber, DSFB, Healthy Dearborn, Education Fund, Library, Manno Clothing,

Letters needed from:

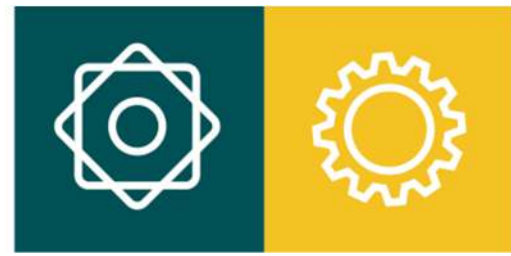
#### iii. Application Progress

#### iv. Update Communications Plan

Update Communications plan. Cristina will send out to Jackie and Julia to review.

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v. Update Budget

Budget will also need an edit.

vi. Mapping/Inventory

Should be good with mapping and inventory.

II. Next Steps for DDI Creation

a. Vision Plan

Cristina is going through and will want to run past the Steering Committee for review prior to the next meeting.

b. Service Agreement –Meeting needs to be set in 1<sup>st</sup> quarter of 2021 with Legal (Julia, Eric, Jackie and Mark) – start in January (6-8 month process)

Target for March to meet with Legal. Cristina to get back to Legal with questions they had.

c. Discussion: Connecting East & West

Cristina - want to talk about connecting East and West. Vision Plan has some good ideas. Cristina has had conversations with ECD Dept. on East DDDA and TIF boundaries. TIF is much smaller than DDDA district boundaries.

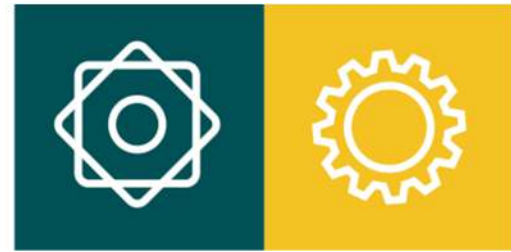
Sparking conversation on how to connect the two. Explore a corridor, principal shopping district, or business improvement district. Variety of avenues to help structure and fund.

Mike - two downtowns separated by Ford global headquarters and Centennial Library - centennial mid-century modern buildings, can make a case of others that support if want to use this to tie area together.

Mark - TIF may have stayed the same if Wayne County talking about pulling out if changed. It might be that DDDA boundary expanded beyond TIF to get engagement with businesses. Got 50% support for corridor

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authority.

Based on DDDA law - Cristina and Steve Deisler feel no TIF funds can be used in DDDA district (outside of TIF). Legal has a larger interpretation.

PSD - uses special assessment.

DDDA can do a 2 mil levy - wouldn't go beyond DDDA borders.

Corridor - similar to DDDA - one long contiguous stretch of property.

Mark - do planning to see what central goal is wanted then apply a tool that best matches that. Include Tom Paison in meetings on this topic.

Ford - Jeff can check on status. It revolves around what percentage will be working from home.

Mike Kirk - hearing from various sources that places are thinking 30%.

Malls - Traditional model - anchor stores (they own land and their building); new strategies - introduce high rise properties and more businesses in parking lots. Repositioning may affect plans for corridor.

At one point city talked about doing conference center and tying in train station.

Cristina - Greenfield flyover - it separates commercial space. How to address.

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# EDDDA EXECUTIVE COMMITTEE SPECIAL MEETING MINUTES



**January 28, 2021**

9:30 a.m.-10:15 a.m.

Attendees: Matthew Dietz, Eric Woody, Hassan Sheikh, Jeff Watson, Helen Lambrix, Steve Deisler, Jean Smith, Cristina Sheppard-Decius, and Janet Bloom.

1. Igloo/Greenhouse Survey/Purchase approval

Reviewed igloo/greenhouse initial business survey.

Board approved budget of \$33,600 for East.

Greenhouse cost is \$1149 plus \$1100 for delivery and install. Total of \$2249 per greenhouse. It takes 16 man hours to install one (4 people per greenhouse).

Greenhouse would be under Omnia Partners Cooperative contract from city.

Igloo vendor has instock - SourceHub \$1475 each. 12' circumference and 7' tall.

East could obtain 14 greenhouses or 22 igloos and business would provide lights, heat and furnishings.

Currently have 6-7 businesses interested in igloos.

Secretary-Treasurer Matthew Dietz made motion: Defer to businesses on their needs for igloos or greenhouse, and authorize the purchase thereafter.

Vice-Chairperson Eric Woody modified motion: If businesses don't respond with preferred choice, the Manager of the DDDAs will make recommendation and move forward with purchase.

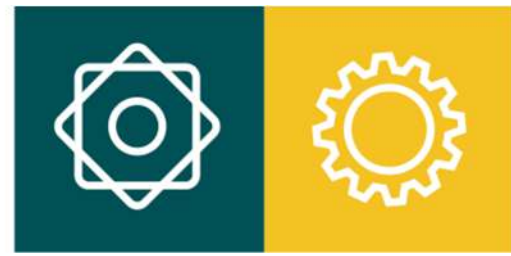
Note emergency purchase in resolution.

Vote: Vice-Chairperson Eric Woody - yes; Secretary-Treasurer Matthew Dietz - yes;  
Absent: Chairperson Julia Kapilango.





# JOINT DDDA EXECUTIVE COMMITTEE MEETING MINUTES



## **January 11, 2021- West**

9 a.m.

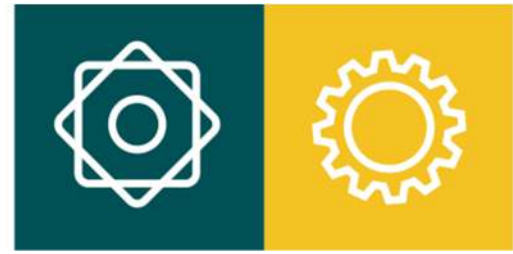
## **January 13, 2021- East**

4:30 p.m.-5:45 p.m.

## **MINUTES FOR EDDDA**

Attendees: Dan Merritt, Julia Kapilango, Steve Deisler, Heidi Merino, Jeff Watson, Hassan Sheikh, Cristina Sheppard-Decius, Helen Lambrix, Jean Smith, and Janet Bloom.

1. JOINT BOARD MEETING AGENDA ITEMS
  - a. 2020 Election of Officers  
Slate of officers: Julia Kapilango for Chair, Eric Woody for Vice-Chair, Matthew Dietz for Secretary-Treasurer.
  - b. The Henry Ford Partnership  
Theatre screen not running as usual and the property was open off and on during 2020- 2021. Julia - Increase social media piece and also want a more structured piece with social media platform. Dan requested the analytics show Facebook #'s and engagement.
  - c. Social Media Management  
Helen Lambrix would research expanding our social platforms including Youtube, TikTok, and LinkedIn. Each platform would reach a different audience and flavor of content. Sam Abbas and Moe Hider requested monthly metrics, analytics and reports to help benchmark and track progress.
2. WDDDA ONLY ITEM
  - a. Social District/Outdoor Dining Amendment
3. EDDDA
  - a. Special Meeting - City Hall Park Redesign Community Outreach Translation Services Amendment for Beckett & Raeder/Printing & Postage  
Translation funds being requested to help with meeting prep and translating the aggregated survey responses. Also, CHP postcards (2,000 qty.) and then mailing 1000 to areas bordering EDDDA district, plus postage and printing addresses.
  - b. Special Meeting - BHE/Art of Courage Amendment (Ads and Virtual Tour)
  - c. Outdoor Dining  
Working with City and Wayne County Health Department in regards to tent setup and restaurant participation.



- d. Juneteenth  
This is the Mobility Stroll and Roll. A list of vendors to date has been provided.
- e. Open Door Grant - Rafi  
Awaiting further information. Duds N Suds/T Mobile/Coffee Shop locations.

4. UPDATES/DISCUSSION

- a. Purchasing Policy – Schedule Next Mtg  
Meeting will be next week.
- b. Budgets – Schedule Exec Review Mtg  
Want to allow plenty of time for discussion so each board will be scheduled separately.

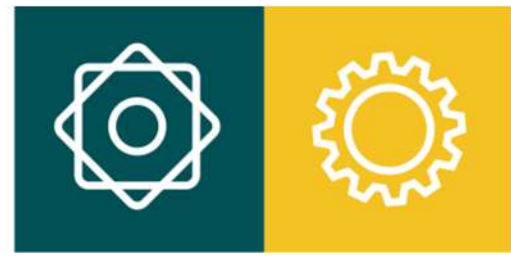
5. CALL TO EXEC COMMITTEE

No other items.

#



# JOINT DDDA EXECUTIVE COMMITTEE MEETING MINUTES



## **January 11, 2021 -**

9 a.m.

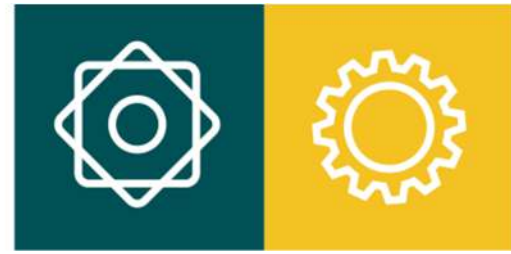
### **MINUTES FOR WDDDA**

Attendees: Hassan Sheikh, Steve Deisler, Sam Abbas, Julia Kapilango, Moe Hider, Jeff Lynch (joined at 10am), Cristina Sheppard-Decius, Jean Smith, and Janet Bloom.

## **January 13, 2021 - East**

4:30 p.m.

1. JOINT BOARD MEETING AGENDA ITEMS
  - a. 2020 Election of Officers  
Sam Abbas to ask Jackie Lovejoy for slate of officers.
  - b. The Henry Ford Partnership  
Cristina to meet with The Henry Ford Representative tomorrow so will share details post meeting.
  - c. Social Media Management  
Cristina - this would allow us to continue to use Helen Lambrix's services for social media. Reviewed through document outlining social media strategy, goals, objective, and metrics. She will be researching to add Youtube, LinkedIn, and TikTok. A different strategy per platform. Also, a focus of "on the street", "on the sidewalk" live and recorded. Recommend 30 hours a week. Also create evergreen content - items that will be filler during any downtime. Facebook post 4-5 a week and use live feature. Instagram 7-15 posts a week and use IGTV feature. Also do more individual business support. Youtube - vlog content. LinkedIn - blog style content. Sam and Moe requested benchmarks, metrics and analytics per month to measure success. Moe - like the use of individual businesses, if not restaurant get picture of owner, describe business and create graphics. Cristina - create tip sheet for businesses not using or on social media.
2. WDDDA ONLY ITEM
  - a. Social District/Outdoor Dining Amendment  
Working on. Council approved \$200,000 for tents/heat/electricity through to end of March. They are starting to install tents. Locations: W. Village Dr., W. Village Commons (with approval), Monroe St., and Beirgarten. Didn't deny Howard but wasn't pushed through. Moe stated it would be a good spot for igloos. City Council not in favor of igloos as of now. More discussion to be had at the next meeting and it would be an additional \$100,000. Grant program is supposed to be released this



month. Awaiting update. Awaiting Mike Hamame's approval for tent in W. Village Commons.

Need decor around tents. Sam to provide Cristina Madina's number. Need to contact floral shops, Westborn, English Gardens and get costs.

3. EDDDA

- a. Special Meeting - City Hall Park Redesign Community Outreach Translation Services Amendment for Beckett & Raeder/Printing & Postage
- b. Special Meeting - BHE/Art of Courage Amendment (Ads and Virtual Tour)
- c. Outdoor Dining
- d. Juneteenth
- e. Open Door Grant - Rafi

4. UPDATES/DISCUSSION

- a. Purchasing Policy – Schedule Next Mtg  
Meeting will be scheduled next week.
- b. Budgets – Schedule Exec Review Mtg  
Cristina - think of projects we want to complete. Review holiday lights and see if you want to add more. Projection if area dark enough to view it. Ask DTE for light levels on Michigan Ave.

5. CALL TO EXEC COMMITTEE

#

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

City Hall Park Redesign Poster/Postcard Mailing and Additional Translation Services - EDDDA

Date Adopted: January 14, 2021

Motioned by: Director Matthew Dietz

Seconded by: Director Eric Woody

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) wishes to improve the City Hall Park located at 13615 Michigan Avenue; and

**WHEREAS:** The EDDDA goal is to improve the overall walkability and pedestrian connection, as well as providing a safe and visually appealing environment in a highly visible location within the downtown business district; and

**WHEREAS:** The EDDDA along with Beckett & Raeder will be launching a City Hall Park Community Input meeting on January 27, 2021 for the purposes to obtain input from community stakeholders, business owners and residents on amenities and programming of City Hall Park in East Downtown Dearborn; and

**WHEREAS:** Beshara will help market the event by printing postcards for mailing and distribution, as well as print addresses on the cards and supply postage; and also print the event posters; and

**WHEREAS:** Beckett & Raeder requires additional services of aggregated survey responses, the additional meeting and meeting preparation costs related to translation session of \$2800; so let it be

**RESOLVED:** The EDDDA authorizes expending \$700 to Beshara for postcards, address printing plus postage, and posters for the City Hall Park redesign and expending \$2800 to Beckett & Raeder for additional services related to the translation session for the City Hall Park redesign community input meeting from the General Marketing budget line item account #297-6100-911-51-00, subject to review and approval of Corporation Counsel.

Vendor	Purpose	Amount
Beshara	postcards (qty. 2000)	\$140
Beshara	inhouse address printing (qty. 1000)/postage (\$0.35 ea.)/apply postage (\$40)	Postage: \$350 Apply postage \$40
Beshara	posters (qty. 100 - two styles)	\$100

Beckett & Raeder	translation of aggregated survey responses and additional meeting preparation	\$2800
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Yes: Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt, Secretary-Treasurer Heidi Merino, Mayor Jack O'Reilly, Director Janice Cislo, Director Matthew Dietz, Director Mark Guido, Director Mary O'Bryan, and Director Eric Woody.

No:

Abstained:

Absent: Director Jay Kruz and Director Kamal Turfah.

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Doggie Stations FYE 2020 - EDDDA

Adopted: January 21, 2021

Motioned by: Chairperson Julia Kapilango

Seconded by: Director Mary O'Bryan

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) wishes to advocate and promote a clean, safe and attractive downtown district by purchasing and installing dog waste bag dispenser stands with bags within East Dearborn district; and

**WHEREAS:** It was recommended to install 14 dog waste stations along Michigan Avenue and Schaefer Road and the grounds at City Hall Park area; and

**WHEREAS:** After competitively reviewing dog station providers, Dogwastedepot.com was selected as the lowest price provider with free shipping; so let it be

**RESOLVED:** The EDDDA authorizes the purchase of 14 dog waste stations for \$1800, expending from account #297-6100-911-34-90; and let it be

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

Yes: Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt, Mayor Jack O'Reilly, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Mary O'Bryan, and Director Eric Woody.

No:

Abstained:

Absent: Secretary-Treasurer Heidi Merino and Director Janice Cislo, and Director Kamal Turfah.

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2021 Election of Officers

Date Adopted: January 21, 2021

Motioned by: Mayor Jack O'Reilly

Seconded by: Vice-Chairperson Dan Merritt

**WHEREAS:** The East Dearborn Downtown Development Authority (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; and

**WHEREAS:** The 2021 Officer Nominating Committee has recommended Julia Kapilango for Chairperson, Eric Woody for Vice-Chairperson, and Matthew Dietz 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 2021.

Yes: Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt, Mayor Jack O'Reilly, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Mary O'Bryan, Director Kamal Turfah, and Director Eric Woody.

No:

Abstained:

Absent: Secretary-Treasurer Heidi Merino and Director Janice Cislo.



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2021 Election of Officers

Date Adopted: January 21, 2021

Motioned by: Director Jackie Lovejoy

Seconded by: Mayor Jack O'Reilly

**WHEREAS:** The West Dearborn Downtown Development Authority (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; and

**WHEREAS:** The 2021 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 2021.

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

No:

Abstained:

Absent: Vice-Chairperson Mohammed Hider and Secretary-Treasurer Jeff Lynch.

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2021 Henry Ford Marketing Package - EDDDA

Date Adopted: January 21, 2021

Motioned by: Director Matthew Dietz

Seconded by: Director Kamal Turfah

**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 (THF) offers a partnership benefit package from January 1, 2021 - December 31, 2021 that includes listing and link on THF Vacation Packages webpage for 12 months, half-page advertising in two editions of THF Magazine (110,000 digital distribution), pre-show slides on the Giant Screen for 12 months, two digital ads in the THF eNews, six digital ads in the THF retail eNews, two dedicated promotions via social media (over 600,000 followers on Facebook, Twitter, and Instagram) and opportunities to distribute the downtown promotional materials at the THF and additional event tie-ins; so let it be

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

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

Yes: Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt, Mayor Jack O'Reilly, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Mary O'Bryan, Director Kamal Turfah, and Director Eric Woody.

No:

Abstained:

Absent: Secretary-Treasurer Heidi Merino and Director Janice Cislo.

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2021 Henry Ford Marketing Package - WDDDA

Date Adopted: January 21, 2021

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Jackie Lovejoy

**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 (THF) offers a partnership benefit package from January 1, 2021 - December 31, 2021 that includes listing and link on THF Vacation Packages

webpage

for 12 months, half-page advertising in two editions of THF Magazine (110,000 digital distribution), pre-show slides on the Giant Screen for 12 months, two digital ads in the THF eNews, six digital ads in the THF retail eNews, two dedicated promotions via social media (over 600,000 followers on Facebook, Twitter, and Instagram) and opportunities to distribute the downtown promotional materials at the THF and additional event tie-ins; so let it be

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

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

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

No:

Abstained:

Absent: Vice-Chairperson Mohammed Hider and Secretary-Treasurer Jeff Lynch.

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Homage to Black Excellence Budget Reallocation 2020 Amendment I - EDDDA

Adopted on: January 21, 2021  
Motioned by: Director Jay Kruz  
Seconded by: Chairperson Julia Kapilango

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

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

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

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

**WHEREAS:** The EDDDA reallocated \$14,000 from Jazz on the Ave and Music in the Park 2020 budgets to Homage for Black Excellence events in FYE 2020 and requested Art of Protest to be renamed and the Mobility Stroll and Roll be revisited when more information was obtained at the Joint Board meeting on December 17, 2020; so let it be

**RESOLVED:** The EDDDA authorizes to expend \$7864 to Octane Design from account #297-6100-911-51-00 under budget line item Community Art Enhancement for a virtual tour of the Art of Courage event; and let it be

**RESOLVED:** Facebook and Instagram is being reduced by \$250, Bewick increases by \$150, Jean Smith is added for miscellaneous supplies for \$100, and an additional \$1400 is being added for additional services for Art of Courage with vendors TBD; and let it be

**RESOLVED:** That no funds are to be spent outside of the EDDDA; and let it be

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

<b>Vendor</b>	<b>Purpose</b>	<b>Amount</b>
Michigan Chronicle	marketing/advertising	\$300
<b>Facebook/Instagram</b>	<b>Social media mktg./advertising</b>	<b>\$500</b>
<b>Bewick Publications (Times Herald)</b>	<b>marketing/advertising</b>	<b>\$300</b>
Comcast	marketing/advertising	\$2999
Beshara Printing	Posters-1 set for each event	\$200
Beshara Printing	Signage- (Covid/Don't Touch) - Art of Courage	\$1500
Beshara Printing	Event banners for each event	\$500
TBD	Custom Acrylastone outdoor information plaques for Art of Protest (\$88 x 12 = \$1056)	\$1100
Jean Smith	Solar powered spot lights/misc. Office supplies	\$500
Dr. Robbya Green-Weir	Consulting fees for DE&I Panel discussions	\$2000
Rozenia Johnson	Project Mgt. Fee - Art of Protest	\$2000
DeJuan McTaw	Photography - Art of Protest	\$300
Mollywop!	Musician Artist Talk during the virtual event of Art of Protest	\$200
<b>TBD</b>	<b>Educational Artist Talk during virtual event</b>	<b>\$200</b>
<b>Bernie Wilson Jr.</b>	<b>Exhibit Preparation - hang artwork</b>	<b>\$200</b>
<b>TBD</b>	<b>Conservator - clean and maintain artwork</b>	<b>\$1000</b>
<b>Jean Smith</b>	<b>Art of Protest misc. supplies</b>	<b>\$100</b>
<b>Octane Design</b>	<b>Graphic/Visual Services-Virtual Tour AoC</b>	<b>\$7864</b>

Yes: Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt, Mayor Jack O'Reilly, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Mary O'Bryan, Director Kamal Turfah, and Director Eric Woody.

No:

Abstained:

Absent: Secretary-Treasurer Heidi Merino and Director Janice Cislo.

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Outdoor Dining Amenities- EDDDA

Date Adopted: January 21, 2021

Motioned by: Director Eric Woody

Seconded by: Chairperson Julia Kapilango

**WHEREAS:** It is the goal of East Dearborn Downtown Development Authority (EDDDA) to establish areas of increased customer traffic and sales at established businesses with unique attractions; and

**WHEREAS:** The Dearborn City Council approved \$200,000 at the December 30th meeting to pay for tents, heating and electrical to support approximately 6 tents throughout the city for a 3-month duration for communal outdoor dining; and

**WHEREAS:** The EDDDA wishes to establish outdoor structures immediately for the purpose of additional seating for restaurants and bars in the district that are best served with igloos or greenhouses as opposed to communal tents due to spacing of restaurants; and

**WHEREAS:** It is estimated that the cost per igloo or greenhouse is \$1600; therefore, let it be

**RESOLVED:** The EDDDA Board authorizes an exigent purchase of up to \$33,600 from account # 297-6100-911-51-00 for igloos and greenhouses; and further

**RESOLVED:** The EDDDA Board authorizes the EDDDA Executive Board to make the final decision for the participating businesses, number of igloo/greenhouse structures and service provider; and let it be

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

Yes: Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt, Mayor Jack O'Reilly, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Mary O'Bryan, Director Kamal Turfah, and Director Eric Woody.

No:

Abstain:

Absent: Secretary-Treasurer Heidi Merino and Director Janice Cislo

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Outdoor Dining Amenities- WDDDA

Date Adopted: January 21, 2021

Motioned by: Director Thomas Clark

Seconded by: Chairperson Jackie Lovejoy

**WHEREAS:** It is the goal of West Dearborn Downtown Development Authority (WDDDA) to establish areas of increased customer traffic and sales at established businesses with unique attractions; and

**WHEREAS:** The Dearborn City Council approved \$200,000 at the December 30th meeting to pay for tents, heating and electrical to support approximately 6 tents throughout the city for a 3-month duration for communal outdoor dining; and

**WHEREAS:** The WDDDA wishes to establish outdoor structures immediately for the purpose of additional seating for restaurants and bars in the district that are best served with igloos or greenhouses as opposed to communal tents due to spacing of restaurants; and

**WHEREAS:** It is estimated that the cost per igloos or greenhouse is \$1600; therefore, let it be

**RESOLVED:** The WDDDA Board authorizes an exigent purchase of up to \$38,400 from account # 296-6100-911-51-00 for igloos and greenhouses, contingent that it is considered an exigency purchase that follows the purchasing ordinance for emergency purchases; and further

**RESOLVED:** The WDDDA Board authorizes the WDDDA Executive Board to make the final decision for the participating businesses, number of igloo/greenhouse structures and service provider; and let it be

**RESOLVED:** The WDDDA Board authorizes the Manager of the DDAs to execute necessary contracts, subject to the review and approval of Corporation Counsel.

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

No:

Abstained:

Absent: Vice-Chairperson Mohammed Hider and Secretary-Treasurer Jeff Lynch.

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Social Media Management via POW - EDDDA

Date Adopted: January 21, 2021

Motioned by: Director Matthew Dietz

Seconded by: Director Kamal Turfah

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

**WHEREAS:** The EDDDA and WDDDA desires to execute the option to add Social Media Management to the POW! Strategies, Inc. contract in the amount of \$35,400 annually with a flat fee of \$2,950 monthly for January 1, 2021 to December 31, 2021; therefore, let it be

**RESOLVED:** The EDDDA agrees to a fee of \$35,400 to be split equally between the EDDDA & WDDDA, for a total of \$17,700 from account #297-6100-911-34-90 for Social Media Management; and let it be

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

Yes: Vice-Chairperson Dan Merritt, Mayor Jack O'Reilly, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Mary O'Bryan, Director Kamal Turfah, and Director Eric Woody.

No:

Abstained: Chairperson Julia Kapilango

Absent: Secretary-Treasurer Heidi Merino and Director Janice Cislo.



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Social Media Management via POW - WDDDA

Date Adopted: January 21, 2021

Motioned by: Director Jackie Lovejoy

Seconded by: Director Mark Guido

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

**WHEREAS:** The EDDDA and WDDDA desires to execute the option to add Social Media Management to the POW! Strategies, Inc. contract in the amount of \$35,400 annually with a flat fee of \$2,950 monthly for January 1, 2021 to December 31, 2021; therefore, let it be

**RESOLVED:** The WDDDA agrees to a fee of \$35,400 to be split equally between the EDDDA & WDDDA, for a total of \$17, 700 from account #296-6100-911-34-90 for Social Media Management; and furthermore

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

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

No:

Abstained:

Absent: Vice-Chairperson Mohammed Hider, Director John McWilliams, and Secretary-Treasurer Jeff Lynch.

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Webinar Additional Zoom Feature - EDDDA

Adopted: January 21, 2021

Motioned by: Director Jay Kruz

Seconded by: Vice Chairperson Dan Merritt

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Downtown Development Authority (WDDDA) have pivoted to the use of Zoom for virtual meetings due to Covid-19; and

**WHEREAS:** It is recommended that the DDDAs add the webinar feature to the DDDAs current Zoom account for ease of additional meeting use; and

**WHEREAS:** The cost of adding the webinar feature to the current Zoom account is \$400 annually, to be split equally between the East and West DDDAs; therefore, let it be

**RESOLVED:**

1. That the EDDDA authorizes the expenditure of \$200 from account # 297-6100-911-58-10; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with Zoom, subject to review and approval by Corporation Counsel.

Yes: Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt, Mayor Jack O'Reilly, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Mary O'Bryan, Director Kamal Turfah, and Director Eric Woody.

No:

Abstained:

Absent: Secretary-Treasurer Heidi Merino and Director Janice Cislo.

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Webinar Additional Zoom Feature - WDDDA

Adopted: January 21, 2021

Motioned by: Director Jackie Lovejoy

Seconded by: Director Karen Nigosian

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Downtown Development Authority (WDDDA) have pivoted to the use of Zoom for virtual meetings due to Covid-19; and

**WHEREAS:** It is recommended that the DDDAs add the webinar feature to the DDDAs current Zoom account for ease of additional meeting use; and

**WHEREAS:** The cost of adding the webinar feature to the current Zoom account is \$400, to be split equally between the East and West DDDAs; therefore, let it be

**RESOLVED:**

1. That the WDDDA authorizes the expenditure of \$200 from account # 296-6100-911-58-10; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with Zoom, subject to review and approval by Corporation Counsel.

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

No:

Abstained:

Absent: Vice-Chairperson Mohammed Hider and Secretary-Treasurer Jeff Lynch.

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Welcome Back Campaign Items 2020 Amendment III-EDDDA

Date Adopted: January 21, 2021

Motioned by: Director Mary O'Bryan

Seconded by: Vice-Chairperson Dan Merritt

**WHEREAS:** The East Dearborn Downtown Development Authority ("EDDDA") and the West Dearborn Downtown Development Authority ("WDDDA"), collectively "DDDA's", have worked collaboratively to create and maintain a vibrant Downtown Dearborn experience for all, unified by a shared vision for the community to improve the local economy; and

**WHEREAS:** The East & West DDAs have been impacted by the recent COVID-19 pandemic and a reopening strategy has been developed to safely welcome customers back into the district and its businesses, following local, state, and federal guidelines; and

**WHEREAS:** The "Welcome Back" reopening strategy consists of both physical improvements and marketing with the cost to be split equally between EDDDA and WDDDA; and

**WHEREAS:** It was recommended to order two additional gateway banners for the East Downtown at a cost of \$202.50 each for a total of \$405; and

**WHEREAS:** The tent previously budgeted at \$4225 for the City Hall Park was not necessary and never purchased; and

**WHEREAS:** Plastic picnic tables and adirondack chairs were out of stock; and

**WHEREAS:** It is recommended to utilize those undisbursed funds for more permanent, sturdy adirondack chairs within City Hall Park and Wagner Park;

**WHEREAS:** The EDDDA obligated to pay 50% of the cost of \$23,343 for the purchase of Welcome Back campaign supplies and materials for a total cost of \$10,921.50 from account #297-6100-911-51-00; and

**WHEREAS:** The EDDDA obligated to pay \$202.50 per banner for a total of \$405 to Beshara for the adjusted order; and

**WHEREAS:** The EDDDA obligated an additional \$5,263 for adirondack chairs; and

- WHEREAS:** The EDDDA is requesting more 24" branded outdoor stickers from Rocket to encourage social distancing, for a total quantity of twenty for \$1000 and two additional gateway banners from Beshara; so let it be
- RESOLVED:** The EDDDA agrees to expend \$1000 for twenty 24" branded outdoor stickers from Rocket to be spent from account #297-6100-911-51-00; and let it be
- RESOLVED:** That the Manager of the DDDAs is authorized to execute contracts with the listed service providers on behalf of the EDDDA, subject to the review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Malko Media	covid-19 safety yardsigns (\$9.50 ea) qty 50	\$475
Beshara	posters (3 sets)	\$300
<b>Rocket</b>	<b>40 qty. 24" branded outdoor stickers (\$50/ea)</b> <b>Additional order (Jan. 2021):20 qty.</b>	<b>\$2000</b> <b>Jan'21: \$1000</b>
Rocket	10 qty. 24" branded outdoor stickers (DFM) \$26.25/ea.	\$262.50
Press & Guide	newspaper ads	\$600
Times Herald	newspaper ads	\$600
Epiccrowdcontrol.com	Distance Street decals (\$17/6 items) 10 sets	\$170
Beshara	starter info flyer	\$300
Rocket	14 vinyl posters (18"x60") for businesses	\$262.50
Rocket	50 vinyl banners (3'x5') for businesses	\$1347.50
Rocket	Feather banners (qty 40);includes hardware qty: 20 per district; \$99.10/ea	\$3964
Beshara	6 gateway banners (36"x240") vinyl \$202.50/ea (3 WDDDA; 3 EDDDA)	\$1215
Downriver Tents	20x20 tent - 1 WDDDA (\$4225 each) at 13 week use.	\$4225
Janet Bloom	stakes and chains for foldable picnic tables (\$25/table) qty= 20 tables	\$500
TBD	Adirondack chairs - EDDDA: (\$5263); WDDDA: (\$2466)	\$7729

Yes: Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt, Mayor Jack O'Reilly, Director Matthew Dietz, Director Mark Guido, Director Mary O'Bryan, Director Kamal Turfah, and Director Eric Woody.

No: Director Jay Kruz

Abstained:

Absent: Secretary-Treasurer Heidi Merino and Director Janice Cislo.