



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

**THURSDAY, FEBRUARY 17, 2022**

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

**\*\*IN-PERSON\*\***

Dearborn Administrative Center - Council Chambers  
16901 Michigan Avenue, Dearborn, MI

- I. Call to Order** Chairman Eric Woody
- II. Roll Call** Secretaries Dietz & Lynch
- III. Joint Meeting Chair for February 2022: Chairman Eric Woody**
- IV. Approval of Regular Meeting January 2022 Minutes:**
- V. Treasurer's Report** Finance/Treasurers
- VI. Action Items** (45 min.)
  - A. Regular Action Items**
    - 1. Joint Board Actions**
      - a) Snow Removal
      - b) SmithGroup 2022 Design Service Plan via POW! Strategies
      - c) Absence Waivers
    - 2. EDDDA Actions Only**
      - a) Mosaic: Music on Michigan Ave Concept
    - 3. WDDDA Actions Only**
      - a) None at this time
- VII. Old Business**
  - A. Downtown Market Data
  - B. Igloos/Platforms
  - C. Social District Common Area Boundaries
  - D. Event Goals & Participation Fee/Policy Development
- VIII. Committee Reports**
- IX. DDDA Executive Management Team**
- X. ECD Report**
- XI. Call to Board of Directors**
- XII. Call to Audience** 3 min./guest
- XIII. Adjournment**

# AGENDA OVERVIEW

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## JOINT ACTIONS

### **SmithGroup 2022 Design Service Plan via POW! Strategies**

As part of the DDDAs contract with POW! Strategies for Executive Management Services, SmithGroup can provide design services up to \$83,035 annually (January – December). Currently there is \$62,533 remaining on the year 2 of the contract (2021 calendar year), plus year 3 of the contract (2022 calendar year) of \$83,035, for a total of \$145,568. The Boards input on prioritizing projects that require design concepts and analysis is desired to set a workplan for 2022.

SmithGroup has put together a summary of the potential projects based on the Boards budgets/plans for the year and coming years, and design costs associated with them (attached in the supplemental packet). This is a draft document because there are still a few modifications being made based on conversations this week. The final document will be made available at the Board meeting.

There are a couple projects that the Boards will need to have completed based on either work in progress, regular maintenance of data or directly associated with capital improvement projects. Those include:

- Vision Plan – completion of this is projected for late Spring after review of draft by Mayor's Office and Council, community review and then final document changes for adoption – Need to allot \$5-\$10,000 depending on extent of changes;
- GIS Inventory – this is on-going maintenance to the geographical data collected and mapped for the districts, including building occupancy/uses and streetscape amenities. This data needs to be updated quarterly for consistency, as well as new data layers are still being added for things such as holiday décor and amenities – Need to allot \$4,000 for the year for quarterly changes plus up to an additional \$5,000 for new GIS layers;
- Multi-modal Pavement Markings – a quicker, lighter, cheaper (QLC) project to continue to improve the bike-ability in the downtown has been budgeted for installation this year in both districts. WDDDA budgeted \$30,000 for installation and EDDDA budgeted \$15,000 for installation. Construction documents will be needed which is estimated between \$15-\$30,000 depending on the level and extent of the area. At a minimum, installation of sharrows and stop bars/crosswalk areas will be the first level of improvement. A second level of improvement that could increase the design costs is the plan to do a QLC project for Schaefer compared to a complete streetscape reconstruction (see estimate below). The QLC project would consist of restriping or test piloting temporarily Schaefer for bike lanes and modify traffic lanes. A traffic study will be necessary for this, but it is a way to grow into an improvement, assess what's working and plan for future streetscape reconstruction based on that intel.

As part of the contract, it was also recommended that in Year 3, an Art in Public Spaces Plan be developed to help layout both a short and long-term plan for art installations and art

programming/support in the downtown. This would provide a roadmap for the DDDAs to follow and help guide budgets and resources. If the priority has changed for the Board, these are planning dollars that could be used for other projects if this is no longer the highest priority. The budgeted amount is \$26,000

Then, there are a number of projects that have been identified as needs or opportunities for the downtown. The importance of laying the foundation for a shovel-ready project cannot be emphasized enough. The MEDC is releasing new grant programs that require shovel-ready projects, so concepts are the first step in that process. TAP and other grants or foundations require concepts at a minimum as well. There are also some projects that are Capital Improvement Projects previously identified and funded. Projects identified for concept work include:

- WDDDA South Connector Street Concepts - the first step in preparing for this future construction project that would replicate the improvements from the North Connector Street (Howard, Mason and Monroe north of Michigan Ave) to the south side of Michigan for Mason, Howard and Tenney Streets is developing concepts through a public stakeholder process. Traffic issues, as well as an aging streetscape and amenities are all things that need to be addressed. A new CIP is being established for this work. Concept fees estimated at \$30-\$40,000.
- WDDDA Public Lot E Redesign - the southeast corner of Monroe and W. Village Drive public lot E is currently being leased by Ford Land for tenant build out, but when the lot becomes available for public use again, it is recommended to redesign this lot to potentially accommodate deliveries and quick pick-up spots/15 min parking. Businesses have noted that deliveries are a challenge in the area and tend to block traffic on Monroe. SmithGroup is looking into design costs associated with this potential redesign and will have those costs next week.
- WDDDA Farmers Market Shed - site analysis and selection is the next step in this process, and then design concepts. SmithGroup recommends using another firm that can handle smaller projects like this. This will not be included in SmithGroup's services for this year.
- EDDDA Sustainable Parking Lots & Alley - Lighting has been upgraded in the lots and pedestrian alleys behind AANM and Masri Clinic. This is CIP M20017 with a budget of \$787,718 remaining. Estimated Budget to complete the alleys and parking lots is \$1.2 million (\$375,000 Lots/\$800k Alley). Directional signage to parking lots would also be a good addition to the plan as well, which is not accounted for in this budget at this time. Next step is engineering survey and engineered drawings to then bid out for construction for the lots which will be tied with the CIP, however, we still need concept drawings for the pedestrian alleys to work from. Concept drawings are estimated between \$20-30,000. There is a grant potential with MEDC for this project as well.
- EDDDA Pocket Park - This potential project is located adjacent to Koja Sushi and Williamson Street. The lot is in need of repaving, and it is the location of the platform dining the DDA invested in. Since Good Burger declined from partnering with Koja on the platform, Koja has requested the platform to be moved closer to his building. Rather than moving the platform, it is recommended to move the planters and use the surface of the lot. However, it is uneven in many areas. As a short term, QLC project, modest improvements could be made to accommodate outdoor seating in this lot and create a more inviting area. Long-term this can be reimaged into a full pocket park, reducing the amount of pavement or hard surface in the district and creating an

engaging space. Further analysis of the site would be needed and input from neighboring businesses as well. Concepts estimates for this will range between \$20-\$30,000 depending on level of community engagement desired.

- EDDDA Wellesley Public Parking Lot/Alley Safety Improvements – safety in this alley that runs from Kidcadia down to Blick has been the number one complaint of businesses and customers, and redesigning the lot and alley to address those issues is desired. Also, updates to the dumpster enclosures could be addressed at the same time, perhaps looking at a pilot recycling program for businesses in that area. Concept design estimate is between \$20-\$30,000, again depending on level of stakeholder engagement desired.
- Schaefer Streetscape – as you will see on the attached analysis, a complete reconstruction of the sidewalk space and realignment of curbs for a dedicated bike lane along this stretch comes with a very sizeable cost due to construction costs at this time (\$10 million). Concept design process would be approximately \$80,000 with extensive public engagement needed. This street should be evaluated as part of a whole system from Warren Avenue to the EDDDA. While this will not fit within the SmithGroup services with POW! Strategies for this year, it is a project that the Board and City should begin laying the foundational work. A great opportunity would be with a pilot project or the multi-modal pavement markings and restriping of the road for biking. A much smaller cost, QLC, and would allow the City time to evaluate what's working and what would need to be improved. Starting small is often a better solution that not helps design a long-term solution, but also builds community buy-in and demand for a long-term solution.

To recap this financially as to what SmithGroup can provide for services this calendar year:

<b>CONFIRMED PROJECT</b>	<b>SMITHGROUP BUDGET/ESTIMATES (MAX.)</b>	<b>DISTRICT</b>
Vision Plan	\$10,000	EDDDA/WDDDA
GIS Inventory	\$9,000	EDDDA/WDDDA
Multi-modal Pavement Markings	\$30,000	EDDDA/WDDDA
<b>TOTAL</b>	<b>\$49,000</b>	<b>\$24,500 EACH</b>
AVAILABLE BUDGET ON CONTRACT	\$145,568	
<b>BUDGET REMAINING</b>	<b>\$96,568</b>	
<b>OPTIONAL DESIGN/PLANNING PROJECTS</b>	<b>SMITHGROUP BUDGET/ESTIMATES (MAX.)</b>	<b>DISTRICT</b>
Art in Public Spaces Plan	\$26,000	EDDDA/WDDDA
WDDDA South Connector Streetscape	\$30,000	WDDDA
WDDDA Lot E	TBD	WDDDA
WDDDA Farmers Market	Out-Source	WDDDA
EDDDA Pedestrian Alley	\$30,000	EDDDA
EDDDA Pocket Park	\$30,000	EDDDA
EDDDA Parking Lots	Under CIP	EDDDA
EDDDA Wellesley Lot	\$30,000	EDDDA

<b>TOTAL</b>	<b>\$146,000 (Lot E not included)</b> <b>= \$73,000 EACH DDA</b>	<b>\$43k WDDDA (not including Lot E)</b> <b>\$103k EDDDA</b>
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At this point, we need the Boards to provide their input on priorities of the optional items. Each DDA has up to \$73,000 available for design services. Resolution attached should be completed at Board table with final priorities.

## **EDDDA ACTIONS ONLY**

### **Jazz on the Ave - MOSAIC**

At the January 2022 Joint Board meeting, the EDDDA tabled the contract with Alexander Zonjic for Jazz on the Ave after discussion of whether Jazz on the Ave was the right signature event for the downtown economically, for its businesses and surrounding community. Executive Management went back to the drawing board further analyzing the proposed events of the Jazz on the Ave, Harmonize Dearborn featuring a global mix of music, and the addition of the Farmers & Artisans Market to the East during both concert series. The intent of the music series was to lead with Jazz on the Ave to help build an audience for the latter music series of Harmonize Dearborn, and to leverage the Farmers & Artisans Market to open it up to local businesses and rising entrepreneurs and artists to sell their wares and art. Some members of the Board still felt that it would fall short in engaging the community and perhaps a rebrand of the event was needed, as well as a deeper dive on how it supports local businesses. As the signature event for over 10 years, Jazz on the Ave built an audience of approximately 30,000 that attended annually, but has not been held the past two years due to COVID. Bringing it back this year, the Promotions Committee sought to mold this into a more balanced mix of music and audience appeal based on previous feedback from the last two years. The suggestion at the board meeting was made to rebrand and evaluate how this series could appeal to a wider audience, bring in residents and bring an ROI for businesses.

Signature events are meant to bring awareness to the district, not ring registers on the day of, but the hope to build an audience that returns more frequently on other occasions to shop and dine. Tracking consumer habits --while many businesses haven't done this in the past, encouraging and educating business on how to track those return visitors should be a part of the data collection process in the future. Promotions Committee will develop an easy checklist for businesses to incorporate into their daily POS.

Over the last few weeks, the Executive Management team and Promotions Committee have discussed in depth a strategy for moving forward. While it will require more work from the management perspective to rebrand the event and program entertainment, ultimately, this was the direction we were heading anyways. A SWOT analysis was performed analyzing the strengths and weaknesses of the originally planned Jazz on the Ave and Harmonize music series, which has led to the following event concept recommendation:

### **MOSAIC: Music on Michigan Ave. + Farmers & Artisans Market**

A 10-week music series that reflects the diverse art, culture and businesses of the community, appealing to all ages through a festive global tapestry of music genres and experiences. It will be accompanied by the addition of the Farmers & Artisans Market, exposing the

audience to local businesses, restaurants, artists and foods. Dates will be June 15 through Aug 17, 2022, from 4-9pm for the Farmers & Artisans Market, 7-9pm for music and kids activities throughout the day.

Marketing emphasis will be placed on attracting residents and local neighborhoods while still being a destination for visitors who have come to know and love enjoying the arts in East Downtown Dearborn. The emphasis will be on offering a multi-cultural and multi-generational mix of music. Jazz will still be incorporated into 3 or 4 of the 10-week music series, but with an emphasis on different styles and diversity of jazz and performers.

The East Farmer's and Artisan's Market will be held on Maple Road between Michigan Avenue and Nagy Street. Access to local, healthy foods being the emphasis, as well as featuring local artists in and around town. DDA businesses will be provided a booth space or visibility on-site if they choose to participate, or they can offer up a come-back coupon as part of the marketing materials distributed to the audience. A co-op/community booth will be offered to those who need assistance and cannot be on-site.

Activities that enhance the experience through participation will start approximately an hour before the musical artists take the stage, such as:

- Cultural Dance Troupe performances and interaction
- Dabke, Salsa, Swing and Disco Lessons
- Aerialists, Acrobats, and Fire Spinning
- Martial Arts and yoga demonstrations
- Art and crafting demonstrations
- Chalk Art
- Children's activities - drumming, face painting, sing alongs, games

The flavors of the local restaurants and coffee shops will be brought to Maple Street providing easy access to the audience. While some local businesses will stay open late and offer a unique experience in their place of business that ties in with the event, such as solo performances, live art or art tours.

Ideas for this new event concept are based on meetings recently held with Ishmael Ahmed who coordinates the Concert of Colors (thanks to Jay Kruz for setting this up), the AANM regarding the JAM3A event planned for 2023, and Dearborn Recreation/Ford Community Performing Arts Center. Potential musicians, artists and partnerships with the event were all discussed.

A direct mail postcard will be sent to neighborhood homes with a calendar of events for Downtown Dearborn in both English and Arabic, which has not been done in the past and we feel it is a good way to inform local residents besides social media. Marketing will be directed by the DDA for this new event, while leveraging Alexander Zonjic's and AANM's media ties to help spread the message. A new brand ID will be developed for MOSAIC so that it showcases the diversity of offerings and appeal. The Promotions Committee will finalize the name at its next week meeting.

At this point, the budget details are still being developed and contracts will be brought back to the Board at a future date. What is being asked of the EDDDA Board at this time is

approval of the concept to move forward. Time is of the essence to make these type of changes swiftly. A draft budget will be provided at the table. Currently, the EDDDA has \$43,162 remaining this fiscal year plus \$30,000 of the \$60,000 budgeted from the next fiscal year projected budget for Jazz on the Ave and Music in the Park (Harmonize), for a total of \$73,162 for 2022 music events.

## **WDDDA ACTIONS ONLY**

**None at this time**

## **OLD BUSINESS**

### **Downtown Market Data Study**

At the January 2022 Joint Board meeting, the Boards reviewed a proposal from Cobalt Community to provide a market data report collected from mobile users that visit Downtown Dearborn, analyzing where they are coming from, how long they stay and where they visit. The data could then estimate approximate sales analysis based on national standards. The Boards tabled the decision on this proposal to further evaluate the program and other options.

The use of community market research and data collection is a significant tool for DDAs to assist with planning, decision-making, market strategies, small business growth and development. The scope of work will include:

- Collecting two quarters of data and provide for both East and West DDDA district, submit draft report and hold two meetings with DDDA and City staff plus one final report presentation;
- Focus on developing data models offering planning and development tools, small business locations and customer visitation, festival and event attendance and locational draw;
- Target and utilize local and regional consumer and visitor databases derived from mobile phones and other resources (use of data from private and public sources are pre-approved by user);
- Provide measurements for diverse populations reached and for community engagement conducted;
- Provide a sample size that provides for 95% accuracy/confidence level (5% margin of error) of mobile users;
- Data points include who is visiting, where they are coming from, type of point of purchases, sales /expenditure potential based on national averages;
- Provide data research from the local cash-based economy users to represent broad range of expenditures

Outcomes and use of data include marketing, benchmarking, measuring progress, economic impact, due diligence and business growth. An additional firm has been identified besides Cobalt Community that provides this service to communities - Placer.ai. Additional firms are still being investigated and a comparison will be provided to the boards before returning for approval.

The DDDAs last target market studies were conducted in 2016 for the WDDDA and 2019 for the EDDDA. While this data is still relevant as a baseline pre-pandemic and before some of the major developments and new businesses, the market has shifted significantly over the last couple of years that it will be important to reassess this year. Past studies consisted of intercept surveys which are labor intensive but provide direct conversations with consumers to gather other poignant, qualitative data. The mobile data reduces time and resources in collection, but a percentage of mobile users and non-mobile users will not be available as part of the market sample. A combination of market data tools will most likely provide a more thorough/accurate analysis.

## **Igloos/Platforms**

The Executive Management Team is putting together a one-page document outlining the platform dining opportunity that is available to businesses on an annual basis. As we enter into year two of the platforms and a formal process for permitting at the City, the hope is that there will be a steady interest from local businesses in the program. The one-page document will inform on how to get permitted, what the DDA offers and the benefits of the platforms.

The platform next to Koja Sushi in the EDDDA will be moved to storage until there is another potential participant identified. Koja Sushi is interested in having the dining space closer to his place of business and utilizing the planters to demarcate the space, but not using the platform. The three participants in the WDDDA need to apply for permits for the year.

## **Social District**

As a reminder of the status of the Social District for the WDDDA, there were not enough businesses per common area (2 per common area) to get the Social District up and running this past summer. One business per common area had either shown serious interest or applied, and a lot of effort was put in to try to confirm a second business per common area, but to no avail. Recommendation is to return to City Council to request a change to the common area boundaries from four boundaries to one boundary for the district which is common with many other communities or a maximum of two (one north and one south of Michigan Avenue) which is similar to how Ferndale established its boundaries along Woodward Avenue. In either scenario, the Social District would then have enough businesses on each common area or the single common area. It is recommended to return to Council after budget sessions, so approximately May 2022 timeframe.

## **Event Sponsorship Goals/Participation Fees & Policy Development**

The Event Management Team and Promotions Committee have discussed over the last few months the event sponsorship goals and participation fees, as well as the possibility of a policy to help the Board make decisions on event programming in the future. While this is still in development and discussion with the committee, Executive Management has been collecting data on various elements to create a benchmark that the DDDAs can consider as part of the evaluation process, such as funds raised, event costs, market reach, attendance and event purposes.

It has been discussed that a goal of 50% of event costs should be raised by sponsorships and participation fees for the DDDAs to spread its TIF funds further and that an ROI should be evaluated for each event. While a goal of 50% for some of the events is not a difficult



measure, it is more challenging for other events and may not be the appropriate level across the board for all events. Also, to cancel an event purely on whether it meets a financial goal is not a holistic approach in evaluating the success or impact of an event, and cancelling an event in midstream would be unwise especially if there are already commitments in place with either sponsors, participants or vendors. Any decisions to cancel or remove an event should be for future budget/calendar years.

The other aspect the Promotions Committee will be discussing is setting a policy on participation fees for each event annually. Setting the fee structure for the year will allow the Executive Management Team to better inform DDA and non-DDA businesses of the opportunities and differences, as well as the value. It will also help to better inform annual budgets.

The Promotions Committee will be reviewing this analysis at its next meeting and will bring forth a recommendation at the March Board meeting.

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

**January 20, 2022**

**8:00 – 9:30 AM**

Dearborn Administrative Center – Council Chambers  
16901 Michigan Avenue, Dearborn, MI, 48126

MINUTES

**MEMBERS PRESENT**

WEST DDA: Vice Chairperson Mohammed Hider (via Zoom 8:00am - 8:22am, in person 8:23am), Secretary-Treasurer Jeff Lynch, Mayor Abdullah Hammoud, Director Thomas L. Clark, Director Jackie Lovejoy, Director Karen Nigosian (call in), Director Audrey A. Ralko.

EAST DDA: Vice-Chairperson Eric Woody (via Zoom), Secretary-Treasurer Matthew Dietz, Mayor Abdullah Hammoud, Director Janice B. Cislo, Director Jay P. Kruz, Director Hamzah Nasser.

**MEMBERS ABSENT**

WEST DDA: Chairperson Sam Abbas

EAST DDA: Director Kamal Turfah

**NON-MEMBERS PRESENT :**

CITY OF DEARBORN: Chief of Staff Zaineab Hussein, COO Amanda Bright McClanahan, Licia Yangouyian (Legal), Moe Almaliky (Finance), Zeinab Hachem (Council Office), Cristina Sheppard-Decius (DDDA), Janet Bloom (DDDA), Helen Lambrix (DDDA), Cathleen Francois (DDDA), Steve Deisler (DDDA), Walaa Abusaleh (DDDA intern), Kaileigh Bianchini (Planning)

OTHERS: N/A

**I. Call to Order**

Secretary Treasurer Jeff Lynch called the meeting to order at 8:10am

**II. Roll Call**

EDDDA Secretary-Treasurer Matthew Dietz called the roll for Board Members for East DDDA. A quorum was present.

WDDDA Secretary-Treasurer Jeff Lynch called the roll for Board Members for West DDDA. A quorum was present.

**III. Joint Meeting Chair for January 2022: Chairman Sam Abbas.**

Secretary Treasurer Jeff Lynch motioned to turn proceedings over to Secretary-Treasurer Matthew Dietz due to Chairman Sam Abbas being absent, Chairman Eric Woody on Zoom, and Vice Chairman Mohammed Hider on Zoom. Motion to approve was made by Secretary-Treasurer Jeff Lynch, and was seconded by Director Jackie Lovejoy. A voice vote passed unanimously. Motion approved.

**Joint Meeting Chair for January 2021 proceeded with Secretary-Treasurer Matthew Dietz**

**IV. Welcome to Mayor Abdullah H. Hammoud**

**V. Approval of Regular Meeting December 2021 Minutes**

Joint Meeting - December 2021

- A. EDDDA - A motion to approve the minutes was made by Director Jay Kruz, seconded by Director Janice Cislo. Voice vote passed unanimously. Motion passed. Minutes approved.
- B. WDDDA - A motion to approve the minutes was made by Director Thomas Clark, seconded by Director Mohammed Hider. Voice vote passed unanimously. Motion passed. Minutes approved.

**VI. Treasurer's Report**

WDDDA: Moe Almaliky from Finance reviewed the financial statement dated December 31, 2021. Revenue to date totaled \$706,685. Total expenditures totaled \$150,081. The current cash position equals \$1,368,326 and it is estimated the WDDDA's cash position at the end of the fiscal year would be \$671,122.

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated December 31, 2021. Revenue to date totaled \$727,992. Total expenditures totaled \$236,746. The current cash position equals \$1,001,133 and it is estimated the EDDDA's cash position at the end of the fiscal year will be \$230,918.

The Treasurer's Report was received and filed for both WDDDA and EDDDA.

## **VII. Action Items**

### **A. Regular Action Items**

#### **1. Joint Board Actions**

##### **a) Cobalt Community Market Data**

The EDDDA and WDDDA utilize current data and trends to help implement the future Vision Plan and strategies. Cobalt has provided the East and West DDDA with a proposal based on data collection and comparative analysis in two reports (Fall 2021 and Spring 2022) for each district. The DEV Committee has reviewed the proposal, supports the program and recommends entering into a contract with Cobalt for the data research. The total cost of the proposals is \$2,700, split equally between the East and West DDDAs, for EDDDA to pull from account #297-6100-911-51-00 and WDDDA to pull from account #296-6100-911-51-00 from the line item Community Promotions/General Marketing. It was resolved that the EDDDA and WDDDA will table this resolution to allow time to review other groups who provide this type of information, including local and state government resources and then determine how to utilize the information once reports are received.

For EDDDA, motion to table was made by Director Jay Kruz and was seconded by Director Janice Cislo. A voice vote passed unanimously. Motion approved.

For WDDDA, motion to approve was made by Director Karen Nigolian, and seconded by Vice Chairman Mohammed Hider. A voice vote passed unanimously. Motion approved.

##### **b) DRW Radio Advertising Plan**

The EDDDA and WDDDA are planning to promote the Dearborn Restaurant Week (DRW) 2022 event that would benefit from advertising to engage the greater Metro Detroit community. The EDDDA and WDDDA agree to approve up to \$21,500 on an advertising campaign utilizing radio, digital and print, to be split 60% for WDDDA and 40% for EDDDA, based on a proportionate amount of restaurant involvement. The EDDDA authorizes the expenditure of up to \$9,143 from account #297-6100-911-51-00 Community Promotions/Dearborn Restaurant Week and the WDDDA authorizes the expenditure of up to \$12,357 from account #296-6100-911-51-00 Community Promotions/Dearborn Restaurant Week for the following advertising items, with suggestion to review media publication selection. It was also resolved that the Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA, subject to review and approval by Corporation Counsel.

	Total	EDDDA	WDDDA
<b>RADIO</b>			
iHeartRadio	\$4,020.00	\$1,528.00	\$2,492.00
Audacy	\$4,000.00	\$1,520.00	\$2,480.00
WDET	\$1,480.00	\$563.00	\$917.00
<b>Digital</b>			
Click On Detroit	\$3,500.00	\$1,330.00	\$2,170.00
<b>Print</b>			
Times Herald	\$300.00	\$186.00	\$114.00
Metro Times	\$700.00	\$266.00	\$434.00
<b>Social Media</b>	\$7,500.00	\$3,750.00	\$3,750.00
<b>Totals</b>	<b>\$21,500.00</b>	<b>\$9,143.00</b>	<b>\$12,357.00</b>

For EDDDA, motion to approve was made by Director Jay Kruz, and was seconded by Director Janice Cislo. A voice vote passed unanimously. Motion approved.

For WDDDA, motion to approve was made by Vice Chairman Mohammed Hider, and was seconded by Director Jackie Lovejoy. A voice vote passed unanimously. Motion approved.

### **c) Executive Committee Nominations & Election of Officers**

The East Dearborn Downtown Development Authority (EDDDA) and 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.

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

The 2022 Officer Nominating Committee has recommended for the East: Eric Woody for Chairperson, Matthew Dietz for Vice-Chairperson, and Matthew Dietz for interim Secretary-Treasurer. No additional nominations

were made and a motion to close the slate for EDDDA was made by Director Hamzah Nasser and seconded by Director Janice Cislo.

The 2022 Officer Nominating Committee has recommended for the West: Sam Abbas for Chairperson, Mohammed Hider for Vice-Chairperson, and Jackie Lovejoy for Secretary-Treasurer. No additional nominations were made and a motion to close the slate for WDDDA was made by Director Jackie Lovejoy and seconded by Secretary Treasurer Jeff Lynch. Nominations closed and a unanimous ballot is cast and elected for the officers as named above for the year 2022.

For EDDDA, motion to approve was made by Director Janice Cislo, and was seconded by Director Jay Kruz. A voice vote passed unanimously. Motion approved.

For WDDDA, motion to approve was made by Director Jackie Lovejoy, and was seconded by Secretary Treasurer Jeff Lynch. A voice vote passed unanimously. Motion approved.

**d) MDA Spring Workshop/Advocacy Day**

The EDDDA and WDDDA have the opportunity to attend the 2022 Michigan Downtown Association Spring Lansing Day and Workshop being held in-person or virtual, same pricing for both, on March 2-3, 2022, in Lansing and Grand Ledge, MI in the amount of \$170 per person. For EDDDA, Eric Woody, Hamzah Nasser and Amanda Bright McClanahan will attend and for the WDDDA, Jackie Lovejoy and Zaineb Hussein will attend. The EDDDA and WDDDA authorizes the expenditure up to \$170 per board member to participate at the 2022 MDA Spring Lansing Day and Workshop from the Training/Transportation budget line item account # 297-6100-911-58-10 for EDDDA and account #296-6100-911-58-10 for WDDDA, agreeing to split the costs equally between EDDDA and WDDDA. It was also resolved that the Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA and WDDDA for the MDA Spring Lansing Day and Workshop, subject to review and approval by Corporation Counsel.

For EDDDA, motion to approve was made by Vice Chairman Eric Woody, and was seconded by Mayor Abdullah Hammoud. A voice vote passed unanimously. Motion approved.

For WDDDA, motion to approve was made by Director Jackie Lovejoy, and was seconded by Secretary-Treasurer Jeff Lynch. A voice vote passed unanimously. Motion approved.

**e) Social Media Advertising Plan 2022**

The EDDDA and WDDDA has a slate of 2022 events that would benefit from paid social media boosts to engage businesses, residents and visitors alike. The EDDDA and WDDDA approved expenditures up to \$7,500, split equally between account #296-6110-911-51-00 for WDDDA and account # 297-6100-911-51-00 for EDDDA, for costs related to social media boosts through POW! Strategies, Inc. contract. A total social media advertising plan of \$15,000 is recommended for 2022, with \$7,500 from the POW! Strategies, Inc. contract and fund line item, and another \$7,500 to be added to the POW! Strategies, Inc. contract from the Dearborn Restaurant Week fund line. It was resolved that the EDDDA authorizes an expenditure up to \$3750 for the following revised social media ad buy schedule for 2022 from account #297-6100-911-51-00 Community Promotions/General Marketing and that the WDDDA authorizes an expenditure up to \$3750 for the following revised social media ad buy schedule for 2022 from account #296-6100-911-51-00 Community Promotions/General Marketing: :

EVENT/PROMOTION	TOTAL AMOUNT	EDDDA	WDDDA	DISTRICT
Earth Day	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Ramadan Pop Up	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Ladies Night Out	\$ 150.00		\$ 150.00	WDDDA
East Sidewalk Sale	\$ 150.00	\$ 150.00		EDDDA
Spring Perennial Exchange	\$ 100.00	\$ 100.00		EDDDA
West Farmers Market	\$ 800.00	\$ -	\$ 800.00	WDDDA
East Farmers Market	\$ 800.00	\$ 800.00		EDDDA
Movie Nights	\$ 400.00	\$ 200.00	\$ 200.00	EDDDA/WDDDA SPLIT
Social District	\$ 100.00		\$ 100.00	WDDDA
Friday Nights	\$ 400.00		\$ 400.00	WDDDA
Jazz on the Ave	\$ 450.00	\$ 450.00		EDDDA
Mosaic/Harmonize Dearborn	\$ 400.00	\$ 400.00		EDDDA
Christmas in July	\$ 100.00	\$ 50.00	\$ 50.00	EDDDA/WDDDA SPLIT
Tunes at Noon	\$ 300.00		\$ 300.00	WDDDA
Kids Day	\$ 150.00	\$ -	\$ 150.00	WDDDA
Fall Perennial Exchange	\$ 100.00		\$ 100.00	WDDDA

Trick or Treat	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Pumpkin Carving	\$ 100.00	\$ 50.00	\$ 50.00	EDDDA/WDDDA SPLIT
Shop Small	\$ 1,000.00	\$ 500.00	\$ 500.00	EDDDA/WDDDA SPLIT
Winterfest	\$ 400.00		\$ 400.00	WDDDA
Shop Small Kick Off	\$ 400.00	\$ 400.00		EDDDA
General Page Boosts	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Bike share/scooter share	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Preservation Month	\$ 100.00	\$ 50.00	\$ 50.00	EDDDA/WDDDA SPLIT
CHP Redesign	\$ 100.00	\$ 100.00		EDDDA
<b>TOTAL</b>	<b>\$ 7,500.00</b>	<b>\$ 3,750.00</b>	<b>\$ 3,750.00</b>	
PLUS DRW	\$7,500.00	\$3,750.00	\$3,750.00	EDDDA/WDDDA SPLIT
<b>GRAND TOTAL</b>	<b>\$ 15,000.00</b>	<b>\$ 7,500.00</b>	<b>\$ 7,500.00</b>	

In addition, the EDDDA authorizes an additional \$3750 for Dearborn Restaurant Week social media ad buys through POW! Strategies, Inc. contract for 2022 from account #297-6100-911-51-00 Community Promotion/Dearborn Restaurant Week. The WDDDA also authorizes an additional \$3750 for Dearborn Restaurant Week social media ad buys through POW! Strategies, Inc. contract for 2022 from account #296-6100-911-51-00 Community Promotion/Dearborn Restaurant Week. It was also resolved that the Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA for the listed social media boosts, subject to review and approval by Corporation Counsel.

For EDDDA, motion to approve was made by Vice Chairman Eric Woody, and seconded by Director Jay Kruz. A voice vote passed unanimously. Motion approved.

For WDDDA, motion to approve was made by Director Jackie Lovejoy, and seconded by Secretary Treasurer Jeff Lynch. A voice vote passed unanimously. Motion approved.

## 2. **EDDDA Actions Only**

### a) **Open Door Dearborn Fund Reallocation**

The EDDDA provides the Open Door Dearborn Grant Program to offer funds to businesses for building improvements and business start-up. The program has been very successful in 2020 and 2021 with a total of 8



projects and \$75,000 in grants awarded.

Six months remain in FYE2022 and only \$5,000 is left available in the EDDDA Open Door Grant Program fund line item.

The Design/Economic Vitality (DEV) Committee has discussed the success of the overall program and issue of funding running short of the demand, especially in the EDDDA. To date, there are seven property owners/business that have shown an interest in applying for a grant in the EDDDA.

At least two businesses will submit applications for Open Door Grants in the first quarter of 2022.

The DEV Committee met on December 8, 2021, and recommends to the EDDDA Board reallocating \$20,000 to the EDDDA Open Door Grant Program to be able to support additional projects in the EDDDA.

It was resolved that the EDDDA Board authorizes reallocating \$20,000 from line item # 297-6100-911-51-00 Community Promotions/H2BE to be transferred into the EDDDA Open Door Grant Program budget line item #297-6100-911-34-90 Contractual Services/Business Incentives to support at least two additional grants in FYE2022.

For EDDDA, motion to approve was made by Director Janice Cislo, and seconded by Director Hamzah Nasser. A voice vote passed unanimously. Motion approved.

**b) Jazz on the Ave 2022 - Zonjic Contract**

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

The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs for programs that sustain and increase business activity within the district.

The Jazz on the Ave events provided by the EDDDA has been successful in bringing visitors to the District and growing in numbers each year; and this year's approved calendar includes a six week run of the event on Wednesday evenings from June 1, 2022 through July 6, 2022. The EDDDA authorized a budget of \$57,250 in expenditures for the 2022 Jazz on the Ave events.

The Hi-Falutin' Music contract includes the following provisions:

Marketing to consist of major local radio, press releases to all local print, radio and T.V. media. Attempts will be made to place artists and PR on local media shows (Fox 2 TV Morning Show/WJR Mitch Albom etc.). Weekly radio scheduled on WWJ Radio. Also, radio spots to run Sunday's on 910 AM Superstation Doing the D Show starting April 17 and ending July 3. Weekly television spots to air on WADL on the Alexander Zonjic From A to Z Show on Sunday's starting April 17 and ending July 3. Hi-Falutin' Music will produce a :30 sec TV spot and a :30 sec radio spot to be used in all TV and radio spots. Flyers to be distributed at all Hi-Falutin' Music/Alexander Zonjic Events. Also, distribution of flyers at all other related music events. Email blast from Hi-Falutin' Music will go out twice a week starting Monday, April 18 ending Monday, July 4. Concerts will be added to Alexander Zonjic website and featured artist's websites. Hi-Falutin' will provide roof for stage and professional quality genie-towers. Setup will be Tuesdays prior to each concert & takedown Wednesday's after concert is over.

The DDDA Management requests the approval of \$45,000.00 total for the contract with Hi-Falutin Music, which includes a deposit of \$22,500 which is 50% of the contract upon final signature, which would expend from the Community Promotions Budget # 297-6100-911-51-00.

It was resolved that this resolution is tabled to further research additional categories of musical genres for the EDDDA community.

For EDDDA, motion to approve was made by Mayor Abdullah Hammoud, and seconded by Vice Chairman Eric Woody. A voice vote passed unanimously. Motion approved.

***Due to time, items VIII. to XIII. were not discussed. Secretary-Treasurer Matthew Dietz requested to move to adjournment.***

**VIII. Old Business**

- A. Office Lease
- B. Board Vacancies
- C. Snow Removal Contract

**IX. Committee Reports**

**X. DDDA Executive Management Team**

**XI. ECD Report**

**XII. Call to Board of Directors**

**XIII. Call to Audience**

**XIV. Adjournment**

Meeting adjourned at 10:30 a.m. A motion was made by Vice Chairman Eric Woody, seconded by Vice Chairman Mohammed Hider.

Approved by:

Jeffery Lynch, Secretary-Treasurer, WDDDA

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Matthew Dietz, Secretary-Treasurer, EDDDA

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Financial Statement Summary		FY2020	FY2021	FY2022					
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance	Actual %
297-0000-311.40-00	Property Tax Capture	\$ 366,558	\$ 386,278	\$ 409,600	\$ 409,600	\$ 756,243	\$ -	N/A	185%
	Brownfield Tax Capture	448,590	457,004	457,000	457,000	-	-	\$ 457,000	0%
<b>Tax Revenue Total</b>		<b>\$ 815,148</b>	<b>\$ 843,282</b>	<b>\$ 866,600</b>	<b>\$ 866,600</b>	<b>\$ 756,243</b>	<b>\$ -</b>	<b>\$ 457,000</b>	<b>87%</b>
297-0000-330.05-14	Local Community Stabilization Authority	26,223	23,965	24,000	24,000	24,712	-	N/A	103%
297-6100-365.90-00	Donations from a Private Source	7,849	10,250	90,000	90,000	10,800	-	79,200	12%
297-0000-361.10-05	Interest Income	18,330	97	534	534	(33)	-	567	-6%
297-6100-322.40-10	Events Revenue	6,350	(4,800)	3,000	3,000	3,475	-	N/A	116%
297-6100-369.90-00	Miscellaneous Income	-	14,203	31,909	31,909	-	-	31,909	0%
<b>Donation Revenue Total</b>		<b>\$ 58,752</b>	<b>\$ 43,715</b>	<b>\$ 149,443</b>	<b>\$ 149,443</b>	<b>\$ 38,954</b>	<b>\$ -</b>	<b>\$ 111,676</b>	<b>26%</b>
297-0000-391.96-97	Workers Compensation Fund	155	-	0	-	-	-	0	-
297-0000-391.91-01	Contributions from the General Fund	11,310	22,620	37,620	37,620	21,945	-	15,675	58%
<b>Contribution Total</b>		<b>\$ 11,310</b>	<b>\$ 22,620</b>	<b>\$ 37,620</b>	<b>\$ 37,620</b>	<b>\$ 21,945</b>	<b>\$ -</b>	<b>\$ 15,675</b>	<b>58%</b>
<b>Total Revenue</b>		<b>\$ 885,365</b>	<b>\$ 909,617</b>	<b>\$ 1,053,663</b>	<b>\$ 1,053,663</b>	<b>\$ 817,142</b>	<b>\$ -</b>	<b>\$ 584,351</b>	<b>78%</b>
<b>Expenditure</b>									
297-6100-911.30-40	Audit Services	\$ 800	\$ 800	\$ 800	800	800	\$ -	-	100%
297-2972-463.34-90	Sanitation Contractual Services	\$ 2,600	\$ 10,845	\$ 37,620	37,620	4,260	\$ 24,165	9,195	76%
297-6100-911.34-90	Development Contractual Services	\$ 302,415	\$ 324,419	\$ 396,095	\$ 468,079	197,913	\$ 117,976	152,190	67%
297-6100-911.43-82	Copier Repair & Maintenance Services	\$ -	\$ 886	\$ 375	375	347	\$ -	28	93%
297-6100-911.44-10	Building Rental	\$ 10,830	\$ 10,830	\$ 7,500	7,500	7,415	\$ 4,000	(3,915)	152%
297-6100-911.51-00	Community Promotion	\$ 112,128	\$ 157,917	\$ 240,430	\$ 303,323	62,477	\$ 75,196	165,650	45%
297-6100-911.52-10	Insurance	\$ 6,260	\$ 6,234	\$ 6,937	6,937	4,046	\$ -	2,891	58%
297-6100-911.53-00	Communications	\$ 1,200	\$ 1,046	\$ 1,107	1,107	453	\$ 112	542	51%
297-6100-911.58-10	Training & Transportation	\$ 1,397	\$ 1,075	\$ 3,500	3,500	-	\$ 1,084	2,416	31%
297-6100-911.60-10	Office Supplies	\$ 401	\$ 63	\$ 1,500	1,500	468	\$ -	1,032	31%
297-6100-911.60-20	Postage	\$ 214	\$ -	\$ 350	350	8	\$ -	342	2%
297-6100-911.61-90	Non-Capital Equipment	\$ -	\$ -	\$ 7,500	7,500	-	\$ -	7,500	0%
297-6100-911.62-40	Planting Materials	\$ 17,825	\$ 30,395	\$ 50,825	50,825	23,675	\$ 18,790	8,360	84%
297-6100-911.65-00	Memberships	\$ 435	\$ 148	\$ 1,190	1,190	315	\$ -	875	26%
297-6100-911.68-90	Other Operating Expenses	\$ -	\$ -	\$ 29,658	29,658	14,203	\$ -	15,455	48%
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	\$ 448,590	\$ 457,004	\$ 457,000	457,000	-	\$ -	457,000	0%
Total Operating Expenditures		910,163	1,001,662	1,242,387	1,377,264	316,380	241,323	819,561	40%
<b>Total Expenditure</b>		<b>\$ 910,163</b>	<b>\$ 1,001,662</b>	<b>\$ 1,242,387</b>	<b>\$ 1,580,244</b>	<b>\$ 316,380</b>	<b>\$ 241,323</b>	<b>\$ 1,022,541</b>	<b>35%</b>
Revenues Over/(Under) Expenditures		\$ (24,798)	\$ (92,045)	\$ (237,538)	\$ (526,581)	\$ 500,762	\$ (241,323)	\$ (438,190)	
<b>Balance Sheet</b>							Current		
Equity in Pooled Cash	Cash Position						\$ 1,001,133		
Current Assets	Current Receivables						-		
	Unearned Income						584,351		
Current Liabilities	Current Liabilities						(14,203)		
	Encumbrances						(241,323)		
	Uncommitted Budget						(1,022,541)		
	Estimated Ending Cash Position						\$ 307,417		

Expenditure Details		FY2020	FY2021	FY2022					
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance	Actual %
<b>Beautification</b>									
297-2972-463.34-90	Sanitation Contractual Services	\$ 2,600	\$ 10,845	\$ 37,620	\$ 37,620	\$ 4,260	\$ 24,165	\$ 9,195	76%
297-6100-911.34-90	Holiday Décor & Installation	\$ 14,440	\$ 1,402	10,000	10,000	635	1,500	7,865	21%
297-6100-911.34-90	Landscape & Maintenance	\$ 44,090	\$ 83,550	62,500	62,500	43,564	18,741	195	100%
297-6100-911.34-90	Snow Removal	\$ 26,538	25000	25,000	25,000	8,000	25,000	(8,000)	132%
297-6100-911.34-90	On-Street Bike Racks	-	0	-	15,000	-	-	15,000	0%
297-6100-911.34-90	Platform Dinning	\$ -	0	-	2,621	5,015	1,852	(4,246)	262%
297-6100-911.34-90	Artspace, Public Space Design	\$ 34,581	\$ 5,638	-	12,363	7,893	20	4,450	64%
297-6100-911.34-90	Streetscape Enhancements	\$ 8,446	-	45,000	77,000	2,905	195	73,900	4%
297-6100-911.62-40	Planting Materials	\$ 17,825	\$ 30,395	50,825	50,825	23,675	18,790	8,360	84%
Total Beautification		\$ 148,520	\$ 158,950	\$ 230,945	\$ 292,929	\$ 95,947	\$ 90,263	\$ 106,719	64%
<b>Development</b>									
297-6100-911.51-00	General Marketing (banners, printing, social media)	\$ 5,922	\$ 10,802	\$ 35,000	\$ 35,000	\$ 4,481	1,700.00	\$ 28,819	18%
297-6100-911.51-00	Branding	35,568	67,129	\$ 30,000	\$ 66,883	30,412	34,918.00	1,553	98%
297-6100-911.51-00	Photography	963	-	\$ 2,500	\$ 2,500	363	-	2,137	15%
297-6100-911.51-00	Metro Mode / Issue Media	18,000	24,501	\$ 9,000	\$ 9,000	4,500	12,001.00	(7,501)	183%
297-6100-911.51-00	CTM Brochure Distribution	438	1,802	\$ -	\$ -	292	-	(292)	-
297-6100-911.51-00	Website, Constant Contacts	-	-	\$ 250	\$ 250	-	-	250	0%
297-6100-911.51-00	Website Hosting & Domain Registration	1,828	714	\$ 1,430	\$ 1,430	714	-	716	50%
297-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	\$ 5,600	\$ 5,600	-	-	5,600	0%
297-6100-911.51-00	Community Art Enhancement	-	-	\$ 5,000	\$ 19,000	-	-	19,000	0%
297-6100-911.51-00	Community Garden	-	-	\$ 1,000	\$ 1,000	500	250.00	250	75%
297-6100-911.51-00	Fall Promotions	-	348	\$ 600	\$ 600	88	-	512	15%
297-6100-911.51-00	Shop Small Business Saturday	14,051	5,755	\$ 15,250	\$ 15,250	9,640	7,920.00	(2,310)	115%
297-6100-911.51-00	Restaurant Week	1,050	1,145	\$ 10,000	\$ 22,010	-	6,747.00	15,263	31%
297-6100-911.51-00	Homage to Black Excellence	43	20,265	\$ 40,000	\$ 40,000	-	6,899.00	40,000	17%
297-6100-911.51-00	Movies in the Park	1,511	2,541	\$ 2,300	\$ 2,300	790	1,218.00	292	87%
297-6100-911.51-00	Music in the Park-Winterfest	316	6,872	\$ 30,000	\$ 30,000	10,699	2,477.00	16,824	44%
297-6100-911.51-00	City Hall Park Events	-	4,744	\$ 1,500	\$ 1,500	-	626.00	874	42%
297-6100-911.51-00	Way Finding	-	-	\$ 10,000	\$ 10,000	-	-	10,000	0%
297-6100-911.51-00	Jazz on the Ave	25,088	-	\$ 25,000	\$ 25,000	-	-	25,000	0%
297-6100-911.51-00	Covid Comeback Marketing	-	6,485	\$ 500	\$ 500	-	-	500	0%
297-6100-911.51-00	SEO/SEM	-	-	\$ 5,000	\$ 5,000	-	-	5,000	0%
297-6100-911.51-00	Translation Services	-	-	\$ 500	\$ 500	-	440.00	60	88%
297-6100-911.51-00	East Farmers Market	-	-	\$ 10,000	\$ 10,000	-	-	10,000	0%
Total Development		\$ 112,128	\$ 159,228	\$ 240,430	\$ 303,323	\$ 62,479	\$ 75,196	\$ 172,547	45%
<b>Planning &amp; Administration</b>									
297-6100-911.34-90	Pow Strategies	131,082	160,497	193,140	193,140	121,036	69,229	2,875	99%
297-6100-911.34-90	Communications Manager, Public Relations	42,340	3,900	20,000	20,000	-	-	20,000	0%
297-6100-911.34-90	Building/Business Incentive	-	40,903	40,000	50,000	5,000	-	45,000	10%
		\$ 173,422	\$ 205,300	\$ 253,140	\$ 263,140	\$ 126,036	\$ 69,229	\$ 67,875	74%
various (comment)	Other Office Expenses	10,707	10,252	15,759	15,759	6,437	1,196	8,126	48%
297-6100-911.34-90	Office Cleaning	900	540	455	455	4,012	1,443	(5,000)	1199%
297-6100-911.44-10	Building Rental	10,830	10,830	7,500	7,500	7,415	4,000	(3,915)	152%
297-6100-911.61-90	Non-Capital Equipment (light poles)	-	-	7,500	7,500	-	-	7,500	0%
297-6100-911.68-90	Other Operating Expenses (utilities)	-	-	15,453	15,455	-	-	15,455	0%
297-6100-911.68-90	DCC Gun Range ArtSpace Loan Payment	-	-	14,205	14,205	14,203	-	2	100%
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	448,590	457,004	457,000	457,000	-	-	457,000	0%
Total Planning & Administration		\$ 649,517	\$ 683,926	\$ 771,012	\$ 983,994	\$ 158,103	\$ 75,868	\$ 547,043	24%
Expenditures		\$ 910,164	\$ 1,001,662	\$ 1,242,387	\$ 1,580,244	\$ 316,529	\$ 241,326	\$ 1,022,539	35%
Contractual Services									
Other Operating Expenses									
Community Promotions									

Financial Statement Summary		FY2020	FY2021	FY2022					
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance	Actual %
<b>Revenue</b>									
296-0000-311.40-00	Property Tax Capture	\$ 810,083	852,811	\$ 884,900	\$ 884,900	\$ 851,601	\$ -	\$ 33,299	96%
	Brownfield Tax Capture	208,118	247,631	252,400	252,400	-	-	252,400	0%
<b>Tax Revenue Total:</b>		<b>\$ 1,018,201</b>	<b>\$ 1,100,442</b>	<b>\$ 1,137,300</b>	<b>\$ 1,137,300</b>	<b>\$ 851,601</b>	<b>\$ -</b>	<b>\$ 285,699</b>	
296-6110-330.01-90	Farmer's Market Federal Grant	607	-	1,500	1,500	-	-	1,500	0%
296-6110-369.90-00	Farmer's Market Miscellaneous	7,265	11,745	20,000	20,000	7,260	-	12,740	36%
296-6100-365.90-00	Donations from a Private Source	16,659	2,855	51,500	51,500	17,880	-	33,620	35%
296-6100-322.40-10	Events Revenue	6,545	(3,900)	4,000	4,000	2,100	-	1,900	53%
296-0000-361.10-05	Interest Income	15,928	94	524	524	(46)	-	570	-9%
296-2972-311.80-01	Taxes Allocated In	-	-	25,920	25,920	-	-	25,920	0%
<b>Donations &amp; Farmer's Market Total:</b>		<b>\$ 47,015</b>	<b>\$ 15,463</b>	<b>\$ 103,444</b>	<b>\$ 103,444</b>	<b>\$ 27,944</b>	<b>\$ -</b>	<b>\$ 50,330</b>	27%
296-0000-391.91-01	Contributions from the General Fund	35,000	35,105	35,105	35,105	20,478	-	14,627	58%
<b>General Fund Contribution Total:</b>		<b>35,000</b>	<b>35,105</b>	<b>35,105</b>	<b>35,105</b>	<b>20,478</b>	<b>-</b>	<b>14,627</b>	<b>58%</b>
<b>Total Revenues:</b>		<b>\$ 1,100,216</b>	<b>1,151,010</b>	<b>\$ 1,275,849</b>	<b>\$ 1,275,849</b>	<b>\$ 900,023</b>	<b>\$ -</b>	<b>\$ 350,656</b>	<b>71%</b>
296-6100-911.30-40	Audit Services	400	400	400	400	400	-	-	100%
296-6100-435.98-00	Undistributed Appropriation	-	-	30,000	30,000	-	-	30,000	0%
296-2972-463.34-90	Sanitation Contractual Services	19,620	28,260	25,920	25,920	10,695	540	14,685	43%
296-6100-911.34-90	Development Contractual Services	381,813	544,163	629,675	653,340	250,702	150,470	252,168	61%
296-6110-911.34-90	Farmer's Market Contractual Services	10,924	19,820	20,000	20,000	11,287	7,060	1,653	92%
296-6100-911.41-75	WATER/SEWAGE	683	4,873	3,190	3,190	559	-	2,631	18%
296-6100-911.43-82	Copier Repair & Maintenance Services	-	886	375	375	347	-	28	93%
296-6100-911.44-10	Building Rental	10,830	10,830	7,500	11,415	7,415	4,000	-	100%
296-6100-911.51-00	Community Promotion	175,184	179,457	297,530	321,109	51,742	88,088	181,279	44%
296-6100-911.52-10	Insurance	3,730	5,829	6,013	6,013	3,507	-	2,506	58%
296-6100-911.53-00	Communications	1,011	1,046	1,107	1,107	453	112	542	51%
296-6100-911.58-10	Training & Transportation	175	725	3,500	3,500	195	393	2,912	17%
296-6100-911.60-10	Office Supplies	395	63	1,500	1,500	403	-	1,097	27%
296-6100-911.60-20	POSTAGE	203	-	350	350	2	-	348	1%
296-6100-911.61-90	Non-Capital Equipment	-	4,426	33,600	33,600	-	-	33,600	0%
296-6100-911.62-40	Planting Materials	577	21,944	40,000	43,600	11,692	31,884	24	100%
296-6100-911.65-00	Memberships	435	148	940	940	315	-	625	34%
296-6100-911.68-90	Other Operating Expenses	-	-	1,250	1,250	-	-	1,250	0%
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	208,118	247,631	252,400	252,400	-	-	252,400	0%
296-6100-980.96-34	Facilities Fund	-	37,500	-	-	-	-	-	0%
<b>Total Expenditure</b>		<b>\$ 814,098</b>	<b>\$ 1,108,001</b>	<b>\$ 1,355,250</b>	<b>\$ 1,410,009</b>	<b>\$ 349,714</b>	<b>\$ 282,547</b>	<b>\$ 777,748</b>	<b>45%</b>
Revenues Over/(Under) Expenditures		\$ 286,118	\$ 43,009	\$ (79,401)	\$ (134,160)	\$ 550,309	\$ (282,547)	\$ (427,092)	
<b>Balance Sheet</b>						Current			
Equity in Pooled Cash Cash Position						\$ 1,368,326			
Current Assets						11,215			
Current Liabilities						350,656			
Estimated Ending Cash Position						-			
						(282,547)			
						(777,748)			
						\$ 669,902			

Expenditure Details		FY2020	FY2021	FY2022					
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance	Actual %
Beautification									
296-2972-463.34-90	Sanitation Contractual Services	\$ 19,620	28,260	\$ 25,920	\$ 25,920	\$ 10,695	\$ 540	\$ 14,685	43%
296-6100-911.34-90	Holiday Décor & Installation	19,830	1,440	50,000	50,000	449	1,500	48,051	4%
296-6100-911.34-90	Landscape & Maintenance	155,223	303,486	179,580	179,580	123,936	41,963	13,681	92%
296-6100-911.34-90	Snow Removal	25,865	36,500	36,500	36,500	6,045	36,500	(6,045)	117%
296-6100-911.34-90	On-Street Bike Racks	516	-	-	4,000	-	-	4,000	0%
296-6100-911.34-90	Planning: Streetscapes (South Connectors)	-	-	40,000	40,000	-	-	40,000	0%
296-6100-911.34-90	Planning: Building Conversions	-	-	10,000	10,000	-	-	10,000	0%
296-6100-911.34-90	Platform Dining	-	21,503	30,000	37,865	24,041	1,639	12,185	68%
296-6100-911.34-90	Market Shelter Design	-	-	20,000	20,000	-	-	20,000	0%
296-6100-911.34-90	StreetScape Enhancements	-	-	10,000	11,800	-	-	11,800	0%
296-6100-911.62-40	Planting Materials	577	21,944	40,000	43,600	11,692	31,884	24	100%
Total Beautification		\$ 221,631	413,133	\$ 442,000	\$ 459,265	\$ 176,858	\$ 114,026	\$ 168,381	63%
Development									
296-6100-911.51-00	General Marketing (banners, printing, social media)	11,537	13,384	\$ 45,000	\$ 45,000	\$ 4,131	\$ 1,960	\$ 38,909	14%
296-6100-911.51-00	Branding	84,932	40,506	30,000	37,771	26,039	51,442	(39,710)	205%
296-6100-911.51-00	CTM Brochure Distribution	438	1,803	-	-	292	-	(292)	-
296-6100-911.51-00	Photography	963	-	5,000	5,000	2,214	1,188	1,598	68%
296-6100-911.51-00	Metro Mode / Issue Media	18,000	10,501	9,000	9,000	4,500	-	4,500	50%
296-6100-911.51-00	Website, Constant Contacts	-	-	250	250	-	-	250	0%
296-6100-911.51-00	Website Hosting & Domain Registration	2,188	1,074	1,430	1,430	714	-	716	50%
296-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600	0%
296-6100-911.51-00	Community Art Enhancement	-	-	10,000	10,000	3,000	-	7,000	30%
296-6100-911.51-00	Dearborn Art Month	1,000	-	1,000	4,000	-	-	4,000	0%
296-6100-911.51-00	Fall Promotions	193	150	600	600	88	-	512	15%
296-6100-911.51-00	Shop Small Business Saturday	20,070	20,755	45,750	45,750	5,566	12,362	27,822	39%
296-6100-911.51-00	Restaurant week	1,050	37,021	16,500	29,308	-	-	29,308	0%
296-6100-911.51-00	Tunes at Noon	3,024	1,300	4,700	4,700	2,000	1,550	1,150	76%
296-6100-911.51-00	Friday Nites Concert Series & Winterfest	8,468	6,153	30,000	30,000	2,228	3,000	24,772	17%
296-6100-911.51-00	Movies In the Park	658	2,889	2,300	2,300	-	549	1,751	24%
296-6100-911.51-00	Ladies Night Out	-	-	3,700	3,700	-	302	3,398	8%
296-6100-911.51-00	Pernennail	360	-	700	700	175	100	425	39%
296-6100-911.51-00	Kids Day	8,945	-	6,000	6,000	-	-	6,000	0%
296-6100-911.51-00	Way Finding	-	-	10,000	10,000	-	-	10,000	0%
296-6100-911.51-00	Build Institute Program/Entrepreneur	-	-	10,000	10,000	-	-	10,000	0%
296-6100-911.51-00	SEO/SEM	-	-	10,000	10,000	-	-	10,000	0%
296-6100-911.51-00	Social District	-	-	50,000	50,000	775	15,635	33,590	33%
296-6110-911.34-90	Farmer's Market Contractual Services	10,924	19,820	20,000	20,000	11,287	7,060	1,653	92%
296-6100-911.34-90	Building / Business Incentives	-	7,500	40,000	50,000	-	-	50,000	0%
Total Development		\$ 186,107	206,777	\$ 357,530	\$ 391,109	\$ 63,009	\$ 95,148	\$ 147,709	40%
Planning & Administration									
296-6100-911.34-90	Pow Strategies	141,014	169,154	193,140	193,140	92,219	67,426	33,495	83%
296-6100-911.34-90	Communications Manager, Public Relations	39,130	3,900	20,000	20,000	-	-	20,000	0%
		\$ 180,144	173,054	\$ 213,140	\$ 213,140	\$ 92,219	\$ 67,426	\$ 53,495	75%
Various (comment)									
various (comment)	Other Office Expenses	6,233	9,097	14,185	14,185	6,181	505	10,689	47%
296-6100-911.34-90	Office Cleaning	750	680	455	455	4,012	1,443	(5,000)	1199%
296-6100-911.44-10	Building Rental	10,830	10,830	7,500	11,415	7,415	4,000	-	100%
296-6100-911.61-90	Non-Capital Equipment (lighting, repairs)	-	4,426	33,600	33,600	-	-	33,600	0%
296-6100-435.41-75	Water / Sewage	-	4,873	3,190	3,190	-	-	3,190	0%
296-6100-435.98-00	Undistributed Appropriation	-	-	30,000	30,000	-	-	30,000	0%
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	208,118	247,631	252,400	252,400	-	-	252,400	0%
Total Planning & Administration		\$ 406,075	488,091	\$ 555,720	\$ 559,635	\$ 109,827	\$ 73,374	\$ 379,624	33%
Expenditures		\$ 813,813	1,108,001	\$ 1,355,250	\$ 1,410,009	\$ 349,694	\$ 282,548	\$ 777,747	45%
Contractual Services									
Community Promotions									
Other Operating Expenses									

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

SmithGroup 2022 Design Service Plan via POW! Strategies - EDDDA

Adopted:  
Motioned by:  
Seconded by:

**WHEREAS:** As part of the DDDAs contract with POW! Strategies for Executive Management Services, SmithGroup can provide design services up to \$83,035 annually (January – December), split equally between the EDDDA and WDDDA; and

**WHEREAS:** Currently there is \$62,533 remaining on Year 2 of the contract (2021 calendar year), plus another \$83,035 for Year 3 of the contract (2022 calendar year) for a total of \$145,568; and

**WHEREAS:** The DDDAs' input on prioritizing projects that require design concepts and analysis is desired to set a workplan for 2022; and

**WHEREAS:** **POW! Strategies** and SmithGroup prepared and presented a summary of the potential projects based on the Boards budgets and plans for the year and coming years, as well as design costs associated with them (attached in the supplemental packet); and

**WHEREAS:** The following projects are essential to the DDDAs based on current work in progress, regular maintenance of data or directly associated with capital improvement projects:

- **Vision Plan** – projected to be completed by late Spring after review of draft by Mayor's Office and Council, community review and then final document changes for adoption – up to \$10,000 projected from budget;
- **GIS Inventory** – for on-going maintenance to the geographical data collected and mapped for the districts, including building occupancy/uses and streetscape amenities - up to \$9,000 projected from budget;
- **Multi-modal Pavement Markings** – to improve the bike-ability in both districts - up to \$30,000 projected from budget for construction drawings;

**WHEREAS:** As part of the contract, it was also recommended that in Year 3, an Art in Public Spaces Plan be developed to help layout both a short and long-term plan for art installations and art programming/support in the downtown - up to \$26,000 projected from budget; and

**WHEREAS:** Optional projects based on capital improvement projects needed for the downtown districts include:



- **WDDDA South Connector Street Concepts** – to improve the south side of Michigan connector streets of Mason, Howard and Tenney Streets - up to \$40,000 for concept planning and community outreach; and
- **WDDDA Public Lot E Redesign** – to provide for an improved location for deliveries and quick pick-up spots/15 min parking near Wagner Place - *concept budget TBD*; and
- **EDDDA Pedestrian Alley Design Concepts inconjunction with EDDDA Sustainable Parking Lots & Alley Improvements**– to improve and create a welcoming environment and greenspace behind the AANM and Masri Clinic - up to 30,000 for concept designs and community outreach; and
- **EDDDA Pocket Park** – creating an outdoor dining and greenspace area on the public parking lot adjacent to Williamson Street - up to \$30,000 for concept planning and community outreach; and
- **EDDDA Wellesley Public Parking Lot/Alley Safety Improvements** – improving the safety of the alley for pedestrians and redirect alley traffic - up to \$30,000 for concept planning and community outreach; and

**RESOLVED:** The EDDDA affirms the following priorities for design services to be provided by SmithGroup via the POW! Strategies, Inc. contract for Year 3 of the contract, calendar year 2022:

CONFIRMED PROJECT	SMITHGROUP BUDGET/ESTIMATES (MAX.)	DISTRICT
Vision Plan	\$10,000	EDDDA/WDDDA
GIS Inventory	\$9,000	EDDDA/WDDDA
Multi-modal Pavement Markings	\$30,000	EDDDA/WDDDA
Art in Public Spaces Plan	\$26,000	EDDDA/WDDDA
WDDDA South Connector Streetscape	\$30,000	WDDDA

WDDDA Lot E	TBD	WDDDA
EDDDA Pedestrian Alley	\$30,000	EDDDA
EDDDA Pocket Park	\$30,000	EDDDA
EDDDA Wellesley Lot	\$30,000	EDDDA

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

SmithGroup 2022 Design Service Plan via POW! Strategies - WDDDA

Adopted:  
Motioned by:  
Seconded by:

**WHEREAS:** As part of the DDDAs contract with POW! Strategies for Executive Management Services, SmithGroup can provide design services up to \$83,035 annually (January – December), split equally between the EDDDA and WDDDA; and

**WHEREAS:** Currently there is \$62,533 remaining on Year 2 of the contract (2021 calendar year), plus another \$83,035 for Year 3 of the contract (2022 calendar year) for a total of \$145,568; and

**WHEREAS:** The DDDAs' input on prioritizing projects that require design concepts and analysis is desired to set a workplan for 2022; and

**WHEREAS:** **POW! Strategies and** SmithGroup prepared and presented a summary of the potential projects based on the Boards budgets and plans for the year and coming years, as well as design costs associated with them (attached in the supplemental packet); and

**WHEREAS:** The following projects are essential to the DDDAs based on current work in progress, regular maintenance of data or directly associated with capital improvement projects:

- **Vision Plan** – projected to be completed by late Spring after review of draft by Mayor's Office and Council, community review and then final document changes for adoption – up to \$10,000 projected from budget;
- **GIS Inventory** – for on-going maintenance to the geographical data collected and mapped for the districts, including building occupancy/uses and streetscape amenities - up to \$9,000 projected from budget;
- **Multi-modal Pavement Markings** – to improve the bike-ability in both districts - up to \$30,000 projected from budget for construction drawings;

**WHEREAS:** As part of the contract, it was also recommended that in Year 3, an Art in Public Spaces Plan be developed to help layout both a short and long-term plan for art installations and art programming/support in the downtown - up to \$26,000 projected from budget; and

**WHEREAS:** Optional projects based on capital improvement projects needed for the downtown districts include:

- **WDDDA South Connector Street Concepts** – to improve the south side of Michigan connector streets of Mason, Howard and Tenney Streets - up to \$40,000 for concept planning and community outreach; and
- **WDDDA Public Lot E Redesign** – to provide for an improved location for deliveries and quick pick-up spots/15 min parking near Wagner Place - *concept budget TBD*; and
- **EDDDA Pedestrian Alley Design Concepts inconjunction with EDDDA Sustainable Parking Lots & Alley Improvements**– to improve and create a welcoming environment and greenspace behind the AANM and Masri Clinic - up to 30,000 for concept designs and community outreach; and
- **EDDDA Pocket Park** – creating an outdoor dining and greenspace area on the public parking lot adjacent to Williamson Street - up to \$30,000 for concept planning and community outreach; and
- **EDDDA Wellesley Public Parking Lot/Alley Safety Improvements** – improving the safety of the alley for pedestrians and redirect alley traffic - up to \$30,000 for concept planning and community outreach; and

**RESOLVED:** The WDDDA affirms the following priorities for design services to be provided by SmithGroup via the POW! Strategies, Inc. contract for Year 3 of the contract, calendar year 2022:

CONFIRMED PROJECT	SMITHGROUP BUDGET/ESTIMATES (MAX.)	DISTRICT
Vision Plan	\$10,000	EDDDA/WDDDA
GIS Inventory	\$9,000	EDDDA/WDDDA
Multi-modal Pavement Markings	\$30,000	EDDDA/WDDDA
Art in Public Spaces Plan	\$26,000	EDDDA/WDDDA
WDDDA South Connector Streetscape	\$30,000	WDDDA

WDDDA Lot E	TBD	WDDDA
EDDDA Pedestrian Alley	\$30,000	EDDDA
EDDDA Pocket Park	\$30,000	EDDDA
EDDDA Wellesley Lot	\$30,000	EDDDA

Yes:

No:

Abstained:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Board Attendance Absence Waivers-EDDDA

Date Adopted:

Motioned by:

Seconded by:

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

**WHEREAS:** The EDDDA and WDDDA board members have provided their reasons for absences for the 2021 and 2022 calendar year for absence waiver consideration; and

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

Kamal Turfah - January 2022;  
so let it be

**RESOLVED:** The EDDDA agrees to approve the presented absence waiver and excuse the absence as indicated by Kamal Turfah for the monthly meeting conducted in January 2022.

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Board Attendance Absence Waivers-WDDDA

Date Adopted:

Motioned by:

Seconded by:

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

**WHEREAS:** The WDDDA and EDDDA board members have provided their reasons for absences for the 2021 and 2022 calendar years for absence waiver consideration; and

**WHEREAS:** The following WDDDA Board Members have met the criteria for absence waivers for November 2021 to January 2022 monthly board meetings, excluding any special board meetings:

Sam Abbas - November 2021 and January 2022;  
Audrey Ralko - November 2021;  
so let it be

**RESOLVED:** The WDDDA agrees to approve the presented absence waivers and excuses the absences of Sam Abbas and Audrey Ralko, for monthly meetings conducted from November 2021 to January 2022.

Yes:

No:

Abstained:

Absent:

## Project Management Report

PROJECT	STATUS	% COMPLETION	NEXT STEP	PROJECT LEAD
<b>BUSINESS DEVELOPMENT/ASSISTANCE</b>				
Platform Dining / Structures	Council approved platform extension through October 31, 2022. Igloos delivered to businesses.	25%	Re-evaluated Program with DDDA Executive Committee. Continued to contact businesses to Finalize contracts and permits for extended use. Businesses submit applications/fees. Igloos are removed and stored, greenhouses maybe relocated. Structures will be allowed through a permit process	Steve
Social District	One Business Applied (Bar Louie) and Has License; Need a Secondary Business on that Common Area; Hold off on Social District until 2022	25%	Re-evaluated Program with DDDA Exec. Continue to work on program for 2022. Prepare and Present New Common Area for Council for 2022.	Steve/Cristina
Business Assistance Team	Team, Marketing, PR, Outreach, SM and Initiate training	60%	Draft BAT Flier sent to Octane, BAT videos outline being prepared. First Video to be completed early March.	Steve/Cristina/Helen
Open Door Grant Program	EDDDA OD budget available \$25,000. WDDDA budget available \$20,000. Track current applicants on agreement, project status	75%	assess guidelines, future budget allocations, marketing. Track current applicants on agreement, project status. Investigating Match on Main Grants to supplement OD projects	Steve /Cristina/Janet
Development Projects	meet with City Admin. on status	10%	meet with City Admin. on Status track city land, available sites, new and lost businesses. Contacting brokers on status of key buildings sold or for lease	CSD/Steve
Market Research Study	evaluating vendors	75%	Board approval for March	Steve
Dashboard Analytics	Framework Developed	30%	Collecting Data	Steve/Helen
<b>OPERATIONS (DISTRICT &amp; OFFICE)</b>				
Office Remediation	ServPro services are completed	100%	Bill Artspace for the second flood costs	Janet
Snow Removal	Contract approved in October by Boards.	50%	Vendor refusing to provide services. Vendor paid agreed amount. Temporarily using DPW contractor - Four Seasons and Frank's Landscaping. New bid being developed. Contract review meeting being set prior to release of new bid.	Janet/Cristina
EDDDA Landscaping & Maintenance	Smithgroup designs for new Michigan Avenue beds completed.	75%	Meeting with Contractor to review 2022 contract and landscape needs. Contract renewal planned for March 2022.	Janet/Cristina
WDDDA Landscaping & Maintenance		75%	Met with Contractor to review 2022 contract and landscape needs. Contract renewal planned for March 2022	Janet/Cristina
Office Relocation	Office Move Complete	100%	Completed Move	Janet
Database Management	Maestro / data spreadsheet	ongoing	update businesses, property info, track city permits	Helen/Steve/Jane t/interns
GIS Mapping	GIS Layers-land use, utilities, streetscapes...	ongoing	snow removal layer	Steve/Smith Group/Interns
<b>STREETSCAPES/PUBLIC IMPROVEMENTS</b>				
EDDDA Planter Tree Well	No bids received with 3rd solicitation.	50%	Outsourcing per Board resolution	Cristina
Mobility	Scooter MOU in Progress - Prepare for Council; presented plan to Board	Scooter 50%	Reconnect with MOGO on Bike Share Agreement; Meet with SEMCOG on funding options; Prepare for Spring 2022 Launch; awaiting schedule of Council Work Session. Researching information on scooter demand per request from Mayor	Steve/Cristina



## Project Management Report

City Hall Park Redesign	Concepts Developed		50%	Review by Mayor. Next step is community engagement session to present four concepts.	Cristina
Light Poles	Buyer Purchasing		50%	Confirm PO Sent and Delivery Date; Inform DPW as to quantity and spec of shipment	Cristina/Janet
Banners	Reordered Shop Small Banners/Replacements		100%	completed. Recommend a spring banner in conjunction with Art Month.	Cristina
EDDDA Parking Lot Improvements	Lighting completed/Reviewing Services with SmithGroup		25%	Draft bid and rfp for various scopes of projects	Cristina
EDDDA Pocket Park	Reviewing Services with SmithGroup		5%	Develop Concept/Community Engagement. Determine Priority with Board	Cristina/SmithGroup
WDDDA Farmers Market Shed	Team meeting needed/Reviewing Services with SmithGroup		5%	Prepare scope for RFP	Cristina
WDDDA South Connector Streetscape	Reviewing Services with SmithGroup		5%	Develop Concept/Community Engagement	Cristina/SmithGroup
Multi-Modal Pavement Markings	Reviewing Services with SmithGroup		25%	Develop Scaled Drawing for Bid	Cristina/SmithGroup
Schaefer Streetscape	Reviewing Services with SmithGroup		5%	Streetscape Concept. Determine Priority with Board.	Cristina/SmithGroup
<b>EVENTS/PROMOTIONS/COMMUNICATIONS</b>					
2021 Event Wrap Up & Sponsor Report	Finalizing report		80%	Present findings and recommendations to Board in March	Cathleen
Shop Small Kick Off/Open House	completed event		100%	Survey participants	Cathleen
Winterfest Market	completed event		100%	survey participants	Cathleen
Restaurant Week	Sponsor and restaurant packet developed. Solicitation underway. Graphics and social media in progress.		80%	Kick-off Event March 3	Cathleen/Helen
Earth Day Events	Develop Concepts; Sponsors		80%	Complete Planning by March	Cathleen
Jazz on the Ave/Mosaic	Concept Development		25%	Board approval February	Cathleen
Website	Web Development in Process		75%	Launch 2nd Quarter of 2022	Cristina/Helen/Octane
Farmers Market Event Management	job description developed; vendor application in review		10%	Hire New Market Manager; Update Website and Solicit Vendors/Sponsors	Cristina/Janet
Existing Website Maintenance	Update information as needed	ongoing		Continue updating Business Directory and Events listings as changes arise	Helen
EBlasts	2022 Schedule in process	ongoing		Finalize schedule & content	Helen
Social Media Management	2022 Strategy in process, content ongoing	ongoing		Finalize strategy	Helen
Media Relations	Two PR content management products identified, research ongoing	ongoing		Update media contact information	Helen
<b>ORGANIZATION/BOARD/STEERING</b>					
Vision Plan	Board Review Completed		90%	Council, Mayor and Community Review	Cristina
DDI	Drafting Bylaws; Finalizing Structure/Purpose, MMS Application		30%	Discuss Structure/Purpose with DDDA Boards	Cristina
DDDA Bylaws	Drafting Revision		75%	Deliver Draft Review in March	Cristina
Board Member Job Description	Begin Draft		25%	Deliver Draft Review in March	Cristina
PA57 Reporting	FYE2021 Report Submitted		100%	July 2022 PA57 Public Meeting	Cristina
Annual Report	1st Edition to be Developed		25%	Anticipated Delivery February/March	Cristina/Octane
FYE2023 Budgets	FYE2023-25 Draft Budgets Submitted to City		75%	Board March Approval	Cristina/M. Almaliky
Strategic Plan	Update Strategic Plan		5%	Hold Board/Community Planning Session in June	Cristina
Board Trainings for New Board Members			50%	Schedule for February	Janet/Cristina

Project Management Report

Corporate Sponsorships 2022	Outreach to Potential Sponsors	50%	Confirm by March	Janet/Cathleen/Cristina
Sponsor Goal/Policy	Analyze 2021	75%	Recommendation to Board in March	Cathleen/Cristina



# DEARBORN

2022 PLANNING

SMITHGROUP

# POTENTIAL PROJECT LIST

2022

Vision Plan – Remaining Budget TBD

Art in Public Spaces – Original Budget is \$26,000

GIS / Business Inventory Updates –

- 1 day per quarter      \$4,000 per year
- 2 days per month      \$22,500 per year

Multi-modal & Streetscape Design:

- Schaefer Street
- Pedestrian Alleys behind AANM
- Vehicular Alleys & Parking Lots
- Pocket Park (Koja)
- Multi-modal pavement markings (E&W)
- W. South Streets
- Kidcadia Alley Improvements
- Urban Design Plan (MEDC Funding?)
- Farmers Market Shed – Not included
- W. Village Commons Plaza – Hold Not included
- Wayfinding / Business Design Plan – Not included
- Rooftop Designs – Not included

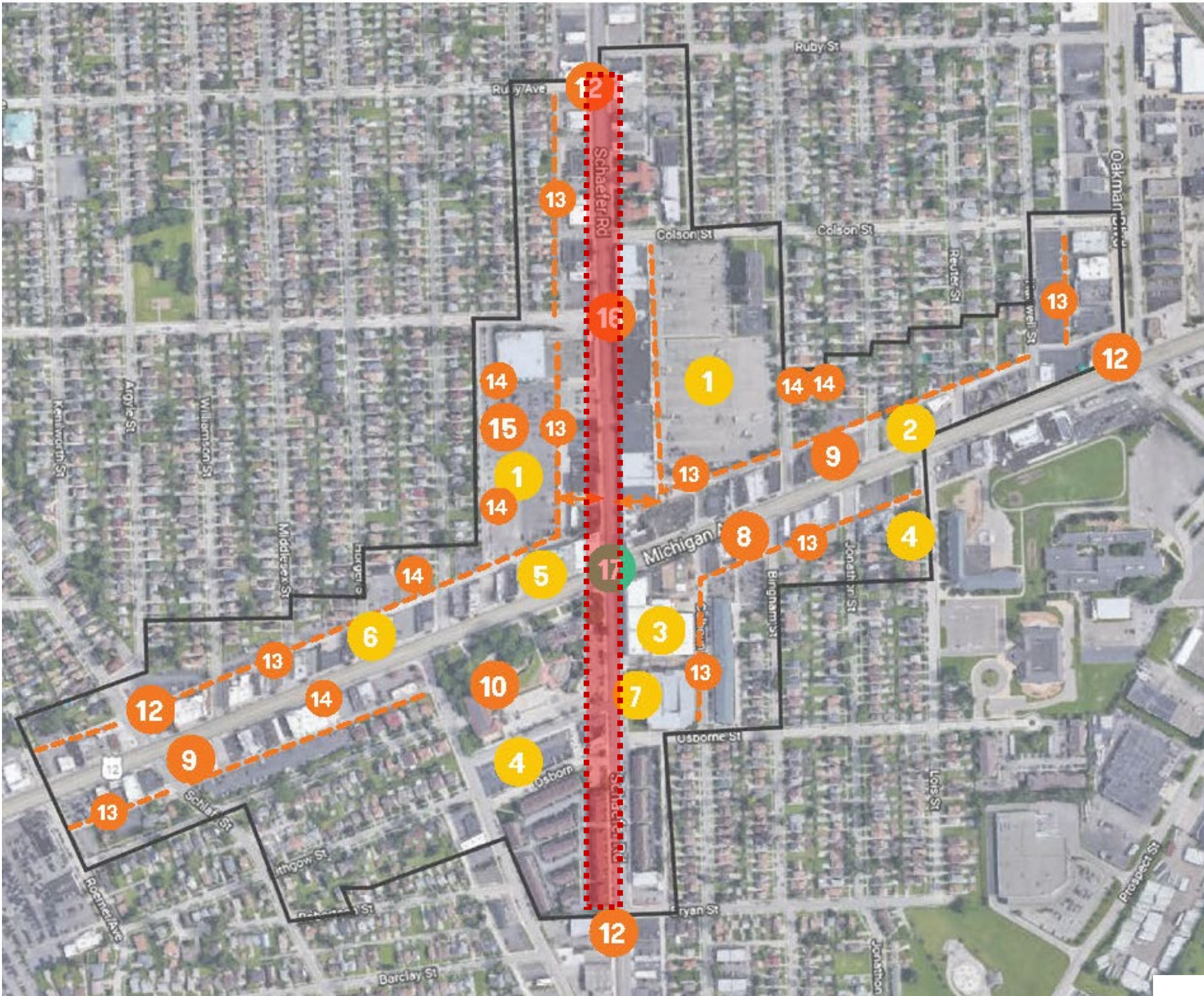


# EAST DEARBORN

## SCHAEFER STREETSCAPE

Schaefer = +/-3,050'  
Roughly \$3,500 per LF for construction to include bike lanes and streetscape improvements

Construction cost: \$10,675,000  
Soft cost: \$4,270,000  
(including; survey, design & engineering fees, inspection and permit fees, traffic study)





# EAST DEARBORN

## PEDESTRIAN ALLEY

Alley = +/-5,500sf

Roughly \$75-\$100 per SF for construction

Construction cost: \$412,500 - \$550,000

Soft cost: \$200,000

(including; survey, design & engineering fees, inspection and permit fees)

### Concept

Design Fee: \$20,000-\$30,000

#### Assumptions:

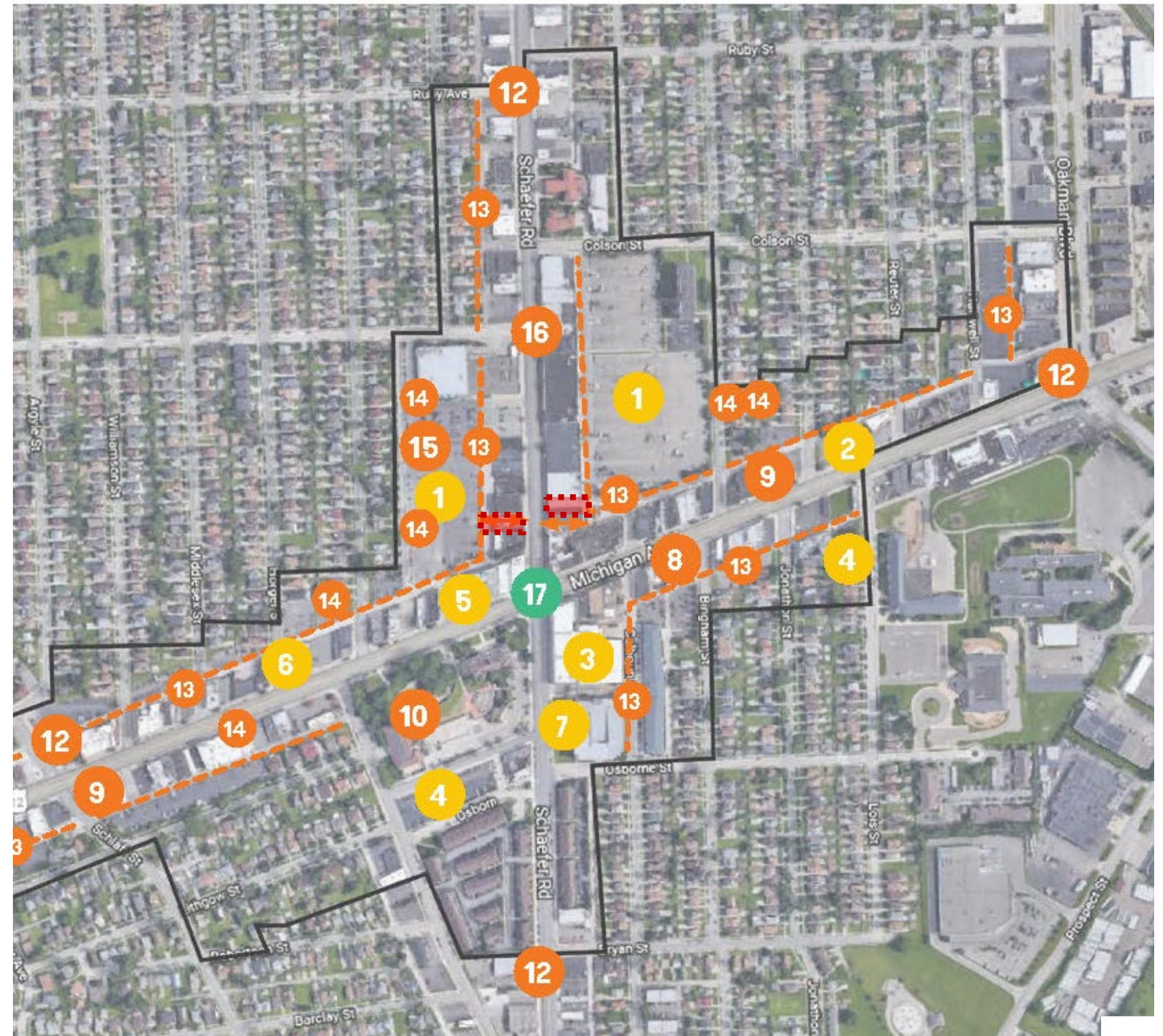
Prepare maximum of 3 conceptual designs

Attend (1) Mtg to review concepts

Refine (2) concepts and provide high level cost opinion

Attend (1) Final review mtg

\*Stakeholder Mtgs not included and could be done on hourly basis





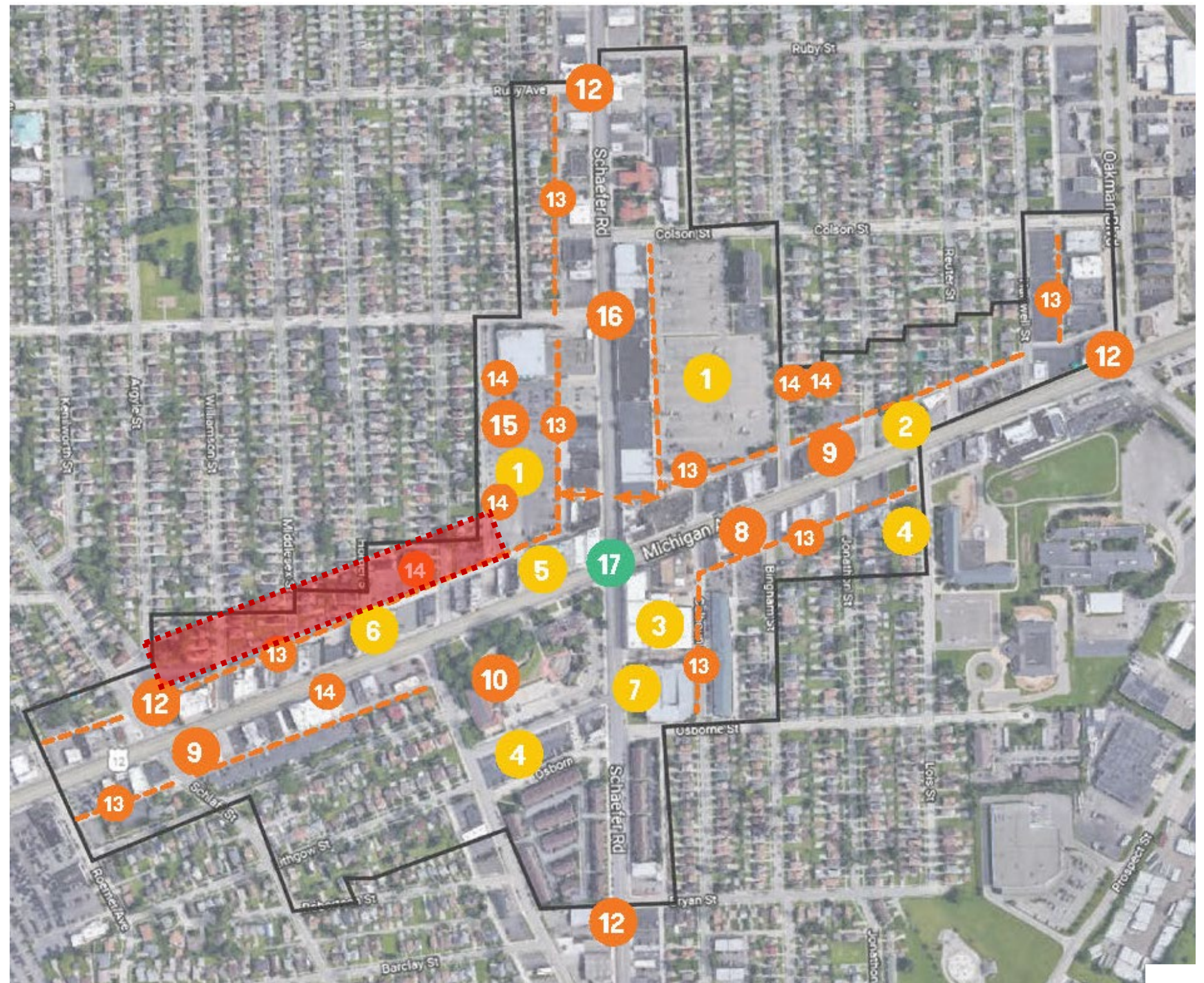
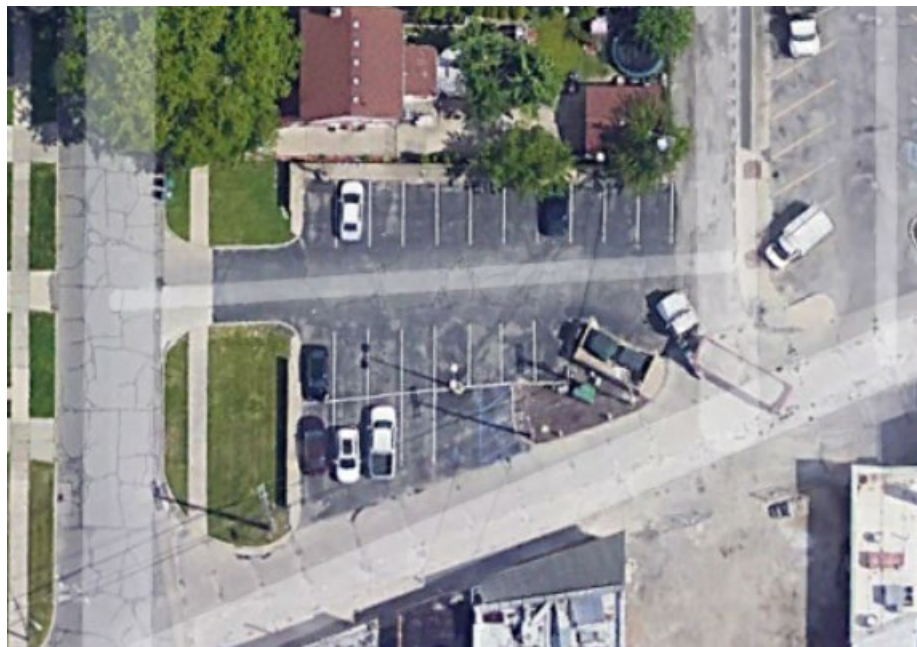
# EAST DEARBORN

## PARKING LOTS

Parking lots =  
Roughly \$5,000-\$7,500 per parking space

Construction cost: \$125,000 - \$190,000 per lot  
of 25 spaces.

Soft cost: \$75,000 per lot  
(including; survey, design & engineering  
fees, inspection and permit fees)





# EAST DEARBORN

## POCKET PARK

Alley = +/-6,200sf

Roughly \$75-\$100 per SF for construction

Construction cost: \$465,000 - \$620,000

Soft cost: \$250,000

(including; survey, design & engineering fees, inspection and permit fees)

Concept

Design Fee: \$20,000-\$30,000

Assumptions:

Prepare maximum of 3 conceptual designs

Attend (1) Mtg to review concepts

Refine (2) concepts and provide high level cost opinion

Attend (1) Final review mtg

\*Stakeholder Mtgs not included and could be done on hourly basis





# EAST/WEST DEARBORN

## BIKE LANE PAVEMENT MARKINGS

Construction cost: \$300 - \$500 per sharrow marking

Soft cost: \$15,000 - \$30,000

(Design Fees: identifying streetscape typologies and construction documentation over street aerials, need to confirm project limits)



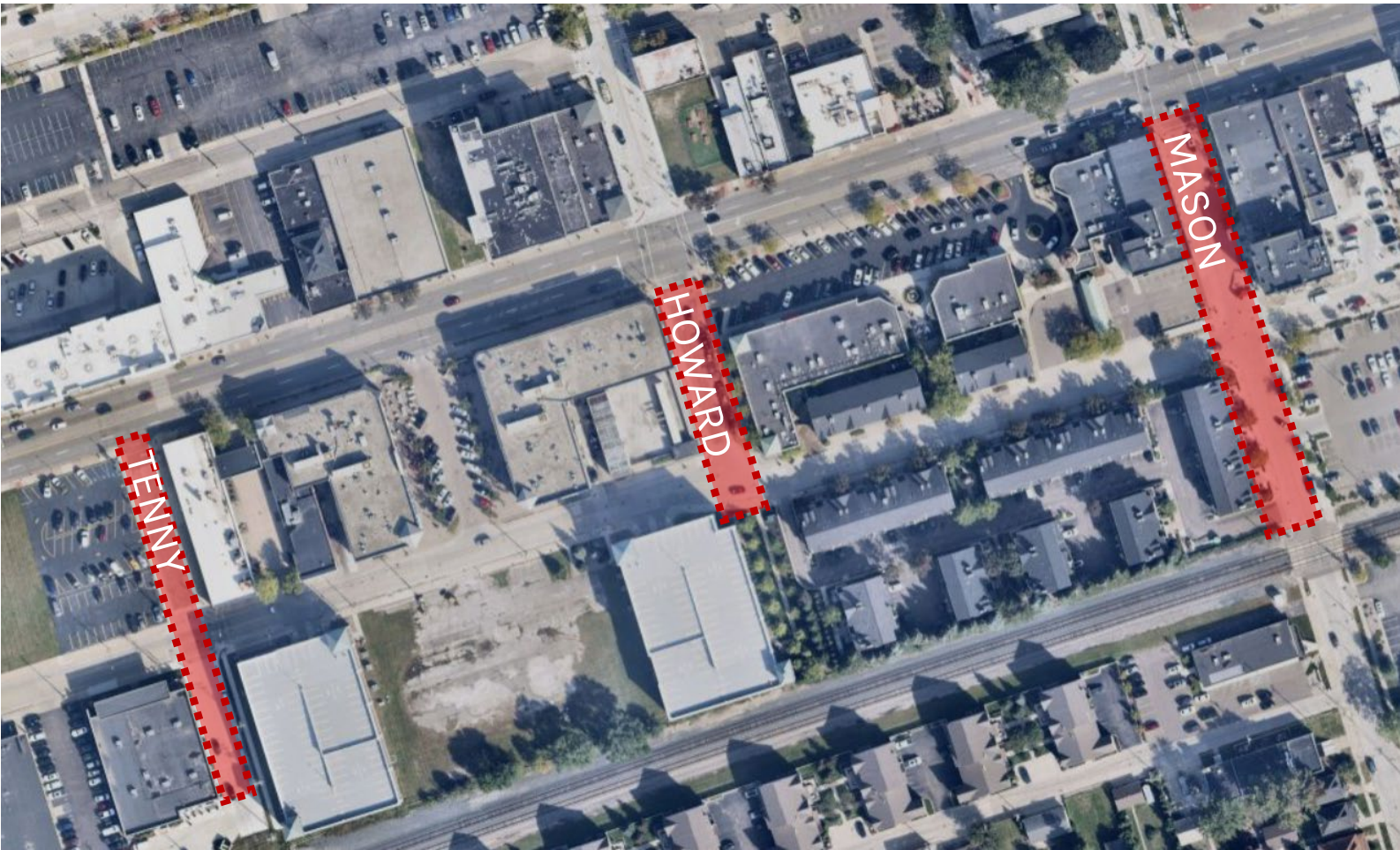


# WEST DEARBORN

## SOUTH STREETS

Concept  
Design Fee: \$30,000-\$40,000

- Assumptions:
- Prepare maximum of 3 conceptual designs
  - Attend (1) Mtg to review concepts
  - Refine (2) concepts and provide high level cost opinion
  - Attend (1) Final review mtg
  - \*Stakeholder Mtgs not included and could be done on hourly basis
  - \*No traffic study / engineering included





# KIDCADIA

## PARKING LOT IMPROVEMENTS

### Concept

Design Fee: \$20,000-\$30,000

#### Assumptions:

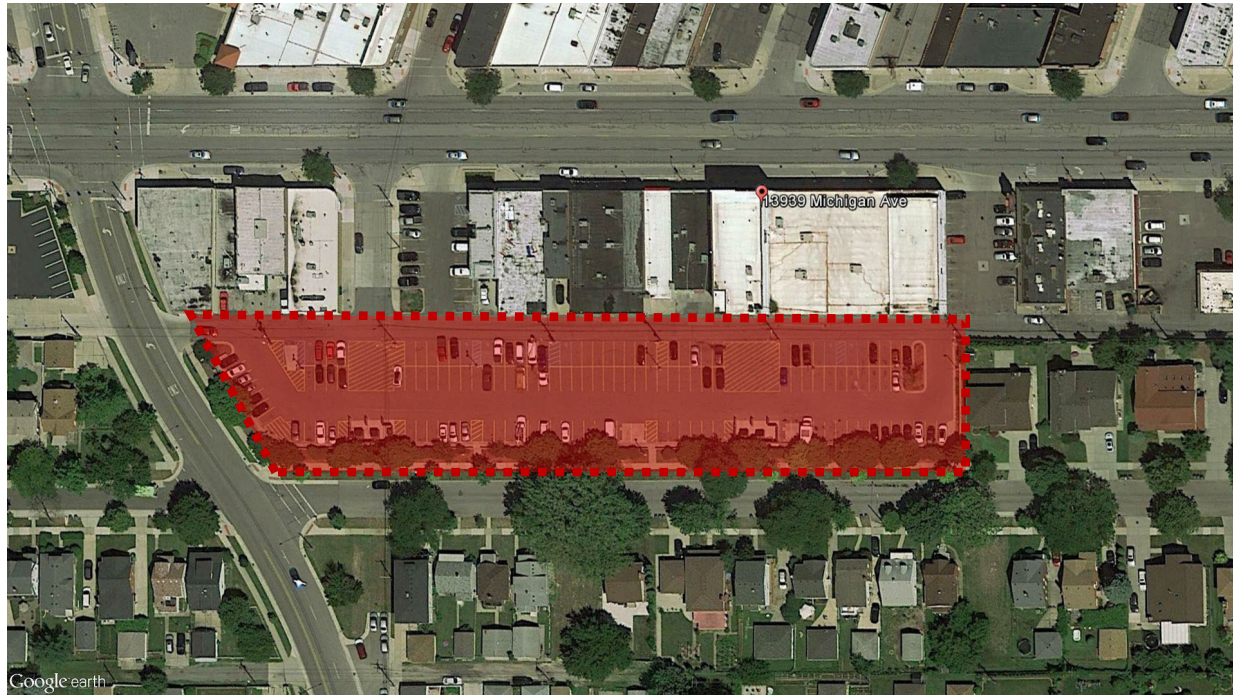
Prepare maximum of 3 conceptual designs

Attend (1) Mtg to review concepts

Refine (2) concepts and provide high level cost opinion

Attend (1) Final review mtg

\*Stakeholder Mtgs not included and could be done on hourly basis





# Music Series SWOT Analysis

## JAZZ ON THE AVE ANALYSIS

Originally this series started later in the season but was brought forward in order to build an audience for Harmonize Dearborn. As the signature event for over 10 years, this event built an audience of approximately 30,000 that attends annually. Therefore, we planned to mold this into a more balanced mix of music and audience appeal based on previous feedback from the last two years. The suggestion at the board meeting was made to rebrand and evaluate how this series could appeal to a wider audience, bring in residents and bring an ROI for businesses.

### **Main concerns -**

The city questions the viability of continuing the program due to the uncertainty of economic and community gain.

Loyalists to the program see it as a Signature & Destination Event, and feel losing it would cause a great loss and possible cultural backlash.

### **Strengths:**

- Established event - This brand is known as a signature event in and out of state borders.
- Internationally known Artistic Director with prominent contacts in the Entertainment Industry - Alexander Zonjic brings credibility and resources that are otherwise out of reach for the value he can negotiate. This national and local acts are recognizable, professional, and built into the contract
- Builds awareness of district and businesses - Brings thousands of out of town guests (Metro Detroit) - national acts bring people into Dearborn as a destination spot, not just a community gathering, thus creating opportunity for goodwill and positive imagery for the city itself.
- Loyal followers of Jazz on the Ave come back every year and every week. It is one of the largest phone and social media inquiries received during the summer season as to when it's happening and who's performing.
- Media contacts and established following - thousands of people follow and interact with the social media and outreach that he has established. His ability to gain us 'earned media attention', (TV and radio), as well as his own media would otherwise cost far over and above what we could otherwise afford.
- Beaumont has sponsored the event annually, and is committed for 2022. Western Wayne Family Health Center was a new sponsor last year for Music in the Park, and showed interest in Jazz on the Ave for 2022.
- Appeals to an older, relaxed and BIPOC audience. Majority of attendees include Dearborn, Dearborn Heights, Detroit, Southfield, Wyandotte, Livonia areas.

### **Weaknesses:**

- Local Businesses do not always feel they are included in the opportunities to gain exposure to the audience of the event.
- Lack of event day business sales - some feel the audience that attends is not a shopping audience or their audience.
- Businesses do not track return customer traffic to determine whether there is a delayed ROI.
- Neighborhood frustrated by traffic/parking issues on event day.
- Small local attendance - Neighborhood doesn't feel this is an event for the community or perhaps one they enjoy whether it be genre of music, activities or feeling comfortable.
- In the past, people were invited to bring their own food and drinks, creating more trash and litter than necessary and decreasing the opportunity for vendors to sell to hungry guests
- Trash receptacles were overburdened

### **Opportunities:**

- By bringing in the Farmer's and Artisans Market, we have the opportunity to give businesses a chance to be directly in front of the audience by:
  - Vending at a booth, thus bringing their products and services directly to the audience
  - Sponsoring the event, thus gaining recognition, appreciation, name recognition and support from the audience,
- Farmers & Artisans Market will also appeal to local residents and provide an opportunity for local artisans to showcase their art.
- Placing local business printed information at our Community Tent, run by the DDA and committee volunteers. This will be a double sized business showcase tent specifically for DDA and Dearborn businesses.
- Due to the availability of food and drinks in the nearby businesses and market, promotions could discourage the bringing in of outside food and drink by inviting participants to try something new from the market and posting the tempting offerings from surrounding businesses and vendors

### **Threats:**

- COVID and potential sponsors financial challenges have hit the economy and downtown businesses that could create a challenge with budgets
- The feeling that the event was not in alignment with the city's goals

## **SECOND SERIES ANALYSIS**

## **Harmonize Dearborn - A Mosaic of Music**

### **Strengths:**

- Offers a diverse selection of cultural music genres and tastes
- Brings an exciting and younger twist to the community
- Brings more diversity and interest into the park - offers something for everyone
- The ability to showcase local and larger talents at once - 2 different acts each night
- A unique showcase that no other city is doing - A celebration of experiential diversity

### **Weaknesses:**

- New events must establish themselves
- More man-hours focused on collecting and contracting acts
- More research and outreach - budget negotiations with bands
- Rooftop for stage, Lighting, and Sound must **all** be quoted and budgeted separately for longer periods
- Sponsors are more likely to back an established event rather than a new one due to the uncertainty of success and outreach
- No established media

### **Opportunities:**

- Highlighting more local talent
- Gain an ongoing event that stimulates collaboration of the Museum and other partnerships
- To create something beyond just a concert series. This series incorporates a holistic experience with prospective visual and experiential incorporation
- Family-friendly engagement and activities are brought in for the first hour before the music starts during at least half of the series - musical play, puppeteers, dance acts or dance instruction, face-painters, aerialists, tumblers

## **BUSINESS NEEDS**

Local businesses and sponsors were asked what they would want from a local, signature event. Comments included:

- A downtown signature event should showcase and reflect the varied multicultural representation of our district.
- It should also create exposure opportunities for individual businesses beyond paid sponsorships.
- High visibility events with opportunities for our staff to engage the crowd.
- Drive consumers into their business.

- Better connection to the Arab American population.

Additional input is being sought.

## **REBRANDING & GOAL ASSESSMENT = SOLUTION**

### ***Mosaic! Music on Michigan Ave...***

Combining the strengths of the two series into one longer, more artistic approach offers A solution to the lack of community based engagement while keeping the traditional elements of the destination and signature event. Consistency is maintained while updated with a contemporary brand that speaks to the diversity of the city and it's cultural elements while continuing to explore the future.

#### **Strengths:**

- Incorporates the name and branding of AZ with the updated version of the program
- Allows the budgets to be combined so promotions and costs are mainstreamed
- Showcases the traditional with a fresher perspective of the community
- Offers a brand complexity that speaks to the city's diversity
- Aids in sponsorship dollars due to the security of the name brand

#### **Weaknesses:**

- Securing scattered dates with a well-known artist could be a challenge
- New partnerships can be uncertain

#### **Opportunities:**

- This series incorporates a holistic experience with prospective visual and experiential incorporation
- If done correctly, the potential to create an experiential music series would give Dearborn something unique to claim
- An opportunity to develop new partnerships while maintaining existing collaborations
- New and exciting partnerships with secured non-profit organizations that may back us with grants
- Earned media from outside sources are nearly secured - Yelp and Public Radio Show hosted by Ismeal Ahmed, more to be discussed.
- Utilize the Farmers and Artisans Markets to bring in more community and local business engagement - Booths are offered first to the DDA and Dearborn businesses as a way to keep the majority of the money spent during the 'festi/bazaar' in the city's coffers.

- Family-friendly engagement and activities are brought in for the first hour before the music starts during at least half of the series - musical play, puppeteers, dance acts or dance instruction, face-painters, aerialists, tumblers

#### **Threats:**

- COVID and potential sponsors financial challenges have hit the economy and downtown businesses that could create a challenge with budgets

#### **MOSAIC Concept**

A 10-week music series that reflects the diverse art, culture and businesses of the community, appealing to all ages through a festive global tapestry of music genres and experiences. It will be accompanied by the addition of the Farmers & Artisans Market, exposing the audience to local businesses, restaurants, artists and foods. Dates will be June 15 through Aug 17, 2022, from 4-9pm for the Farmers & Artisans Market, 7-9pm for music and kids activities throughout the day.

Marketing emphasis will be placed on attracting residents and local neighborhoods while still being a destination for visitors who have come to know and love enjoying the arts in East Downtown Dearborn. The emphasis will be on offering a multi-cultural and multi-generational mix of music. Jazz will still be incorporated into 3 or 4 of the 10-week music series, but with an emphasis on different styles and diversity of jazz and performers.

The East Farmer's and Artisan's Market will be held on Maple Road between Michigan Avenue and Nagy Street. Access to local, healthy foods being the emphasis, as well as featuring local artists in and around town. DDA businesses will be provided a booth space or visibility on-site if they choose to participate, or they can offer up a come-back coupon as part of the marketing materials distributed to the audience. A co-op/community booth will be offered to those who need assistance and cannot be on-site.

Activities that enhance the experience through participation will start approximately an hour before the musical artists take the stage, such as:

- Cultural Dance Troupe performances and interaction
- Dabke, Salsa, Swing and Disco Lessons
- Aerialists, Acrobats, and Fire Spinning
- Martial Arts and yoga demonstrations
- Art and crafting demonstrations
- Chalk Art
- Children's activities – drumming, face painting, sing alongs, games



The flavors of the local restaurants and coffee shops will be brought to Maple Street providing easy access to the audience. While some local businesses will stay open late and offer a unique experience in their place of business that ties in with the event, such as solo performances, live art or art tours.

Ideas for this new event concept are based on meetings recently held with Ishmael Ahmed who coordinates the Concert of Colors (thanks to Jay Kruz for setting this up), the AANM regarding the JAM3A event planned for 2023, and Dearborn Recreation/Ford Community Performing Arts Center. Potential musicians, artists and partnerships with the event were all discussed.

A direct mail postcard will be sent to neighborhood homes with a calendar of events for Downtown Dearborn in both English and Arabic, which has not been done in the past and we feel it is a good way to inform local residents besides social media. Marketing will be directed by the DDA for this new event, while leveraging Alexander Zonjic's and AANM's media ties to help spread the message. A new brand ID will be developed for MOSAIC so that it showcases the diversity of offerings and appeal.



# DOWNTOWN DEARBORN DESIGN/EV COMMITTEE MINUTES

## Join Zoom Meeting

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

Meeting ID: 323 245 564

Password: 265323

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

Meeting ID: 323 245 564 Join by Skype for Business:

<https://zoom.us/skype/323245564>

**January 26, 2022**

**2 p.m.**

## Agenda

**Attendees:** Jackie Lovejoy, Matthew Dietz, Steve Deisler, Hassan Sheikh, Steve Horstman, Mike Kirk, Cristina Sheppard-Decius (joined 2:30 pm), and Janet Bloom

### I. Committee Recruitment

Chief of Staff Mark Guido would need to be replaced on committee with new Chief of Staff Zaineb Hussein and the new ECD Director Jordan Twarty who starts April 1 would need to be included. Categories to consider: real estate and brokers. Jackie: Brandon at SMART for transportation; Andrea Fitzgerald or Adam Oberski at Curran and Oberski, civil engineers - Steve Grablin.

Steve Horstman - is time of meeting a challenge for others to join?

Mike Kirk - District 12, Open Door recipient Nasser Baydoun

### II. Open Door Dearborn Status

Reviewed Open Door Project summary from over the last two years. Mike Kirk - installation of external elevator with clear tube enclosure happening at Professional Building (13349 Michigan Ave. - EDDDA).

EDDDA: 2020-2021: 8 projects completed, \$75,000 awarded (\$5,000 remaining, but brought resolution to board for an additional \$20,000, so now have \$25,000 with 5-6 interested parties). Mike Kirk: try to spread funds around and not concentrate large

amount to one business.

WDDDA: 2020-2021: 4 projects completed, \$60,000 awarded (\$20,000 remaining)  
Review Match on Main for additional funding.

### III. Market Research

#### a. Cobalt Contract/Placer Comparable

Looking for a company to help with market data. Quoted \$2700 for two reports in each district, provide benchmarks. We presented to board, \$1350 per district was cost, administration had good questions on sample size, are we able to track cash economies, and wanted to look at more competitive bids. We are looking at another company, Place.Ai, for comparison. It will be a good comparable. Cristina: we need to determine what baseline of data do we want so we can finalize scope. This will really track movement, and hot spots of activity. Looking to do a focus group to help collect data to help answer cash based economy.

### IV. Business Development & Assistance

#### a. BAT Relaunch & Brochure

Cristina - just need to gather this information and get it marketed out to Businesses. Steve - simple flyer has compiled all the information and will be in English and Arabic. It will be used to reintroduce our programs. Still thinking of a joint meeting with Promotions Committee to talk to about upcoming programs.

#### b. Morning Mix - send Jackie link so she can speak to Perfit program.

#### c. Initiate - self guided business support

#### d. PACE Program

e. Upper Floor Residential- Included Charlevoix's program, outlined simple approach, goals were based on a master plan. We need to inventory what's available as it appears there are many opportunities in EDDDA. Need to look at funding that can help businesses reimagine their upper floors.

Matthew - viewing elevator may open access to other locations in downtown.

Mike - it is easier if upper floors are designated office space rather than residential to be able to create studio/business use.

f. Property Updates - database of properties are update monthly and will update and provide to committee and give to board.

Cristina - need to circle back to Masri Clinic and Top Dog on parking and conversations with Frank Dajaba for 5050 lot, need to talk about short and mid-term changes to help improve parking in that area.

### V. Budgets

#### a. FYE2023 Priorities

Cristina reviewed working budget sheet. The DEV side is sanitation, holiday decor, and for next year - doing Ramadan lighting and maybe just use light we already have. We may need to add minor items in, and budget in for install and removal. Landscaping and Maintenance contract. Bike racks - need to complete it for both EDDDA and WDDDA. If we complete within this fiscal year end, we won't budget for next year. Planning/Streetscapes - West - south connector streets; EDDDA - Schaefer St. Have long term projects for a SMART city/ Michigan Ave. plan. Need to have design concept dollars set. Looking at what SmithGroup can help to do so we don't have to

expend elsewhere since their contract is already in place. Platform dining - did budget some dollars for West. Interest currently not indicated in East. For West, need to plan to plan/design/engineer Farmers Market structure. General street enhancements - East has the planter tree wells this current fiscal year. And fiscal 2023, revise it down to \$30,000, was hoping for \$40,000. East has more potential for streetscape enhancements. Working on City Hall Park - contract already in place. Need to work that into CIP. Will provide Mayor the work that has been done so far. Had slotted out community session in February so will need to speak to Mayor prior to that. Need to get information out to public and it would be a Zoom meeting. May need to move to March. Hassan - Mayor has met with Imagine, announced via social media, but it is a large scope and we can share what work has already been done and will do a meeting to prevent double work. Yes, put on hold larger projects until we can get Mayor up to speed. Pocket park locations in East. Spoke to SmithGroup to do concepts for those locations. We also looked at over the road banner systems and digital marquee. Move to SmithGroup's design contract already in place. West: struggled with lighting Michigan Ave., if we aren't getting to Michigan Ave. streetscape, need to do streetlighting at minimum. Need lot B improvements and W. Village Commons, contingent on what is going on in property behind. Looking at \$45,000 for Open Door. It was also mentioned to do recycling in districts. Mike Kirk - to move East area forward, how to maximize development in the two large parking lots that have already been indicated. Use the cuts we had to do, to illustrate this point.

## VI. Vision Plan Overview

- a. Timeline - requested work session with city council. It was requested by administration to hold until after budgets.

## VII. Multi-Modal & Physical Improvement Projects Updates

- a. Bike/Scooter Facilities - ready to roll with contract and ordinance so this is also requested to hold in order to get administration up to speed first. Currently pulling packet together to present. These items will need to go in front of city council for approval prior to contract approval.
- b. Public Spaces - City Hall Park, Pocket Park & Farmers Market Shed
  - Did walk through with EmmaJean through East, identified opportunities for art projects. SmithGroup - need to complete Vision Plan then they start on "Art in Public Spaces". Lower level banner - do art competition and produce banner to install.
- c. Infrastructure - Multi-modal markings, Parking Lots, Schaefer & South Connector
- d. Landscape/Maintenance
- e. Art

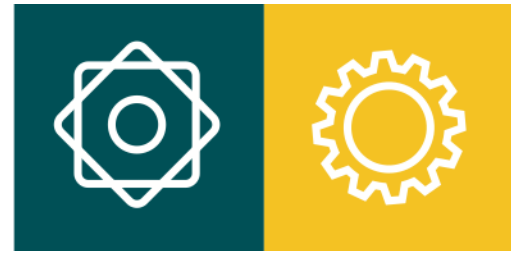
Need more photos for Vision Plan and website.

Mike Kirk - take over inside lanes from train station to city hall to do a temporary pedestrian walkway and give a big statement to link downtowns - about 3-4 miles and will try and do concept.

Steve Deisler - Make Michigan and Southfield a focal point with great signage.



# DOWNTOWN DEARBORN PROMOTIONS COMMITTEE MINUTES



**January 26, 2022**

**9 a.m.**

**Attendees:** Jackie Lovejoy (left at 10:28am), Hassan Sheikh (left at 10:28am), Elizabeth Curran, Matthew Dietz, Julie Schaefer, Chris Sickie, Katie Merritt (left at 10:00am), Helen Lambrix, Cathleen Francois, Cristina Sheppard-Decius, and Janet Bloom.

A. Storytelling Time– What’s Happening Around Town

B. Communications/Social Media

a. Monthly Report

December 2021:

Impressions: 119,498; total for 2021: 3,069,269.

Engagement: 2,838; total for 2021: 65,854

Audience: 16,725; Goal is 18,000; 124 new followers (total new followers for 2021 is 2,231).

b. 2022 Plan

Want more engagement, make language more succinct, working on Tik Tok for this year - Helen is doing free training on Tik Tok. Julie - Library started Tik Tok about a month ago so can look to as an example. Hassan - there are Tik Tok stars in Dearborn - look to see how we interact or involve if challenges are done.

c. Meltwater Services

A service that provides services to journalists. We can upload our press releases and they send out to traditional media outlets. Journalists also use the service to find articles or article content. They do sentiment tracking, too. It tracks what people are saying and how they are saying it. They track it through articles and social media. Jackie - depending on cost, the Chamber is open to sharing cost of service. Cristina - will also connect with the Director of Communications at the City to see if they want to partner on service.

C. Jazz on the Ave/Mosaic of Music on Michigan Ave Plan

Reviewing how the music series will look for 12 weeks. Cathleen will be working with

Join Zoom Meeting  
<https://zoom.us/j/308973055?pwd=Sy9GNlBXaGZ4UmgxRlZrRzk3WTdHQT09>

Meeting ID: 308 973 055  
Password: 123811

One tap mobile  
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US (Chicago)  
+1 301 715 8592  
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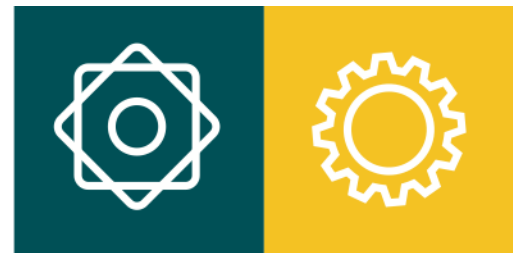
Meeting ID: 308 973 055  
Find your local number: <https://zoom.us/j/308973055>

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



**Mission:**

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



Diane from AANM and representative from Chaldean Festival. Cristina - board concerns were it serves an outside audience and they don't shop. This is a signature event and doesn't mean that is the focus. It is to bring long-term impacts from this event such as community sentiment. It is primarily an African-American audience which brings in diversity but the event is not diverse. We want to bring in neighborhood audience so we need to bring more diversity in the music offered which would also vary the ages served. Jackie - Remain inclusive and expand brand. Hassan - will need further conversations with the administration on further direction. Chris - recommends leaning toward adding to event rather than losing the event. Cristina - brainstorm how to engage people at event and tie in retailers. Work with Alexander to intersperse Jazz within series. How can we be innovative with this event. Cathleen - will need to gather quotes on staging, etc. that Alexander provided in his contract. Jackie - can have MIFMA come out to markets. They asked over 1200 participants for survey. Hassan - welcoming, diverse and how to achieve it. Matt - need to sell to board; a lot of pull to do and not do this event. Conduct surveys at events to learn what they want to see. Cristina - can pull previous surveys (pre-COVID) to see information we have. Caution that many refused to do survey. Katie - maybe get immediate feedback via social media about Jazz on the Ave.

#### D. Farmers Market Management

Cristina - spoke to Eastern Market about farm stand and discuss co-op management program for our markets. They are applying for grant to do co-op management programs but won't be a possibility until next year. Then spoke to Henry Ford this week. They are launching a historic farmers market. We could package to handle three markets. Jackie - plan for DUFBA accounting and great idea to share cost of management. Henry Ford is looking to allow free entry to market somehow. Market day would be Saturday.

#### E. 1<sup>st</sup> Quarter Events 2022

##### a. DRW

Restaurants - 21 restaurants signed up. We have one intern who is fluent in Arabic that will be working with Cathleen to help. Sponsors -



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

reached out to previous sponsors and adding new ones. Katie will check with Andrea. Janet will pass along realtor contact from Century 21. Cathleen has list of around 48 food suppliers/providers that she is reaching out to. She requested help from committee to help reach out to potential sponsors.

Need to have DRW subcommittee plug in to and do work.

F. 2<sup>nd</sup> Quarter Events 2022

- a. Earth Day - new event and no current budget. Cathleen - would like to see pledges from businesses. Michigan Green Schools - Statewide Art Contest - 80% of participants in SE Michigan. Consider mini-grants.
- b. Ramadan - new event and no current budget. Was in Dearborn, then moved to Dearborn Heights, and now has a multi-year contract at Fairlane Mall. Components in conversation: healthy items, light contest, fashion show. Cristina - we need present like we do for holiday time and do light displays and offer lists of businesses who are open late. We need more direct consumer to business connections. Consider instituting a \$2000 mini-grant program to mirror program in Pontiac where DDDA supports the permits, etc. Katie - likes lights contest; agrees for DDDAs to support what businesses currently do and be able to market to new people and emphasize what is currently being done.
- c. LNO  
Looking to add more features.
- d. Perennial Exchange  
Keep it simple and bring in Friends of the Rouge
- e. Art Month  
Cristina hasn't heard final details on this yet.

G. Sponsorship Outreach/Goals/Policy FYE2022 (June 30)

- a. Pick Two Businesses and Connect  
Cristina - this is what we would like to see from committee and board participants.
- b. Goals/Policy Discussion





Sam has asked for 50% sponsorship for every event. Need to move this to front of meeting to build framework.

H. Volunteer Management

- a. Committee Projects/Roles
- b. Committee Member Needs

I. FYE2023 Budget

- a. Draft Budget Review

J. COMMITTEE ASSIGNMENTS/TAKE AWAYS

- a.

K. TO DO/DISCUSSION FOR FUTURE

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

Julie - Library - virtual readathon - pay \$25 to Foundation - get swag bag with reading paraphernalia. Feb - March 15. First time as a fundraising. Weekly prize drawing. Aiming to try and do an in-person end of March.

Matt - back to school sale happening in Blick. Runs now until Feb. 27.

Helen - Better Health Market is now open. Also includes a deli. Prime Eatery is open in Masri Building. It is more of a burger restaurant.



Mission:  
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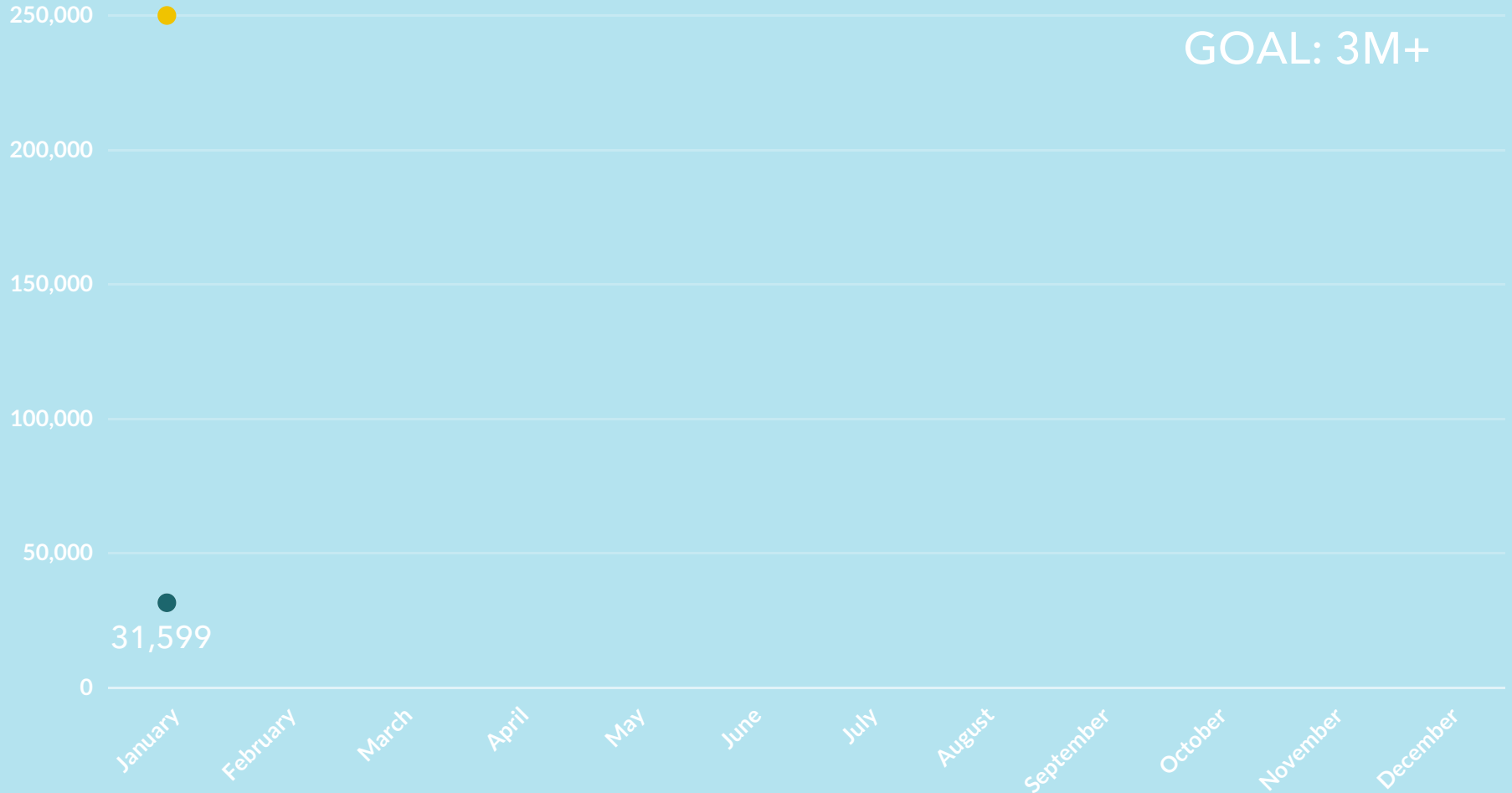




# DEARBORN

## Downtown

IMPRESSIONS 2022



Goal

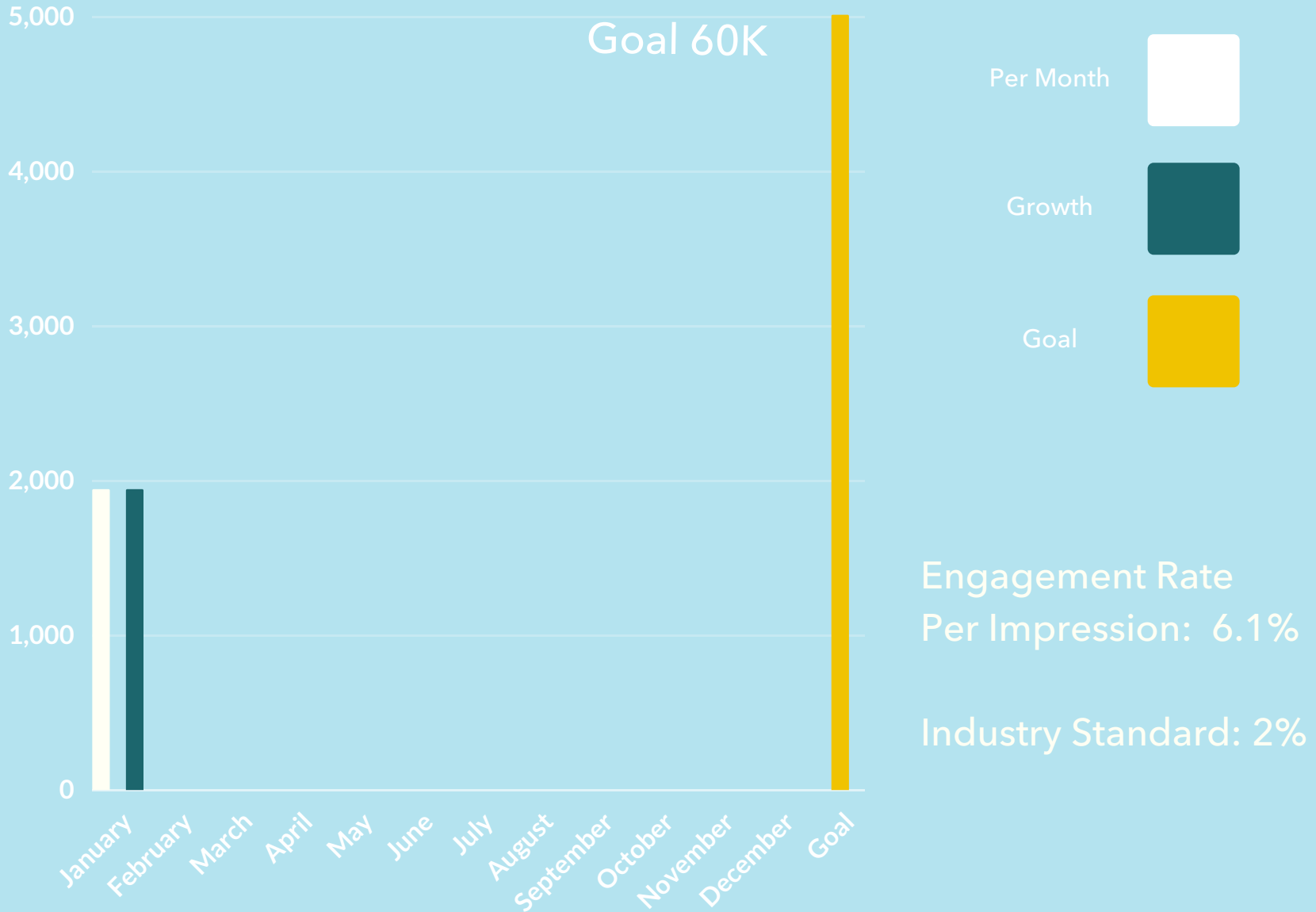
Growth

Per Month

# ENGAGEMENT 2022



**DEARBORN**  
Downtown



## Total Followers

January: 16,785

February:

March:

April:

May:

June:

July:

August:

September:

October:

November:

December:

GOAL: 18,000

## New Followers

January: 64

February:

March:

April:

May:

June:

July:

August:

September:

October:

November:

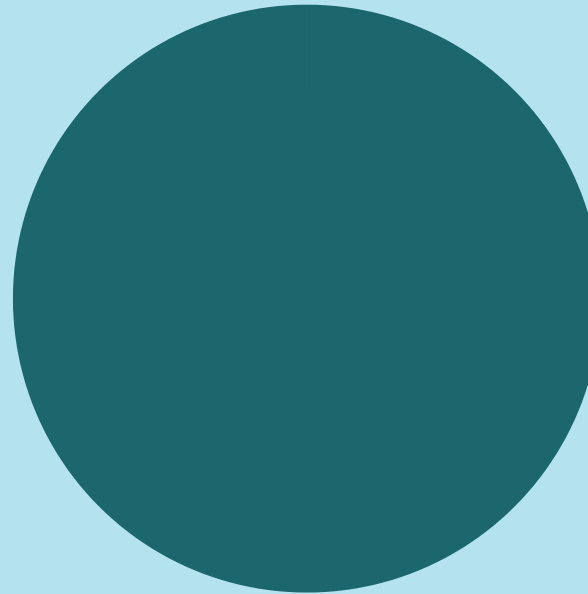
December:

Total: 64

Goal: 4,000 New Followers



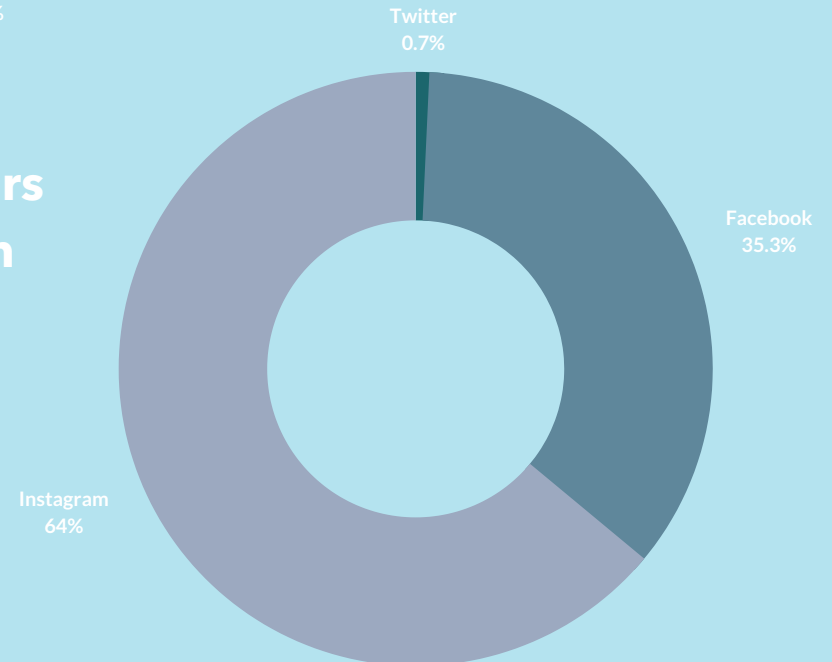
**DEARBORN**  
Downtown



January  
100%

## New Follower Growth Per Month

## New Followers Per Platform



## Downtown Dearborn Social Media Metrics - January 2022

### IMPRESSIONS

---

January 2022: 31,599

Total for 2022: 31,599

- Goal: 3 Million +
- 2021 Comparison: 3,069,269
- 2020 Comparison: 1,464,858

Impressions per Platform:

Facebook: 21,336

Instagram: 8,725

Twitter: 1,538

### ENGAGEMENT

---

January 2022: 1,932

Total Engagement 2022: 1,932

- Goal: 60K

Engagement Rate per Impression: 6.1%

Engagement per Platform:

Facebook: 1,562

Instagram: 336

Twitter: 34

### AUDIENCE

---

January 2022: 16,785

Goal: 18K +


- GROWTH: 64 New Followers  
(2022 total: 64)

Audience Growth per Platform:

Facebook: 48

Instagram: 87



Twitter: 1



**Downtown Dearborn**  
January 21 · 🌐

The wait is over! Better Health Store opened their doors this morning at 22250 Michigan (the former Merchant's Fine Wine location). We stopped by to welcome them to #DowntownDearborn!



With aisles filled with food options for every dietary need, vitamins and supplements, fresh, organic produce, natural cleaning and body care products, and a warm, friendly and knowledgeable staff ready to help, Better Health Market is your place to go for all your healthy living needs. They als... See more


**3,439**  
People reached


**644**  
Engagements


Boost post




94

5 Comments 10 Shares

 Like

 Comment




 Share



### Performance for your post

**3,439** People Reached

**201** Reactions, Comments & Shares ⓘ

<b>127</b>  Like	<b>79</b> On Post	<b>48</b> On Shares
<b>35</b>  Love	<b>17</b> On Post	<b>18</b> On Shares
<b>2</b>  Wow	<b>0</b> On Post	<b>2</b> On Shares
<b>27</b> Comments	<b>5</b> On Post	<b>22</b> On Shares
<b>10</b> Shares	<b>10</b> On Post	<b>0</b> On Shares

**443** Post Clicks

<b>154</b> Photo views	<b>1</b> Link clicks	<b>288</b> Other clicks ⓘ
---------------------------	-------------------------	------------------------------

**NEGATIVE FEEDBACK**

<b>0</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

## Downtown Dearborn

January 9 · 📍

...

Throwback Thursday! The Ahmed A. Alcoray Dry Goods building near the corner of Michigan and Monroe has been standing in our West Detroit neighborhood since 1919! Read below for the history from Preservation Dearborn.

Do you have memories of the original Detroit Edison building, or the many storefronts that have occupied this building over the years?

Visit the businesses there today where new meets old with Unburger Grill for plant-based deliciousness, or Gaihwah House West Dearborn for a taste of Yemen with pure, organic coffee and fresh baked pastries. ❤️❤️❤️

1,704 People Reached

31 Reactions, Comments & Shares

<b>25</b>	<b>26</b>	<b>0</b>
Like	On Post	On Shares
<b>3</b>	<b>3</b>	<b>0</b>
Love	On Post	On Shares
<b>2</b>	<b>2</b>	<b>0</b>
Comments	On Post	On Shares
<b>0</b>	<b>0</b>	<b>0</b>
Shares	On Post	On Shares


95 Post Clicks

<b>21</b>	<b>0</b>	<b>74</b>
Photo views	Link clicks	Other clicks

NEGATIVE FEEDBACK

<b>1</b>	<b>0</b>
Hide post	Hide all posts
<b>0</b>	<b>0</b>
Report as spam	Unlike Page

Reported stats may be delayed from what appears on posts




### Downtown Dearborn

January 20

Take a look at this article from Metromode about Bike Dearborn and their dedication to riding in all weather, featuring an interview with Dearborn Biker Chick - Tracy Besek!

We love how they incorporate a philosophy of support for downtown businesses! Join them every Wednesday starting at the Ford Field covered bridge for a group ride and a final stop at Dearborn Brewing and other downtown businesses to relax and unwind (and warm up) after the ride.

#DowntownDearborn is proud to partner with Bike Dearborn to help make our community more bike & pedestrian friendly!



1,454 People reached

47 Reactions, Comments & Shares

37 Like

31 On Post

0 On Shares

3 Love

3 On Post

0 On Shares

1 Wow

1 On Post

0 On Shares

2 Comments

2 On Post

0 On Shares

5 Shares

4 On Post

1 On Shares

76 Photo clicks

0 Photo views

41 Link clicks

35 Other clicks

NEGATIVE FEEDBACK

0 Hide post

0 Hide all posts

0 Report as spam

0 Unlike Page

Reported stats may be delayed from what appears on posts

1,454 People reached

123 Engagements

Boost post

34


2 Comments 4 Shares

Like



Comment

Share

Instagram Top Posts:



downtowndearborn




downtowndearborn #throwbackthursday The Ahmed A. Alcodray Building near the corner of Michigan and Monroe has been standing in our West Downtown since 1919! Read below for the history from Preservation Dearborn.


Do you have memories of the original Detroit Edison building, or the many storefronts that have occupied this building over the years?


Visit the businesses there today where new meets old with Unburger Grill for plant-based deliciousness, or Qahwah House West Dearborn for a taste of #Yemen with pure, o... More


Jan 6, 2022

Post performance

 103

 1

 16

 7

Interactions

33

Actions taken from this post

Profile visits33

Discovery

1,249

Accounts reached

40% weren't following you

Follows4

Reach1,249


Impressions1,383

From home819


From hashtags330

From profile108

From other126



downtowndearborn




downtowndearborn The wait is over! Better Health Store opened their doors this morning at 22250 Michigan (the former Merchant's Fine Wine location). We stopped by to welcome them to #DowntownDearborn!


With aisles filled with food options for every dietary need, vitamins and supplements, fresh, organic produce, natural cleaning and body care products, and a warm, friendly and knowledgeable staff ready to help, Better Health Market is your place to go for all your healthy living needs.


They also have a café off... More


Jan 21, 2022

Post performance

 77

 3

 17

 4

Interactions

10

Actions taken from this post

Profile visits10

Discovery

825

Accounts reached

23% weren't following you

Follows--

Reach825


Impressions1,037

From home813


From hashtags164

From profile37

From other23



downtowndearborn




downtowndearborn Happy New Year, Dearborn! And welcome aboard, Mayor Hammoudi! We are so excited for what is to come in 2022 and beyond! ❤️❤️


@dearborncitygov


#happynewyear #positivevibes #dearborn #dearbornlove #loveyourlocal #loveyourcity #loveyourdowntown #letsdohis


Jan 4, 2022

Post performance

 50

 0

 2

 1

Interactions

6

Actions taken from this post

Profile visits6

Discovery

576

Accounts reached

13% weren't following you

Follows--

Reach576

Impressions628

From home520

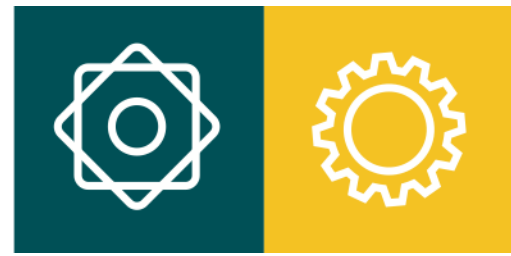
From profile70

From hashtags35

From other3



# DOWNTOWN DEARBORN STEERING COMMITTEE MINUTES



February 9, 2022

**9 a.m.**

**Attendees:** Jeff Lynch (joined 9:15 am), Hassan Sheikh, Jackie Lovejoy, Steve Deisler, Cristina Sheppard-Decius, and Janet Bloom.

## A. Michigan Main Street

We have training and information to complete for Michigan Main Street. Janet Bloom will send out an email with details and each person will need to sign up individually. It includes training to complete prior to the first virtual, live training session which starts March 23. Need to watch deadlines on these. When someone registers, it has an option to add to your calendar.

Cristina spoke to Leigh and it was suggested to bring the DDI board on for these so easier to manage. In the interim, we will bring an equal representation for both East and West districts.

## B. Mayor/DDDA Meeting Wrapup

Cristina had a meeting with Mayor Hammoud yesterday and covered our current projects, programs and events.

Top points to share:

- 1) agree that we need to entice circulation between East and West.
- 2) City Hall Park - layer in and look to build connections with it within our Parks and Recreation parks system.
- 3) Review the current logo, the "D".
- 4) Be cognizant of our use of photos that will properly showcase our community; reframe content. Hassan commented that it is best to pause and review rather than race to a deadline.
- 5) Seemed supportive of the DDI structure and purpose, especially with the idea to fill in the space between East and West downtowns to help connectivity.

## C. Steering Committee Membership

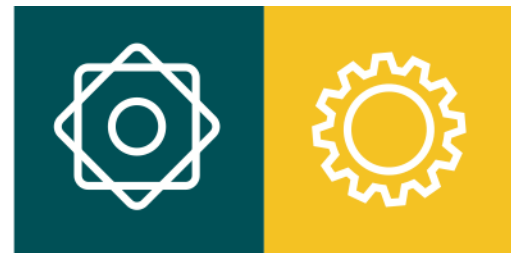
Janet sent out emails to those who we haven't seen in meetings for awhile. Those who we don't hear from will be removed.



**Mission:**

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





Jeff Lynch had offered last month to introduce new Chairman of Fordland to Steering Committee and Dearborn Business Leaders. Jeff will forward new contacts to us.

To reiterate from last month:

It was suggested to add 1-2 small businesses from East. Hamzah Nasser is new EDDDA board member but may be interested in joining. Yousaf Beydoun was suggested. Jeff presented Real Estate One in Wagner and Curran and Obleski as two offices who would be good to include and provide a pulse on local activity. Curran and Obleski has over 200 agents. Jeff to provide contact information.

Other thoughts to approach:

Good Burger, Royal Furniture, Greenland Market (Hassan to provide information), Western Wayne Health CEO, Diane with AANM, Nasser Beydoun with District 12, Wayne County ECD representatives such as Nasser Kaid, or from Debbie Dingell's office. ACCESS/Dearborn Educational Foundation/other area chambers: Yemeni Chamber/Arab-American Chamber/LAHC.

It was also suggested to add in medical, dentists, or other service industries.

Cristina asked Hassan to see who should be representing the City as part of DDI.

Cristina and Janet will categorize and strategize for equal representation of East and West and also do a deeper connection to regional organizations. Will need to be sure we implement a DE & I lens during the process.

#### D. Sponsorship 2022

Janet sent a list of those who committed to sponsors to see if they can still do it. At this point, just doing an introduction is fine. Jackie and Mike have confirmed at this point. Mike requested the sponsor package.

Cristina to create a one page sponsor sheet which will be included in an email with the general sponsorship packet and introduction letter to help with sponsorship efforts.

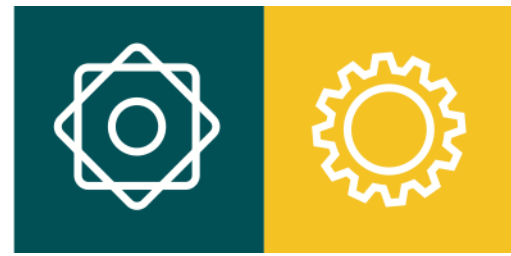


**Mission:**  
*Collaborating to create a vibrant Downtown Dearborn experience for all.*





# JOINT DDDA EXECUTIVE COMMITTEE MEETING MINUTES



**February 7, 2022**

9 a.m.

Attendees: Matthew Dietz, Eric Woody, Sam Abbas, Zaineb A. Hussein (left 10:08am), Hassan Sheikh (left 9:45am), Helen Lambrix, Steve Deisler, Cristina Sheppard-Decius, Cathleen Francois, and Janet Bloom.

Absent: Mohammed Hider and Jackie Lovejoy.

1. JOINT BOARD MEETING AGENDA ITEMS

a. Snow Removal (new bid) -

The bid requested to be put on hold by administration per Zaineb Hussein. They would also like to add a study session on the calendar to review the snow removal process in the DDDAs and include a review of the input of DPW. Cristina Sheppard-Decius - we may need to set up a special meeting for boards to review received bids once they come in.

b. SmithGroup Services for 2022

Cristina Sheppard-Decius - There are items to do this fiscal year. We are in year three of the contract. Need to list those items that will need to go out to RFP or bid, above what we already have lined up.

Potential Project list: Vision Plan, Art in Public Spaces, GIS/Business Inventory updates, Multi-modal & Streetscape Design: Schaefer, pedestrian alleys behind AANM, vehicular alleys and parking lots, pocket park (Koja), Multi-modal pavement markings (East and West), and W. South streets streetscapes.

Cristina to send out the presentation to the committee. We can review budgets if we need to modify them.

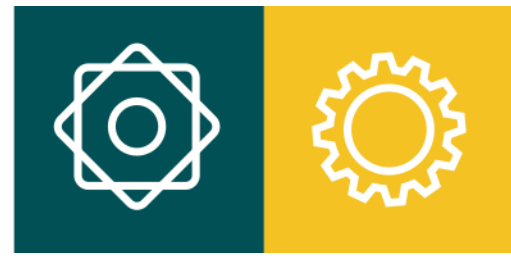
Stormwater management plans for Schaefer streetscape will also be included.

c. Landscape & Maintenance Contracts

Cristina Sheppard-Decius - Two, one year renewals remaining on both contracts. Recommendation is to rebid this Summer. W H Canon will be requested to increase the number of litter pickups per week for the new contract.

We will speak to Jordan in city sanitation to coordinate dumpster pressure washing and W H Canon's sidewalk pressure washing schedule.

d. Board Absences - Janet Bloom - I will speak to Legal to set up standard categories that board members can provide as reason for board absences. This month we will catch up on previous absences for the last couple months.



2. WDDDA ONLY ITEM
  - a. none
3. EDDDA
  - b. Jazz on the Ave/Mosaic: Music on Michigan Ave  
Cristina Sheppard-Decius - we will still bring in Alexander Zonjic for some performances and utilize other contacts to help build out a more diverse musical offering. Matthew Dietz - we need to generate information on what Jazz on the Ave was and what Mosaic is trying to accomplish. Cristina will work with the team on building comparisons. Cathleen Francois to work with Matthew Dietz and Jackie Lovejoy on building information for the board.
4. NEW BUSINESS/DISCUSSION
  - a. Schedule FYE2023 Budget Review Meeting with Exec. Comm.  
Need to dedicate time within the next two weeks to talk about the budget.
5. OLD BUSINESS FOR AGENDA
  - a. Igloos/Platform Status  
Steve Deisler - Platforms: Three in West were used. In the East, one platform was installed by Good Burger but they decided not to use it and Koja felt it was too far away from the main entrance to use.  
Sam Abbas offered up three of the greenhouses from the pocket park area next to Brome to transfer to East if those businesses still expressed interest (M Cantina and JB Bamboozle's). He felt the igloos ordered were subpar and didn't hold up to the elements (i.e. covers kept coming off).  
Cristina stated we need to set up a standardized application; forgo igloos; make trade of greenhouses between districts; and see where it might make sense to set up the platform along Michigan Ave. in conjunction with MDOT in the East.  
Sam Abbas asked for the platform to move to the West if no location was determined in the East.  
Steve Deisler - Applications for platforms were due Nov. 1, 2021 so need to get platform 2022 applications into the city as soon as possible. Applications are good until October 1, 2022.
  - b. Market Data  
Steve Deisler - This cell phone based project will provide benchmarks to measure different data points and customer patterns. Meeting with Placer.AI on Friday at noon. Let us know if you wish to attend. Looking for one more comparable company.

c. Social District

Steve Deisler - we weren't able to get a critical core number of businesses to participate. Cristina Sheppard-Decius - we weren't getting two businesses in each common area, which is required. The thought was to set up separate common areas, two north of Michigan and two south of Michigan. We may need to reconsider the mapping of the districts. Meeting with Mayor Hammoud next week so we will discuss.

Sam Abbas asked about the Farmers Market shed. Cristina stated it is still in conversation on location, features, etc.

Cristina shared about the upcoming Ramadan event. We are currently looking to add in lighting of districts and have the DDDAs promote what is already scheduled in the area. Plans may include providing support in directing providers to pre-approved locations and how to better streamline activities safely.

d. Vision Plan - Cristina Sheppard-Decius speaking to Mayor Hammoud on this item. This was mentioned to pick up after budget season so just need to be on top of timing.

e. Scooter Program - Cristina Sheppard-Decius speaking to Mayor Hammoud on this item. This was mentioned to pick up after budget season so just need to be on top of timing.

f. Event Goal/Policy - Cathleen Francois doing an event analysis.

g. By-law Revision - Cristina Sheppard-Decius has the latest version of by-laws and will send those out to the boards for review. The plan is to have a meeting so we can bring to board by March or April, the latest.

6. CALL TO EXEC COMMITTEE

None at this time.

Cristina Sheppard-Decius will be meeting with Mayor Hammoud this week and walking through completed, current and planned projects.

MARCH ITEMS SLATED

- o By-Laws
- o Board Member Job Description
- o Event Goals/Participation Fee Policy
- o Market Data

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Dearborn Restaurant Week Advertising Plan 2022 - EDDDA

Date Adopted: January 20, 2022

Motioned by: Director Jay Kruz

Seconded by: Director Janice Cislo

**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 multiple avenues; and

**WHEREAS:** The EDDDA and WDDDA are planning to promote the Dearborn Restaurant Week (DRW) 2022 event that would benefit from advertising to engage the greater Metro Detroit community; and

**WHEREAS:** The EDDDA and WDDDA agree to approve up to \$21,500 on an advertising campaign utilizing radio, digital and print, to be split 60% for WDDDA and 40% for EDDDA, based on a proportionate amount of restaurant involvement; therefore, let it be

**RESOLVED:**

1. That the EDDDA authorizes the expenditure of up to \$9,143 from account #297-6100-911-51-00 Community Promotions/Dearborn Restaurant Week for the following advertising items, with suggestion to review media publication selection; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA, subject to review and approval by Corporation Counsel.

	Total	EDDDA	WDDDA
<b>RADIO</b>			
iHeartRadio	\$4,020.00	\$1,528.00	\$2,492.00
Audacy	\$4,000.00	\$1,520.00	\$2,480.00

WDET	\$1,480.00	\$563.00	\$917.00
<b>Digital</b>			
Click On Detroit	\$3,500.00	\$1,330.00	\$2,170.00
<b>Print</b>			
Times Herald	\$300.00	\$186.00	\$114.00
Metro Times	\$700.00	\$266.00	\$434.00
<b>Social Media</b>	\$7,500.00	\$3,750.00	\$3,750.00
<b>Totals</b>	<b>\$21,500.00</b>	<b>\$9,143.00</b>	<b>\$12,357.00</b>

Yes: Vice Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Abdullah Hammoud, Director Janice B. Cislo, Director Jay P. Kruz, and Director Hamzah Nasser.

No:

Abstained:

Absent: Director Kamal Turfah

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Dearborn Restaurant Week Advertising Plan 2022 - WDDDA

Date Adopted: January 20, 2022

Motioned by: Vice Chairperson Mohammed Hider

Seconded by: Director Jackie Lovejoy

**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 multiple avenues; and

**WHEREAS:** The EDDDA and WDDDA are planning to promote the Dearborn Restaurant Week (DRW) 2022 event that would benefit from advertising to engage the greater Metro Detroit community; and

**WHEREAS:** The EDDDA and WDDDA agree to approve up to \$21,500 on an advertising campaign utilizing radio, digital and print, to be split 60% for WDDDA and 40% for EDDDA, based on a proportionate amount of restaurant involvement; therefore, let it be

**RESOLVED:**

1. That the WDDDA authorizes the expenditure of up to \$12,357 from account #296-6100-911-51-00 Community Promotions/Dearborn Restaurant Week for the following advertising items, with suggestion to review media publication selection; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDA, subject to review and approval by Corporation Counsel.

	Total	EDDDA	WDDDA
<b>RADIO</b>			
iHeartRadio	\$4,020.00	\$1,528.00	\$2,492.00
Audacy	\$4,000.00	\$1,520.00	\$2,480.00

WDET	\$1,480.00	\$563.00	\$917.00
<b>Digital</b>			
Click On Detroit	\$3,500.00	\$1,330.00	\$2,170.00
<b>Print</b>			
Times Herald	\$300.00	\$186.00	\$114.00
Metro Times	\$700.00	\$266.00	\$434.00
<b>Social Media</b>	\$7,500.00	\$3,750.00	\$3,750.00
<b>Totals</b>	<b>\$21,500.00</b>	<b>\$9,143.00</b>	<b>\$12,357.00</b>

Yes: Vice Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Abdullah Hammoud, Director Thomas L. Clark, Director Jackie Lovejoy, Director Karen Nigosian and Director Audrey A. Ralko

No:

Abstained:

Absent: Chairperson Sam Abbas

**DDDA BOARD  
RESOLUTIONS**

**JANUARY 2022**



# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2022 Election of Officers

Date Adopted: January 20, 2022

Motioned by: Director Janice Cislo

Seconded by: Director Jay Kruz

**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 2022 Officer Nominating Committee has recommended Eric Woody for Chairperson, Matthew Dietz for Vice-Chairperson, and Matthew Dietz for interim 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 2022.

Yes: Vice Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Abdullah Hammoud, Director Janice B. Cislo, Director Jay P. Kruz, and Director Hamzah Nasser.

No:

Abstained:

Absent: Director Kamal Turfah

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2022 Election of Officers

Date Adopted: January 20, 2022

Motioned by: Director Jackie Lovejoy

Seconded by: Director Jeff Lynch

**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 2022 Officer Nominating Committee has recommended Sam Abbas for Chairperson, Mohammed Hider for Vice-Chairperson, and Jackie Lovejoy 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 2022.

Yes: Vice Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Abdullah Hammoud, Director Thomas L. Clark, Director Jackie Lovejoy, Director Karen Nigolian and Director Audrey A. Ralko

No:

Abstained:

Absent: Chairperson Sam Abbas

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

MDA Spring Lansing Day and Workshop 2022 - EDDDA

Adopted: January 20, 2022

Motioned by: Vice Chairman Eric Woody

Seconded by: Mayor Abdullah Hammoud

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

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

**WHEREAS:** The EDDDA and WDDDA have the opportunity to attend the 2022 MDA Spring Lansing Day and Workshop being held in-person or virtual, same pricing for both, on March 2-3, 2022, in Lansing and Grand Ledge, MI in the amount of \$170 per person; and

**WHEREAS:** The listed individuals for EDDDA will attend the Lansing Day and Workshop: Eric Woody, Hamzah Nasser and Amanda Bright McClanahan; so let it be

**RESOLVED:** The EDDDA authorizes the expenditure up to \$170 per EDDDA board member to participate at the 2022 MDA Spring Lansing Day and Workshop from the Training/Transportation budget line item account # 297-6100-911-58-10, agreeing to split the costs equally with WDDDA; and let it be further

**RESOLVED:** The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA for the MDA Spring Lansing Day and Workshop, subject to review and approval by Corporation Counsel.

Yes: Vice Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Abdullah Hammoud, Director Janice B. Cislo, Director Jay P. Kruz, and Director Hamzah Nasser.

No:

Abstained:

Absent: Director Kamal Turfah

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

MDA Spring Lansing Day and Workshop 2022 - WDDDA

Adopted: January 20, 2022

Motioned by: Director Jackie Lovejoy

Seconded by: Director Jeff Lynch

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

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

**WHEREAS:** The EDDDA and WDDDA have the opportunity to attend the 2022 MDA Spring Lansing Day and Workshop being held in-person or virtual, same pricing for both, on March 2-3, 2022, in Lansing and Grand Ledge, MI in the amount of \$170 per person; and

**WHEREAS:** The listed individuals for WDDDA will attend the Lansing Day and Workshop: Jackie Lovejoy and Zaineb Hussein; so let it be

**RESOLVED:** The WDDDA authorizes the expenditure up to \$170 per WDDDA board member to participate at the 2022 MDA Spring Lansing Day and Workshop from the Training/Transportation budget line item account # 296-6100-911-58-10, agreeing to split equally with EDDDA; and let it be further

**RESOLVED:** The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA for the MDA Spring Lansing Day and Workshop, subject to review and approval by Corporation Counsel.

Yes: Vice Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Abdullah Hammoud, Director Janice B. Cislo, Director Jay P. Kruz, and Director Hamzah Nasser.

No:

Abstained:

Absent: Director Kamal Turfah

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Open Door Business Grant Program - EDDDA 2021-2022 Budget Reallocation

Adopted: January 20, 2022

Motioned by: Director Janice Cislo

Seconded by: Director Hamzah Nasser

**WHEREAS:** The EDDDA provides the Open Door Dearborn Grant Program to offer funds to businesses for building improvements and business start-up; and

**WHEREAS:** The EDDDA Open Door Grant Program has been very successful in 2020 and 2021 with a total of 8 projects and \$75,000 in grants awarded; and

**WHEREAS:** Six months remain in FYE2022 and only \$5,000 is left available in the EDDDA Open Door Grant Program fund line item; and

**WHEREAS:** The Design/Economic Vitality (DEV) Committee has discussed the success of the overall program and issue of funding running short of the demand, especially in the EDDDA. To date, there are seven property owners/business that have shown an interest in applying for a grant in the EDDDA; and

**WHEREAS:** At least two businesses will submit applications for Open Door Grants in the first quarter of 2022; and

**WHEREAS:** The DEV Committee met on December 8, 2021, and recommends to the EDDDA Board reallocating \$20,000 to the EDDDA Open Door Grant Program to be able to support additional projects in the EDDDA; therefore, let it be

**RESOLVED:** The EDDDA Board authorizes reallocating \$20,000 from line item # 297-6100-911-51-00 Community Promotions/H2BE to be transferred into the EDDDA Open Door Grant Program budget line item #297-6100-911-34-90 Contractual Services/Business Incentives to support at least two additional grants in FYE2022.

Yes: Vice Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Abdullah Hammoud, Director Janice B. Cislo, Director Jay P. Kruz, and Director Hamzah Nasser.

No:

Abstained:

Absent: Director Kamal Turfah

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Social Media Boosts 2022 - EDDDA

Date Adopted: January 20, 2022

Motioned by: Director Eric Woody

Seconded by: Director Jay Kruz

**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 2022 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, split equally between account #296-6110-911-51-00 for WDDDA and account # 297-6100-911-51-00 for EDDDA, for costs related to social media boosts through POW! Strategies, Inc. contract; and

**WHEREAS:** A total social media advertising plan of \$15,000 is recommended for 2022, with \$7,500 from the POW! Strategies, Inc. contract and fund line item, and another \$7,500 to be added to the POW! Strategies, Inc. contract from the Dearborn Restaurant Week fund line; so let it be

**RESOLVED:** The EDDDA authorizes an expenditure up to \$3750 for the following revised social media ad buy schedule for 2022 from account #297-6100-911-51-00 Community Promotions/General Marketing:

EVENT/PROMOTION	TOTAL AMOUNT	EDDDA	WDDDA	DISTRICT
Earth Day	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Ramadan Pop Up	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Ladies Night Out	\$ 150.00		\$ 150.00	WDDDA
East Sidewalk Sale	\$ 150.00	\$ 150.00		EDDDA
Spring Perennial	\$ 100.00	\$ 100.00		EDDDA

Exchange				
West Farmers Market	\$ 800.00	\$ -	\$ 800.00	WDDDA
East Farmers Market	\$ 800.00	\$ 800.00		EDDDA
				EDDDA/WDDDA
Movie Nights	\$ 400.00	\$ 200.00	\$ 200.00	SPLIT
Social District	\$ 100.00		\$ 100.00	WDDDA
Friday Nights	\$ 400.00		\$ 400.00	WDDDA
Jazz on the Ave	\$ 450.00	\$ 450.00		EDDDA
Mosaic/Harmonize Dearborn	\$ 400.00	\$ 400.00		EDDDA
				EDDDA/WDDDA
Christmas in July	\$ 100.00	\$ 50.00	\$ 50.00	SPLIT
Tunes at Noon	\$ 300.00		\$ 300.00	WDDDA
Kids Day	\$ 150.00	\$ -	\$ 150.00	WDDDA
Fall Perennial Exchange	\$ 100.00		\$ 100.00	WDDDA
				EDDDA/WDDDA
Trick or Treat	\$ 200.00	\$ 100.00	\$ 100.00	SPLIT
				EDDDA/WDDDA
Pumpkin Carving	\$ 100.00	\$ 50.00	\$ 50.00	SPLIT
				EDDDA/WDDDA
Shop Small	\$ 1,000.00	\$ 500.00	\$ 500.00	SPLIT
Winterfest	\$ 400.00		\$ 400.00	WDDDA
Shop Small Kick Off	\$ 400.00	\$ 400.00		EDDDA
				EDDDA/WDDDA
General Page Boosts	\$ 200.00	\$ 100.00	\$ 100.00	SPLIT
Bike share/scooter share	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA
				SPLIT
				EDDDA/WDDDA
Preservation Month	\$ 100.00	\$ 50.00	\$ 50.00	SPLIT
CHP Redesign	\$ 100.00	\$ 100.00		EDDDA
<b>TOTAL</b>	<b>\$ 7,500.00</b>	<b>\$ 3,750.00</b>	<b>\$ 3,750.00</b>	
				EDDDA/WDDDA
PLUS DRW	\$7,500.00	\$3,750.00	\$3,750.00	SPLIT
<b>GRAND TOTAL</b>	<b>\$ 15,000.00</b>	<b>\$ 7,500.00</b>	<b>\$ 7,500.00</b>	

; furthermore, let it be

**RESOLVED:** The EDDDA authorizes an additional \$3750 for Dearborn Restaurant Week social media ad buys through POW! Strategies, Inc. contract for 2022 from account

#297-6100-911-51-00 Community Promotion/Dearborn Restaurant Week; and furthermore, let it be

**RESOLVED:** The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA for the listed social media boosts, subject to review and approval by Corporation Counsel.

Yes: Vice Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Abdullah Hammoud, Director Janice B. Cislo, Director Jay P. Kruz, and Director Hamzah Nasser.

No:

Abstained:

Absent: Director Kamal Turfah



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Social Media Boosts 2022 - WDDDA

Date Adopted: January 20, 2022

Motioned by: Director Jackie Lovejoy

Seconded by: Director Jeff Lynch

**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 2022 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, split equally between account #296-6110-911-51-00 for WDDDA and account # 297-6100-911-51-00 for EDDDA, for costs related to social media boosts through POW! Strategies, Inc. contract; and

**WHEREAS:** A total social media advertising plan of \$15,000 is recommended for 2022, with \$7,500 from the POW! Strategies, Inc. contract and fund line item, and another \$7,500 to be added to the POW! Strategies, Inc. contract from the Dearborn Restaurant Week fund line; so let it be

**RESOLVED:** The WDDDA authorizes an expenditure up to \$3750 for the following revised social media ad buy schedule for 2022 from account #296-6100-911-51-00 Community Promotions/General Marketing:

EVENT/PROMOTION	TOTAL AMOUNT	EDDDA	WDDDA	DISTRICT
Earth Day	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Ramadan Pop Up	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Ladies Night Out	\$ 150.00		\$ 150.00	WDDDA
East Sidewalk Sale	\$ 150.00	\$ 150.00		EDDDA
Spring Perennial	\$ 100.00	\$ 100.00		EDDDA

Exchange				
West Farmers Market	\$ 800.00	\$ -	\$ 800.00	WDDDA
East Farmers Market	\$ 800.00	\$ 800.00		EDDDA
				EDDDA/WDDDA
Movie Nights	\$ 400.00	\$ 200.00	\$ 200.00	SPLIT
Social District	\$ 100.00		\$ 100.00	WDDDA
Friday Nights	\$ 400.00		\$ 400.00	WDDDA
Jazz on the Ave	\$ 450.00	\$ 450.00		EDDDA
Mosaic/Harmonize Dearborn	\$ 400.00	\$ 400.00		EDDDA
				EDDDA/WDDDA
Christmas in July	\$ 100.00	\$ 50.00	\$ 50.00	SPLIT
Tunes at Noon	\$ 300.00		\$ 300.00	WDDDA
Kids Day	\$ 150.00	\$ -	\$ 150.00	WDDDA
Fall Perennial Exchange	\$ 100.00		\$ 100.00	WDDDA
				EDDDA/WDDDA
Trick or Treat	\$ 200.00	\$ 100.00	\$ 100.00	SPLIT
				EDDDA/WDDDA
Pumpkin Carving	\$ 100.00	\$ 50.00	\$ 50.00	SPLIT
				EDDDA/WDDDA
Shop Small	\$ 1,000.00	\$ 500.00	\$ 500.00	SPLIT
Winterfest	\$ 400.00		\$ 400.00	WDDDA
Shop Small Kick Off	\$ 400.00	\$ 400.00		EDDDA
				EDDDA/WDDDA
General Page Boosts	\$ 200.00	\$ 100.00	\$ 100.00	SPLIT
Bike share/scooter share	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA
				SPLIT
				EDDDA/WDDDA
Preservation Month	\$ 100.00	\$ 50.00	\$ 50.00	SPLIT
CHP Redesign	\$ 100.00	\$ 100.00		EDDDA
<b>TOTAL</b>	<b>\$ 7,500.00</b>	<b>\$ 3,750.00</b>	<b>\$ 3,750.00</b>	
				EDDDA/WDDDA
PLUS DRW	\$7,500.00	\$3,750.00	\$3,750.00	SPLIT
<b>GRAND TOTAL</b>	<b>\$ 15,000.00</b>	<b>\$ 7,500.00</b>	<b>\$ 7,500.00</b>	

; furthermore, let it be

**RESOLVED:** The WDDDA authorizes an additional \$3750 for Dearborn Restaurant Week social media ad buys through POW! Strategies, Inc. contract for 2022 from account

#296-6100-911-51-00 Community Promotion/Dearborn Restaurant Week; and furthermore, let it be

**RESOLVED:** The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA for the listed social media boosts, subject to review and approval by Corporation Counsel.

Yes: Vice Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Abdullah Hammoud, Director Thomas L. Clark, Director Jackie Lovejoy, Director Karen Nigosian and Director Audrey A. Ralko

No:

Abstained:

Absent: Chairperson Sam Abbas

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Cobalt Community Research Program Contract - EDDDA

**Tabled:** January 20, 2022  
**Motioned by:** Director Jay Kruz  
**Seconded by:** Director Janice Cislo

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Downtown Development Authority (WDDDA) utilize current data and trends to help implement the future Vision Plan and strategies; and

**WHEREAS:** Cobalt Community Research (Cobalt) is a national 501c3 nonprofit, non-partisan coalition that helps local governments, schools and membership organizations affordably engage communities through high-quality data, benchmarking, geofencing, and community engagement. Cobalt combines big data with local insights to help communities thrive as changes emerge in the economic, demographic and social landscape; and

**WHEREAS:** On October 27, 2021, Cobalt presented their market data research program to the Design/Economic Vitality (DEV) Committee, and the committee recommends engaging with Cobalt to help provide critical information to assist small business development; and

**WHEREAS:** Cobalt has provided the East and West DDDA with a proposal based on data collection and comparative analysis in two reports (Fall 2021 and Spring 2022) for each district. The DEV Committee has reviewed the proposal, supports the program and recommends entering into a contract with Cobalt for the data research; and

**WHEREAS:** The total cost of the proposals is \$2,700, split equally between the East and West DDDAs, for EDDDA to pull from account #297-6100-911-51-00 Community Promotions/General Marketing; therefore, let it be

**RESOLVED:** That the EDDDA has tabled this resolution to allow time to review other groups who provide this type of information, including local and state government resources and then determine how to utilize the information once reports are received.

Yes: Vice Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Abdullah Hammoud, Director Janice B. Cislo, Director Jay P. Kruz, and Director Hamzah Nasser.

No:

Abstained:

Absent: Director Kamal Turfah

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Cobalt Community Research Program Contract - WDDDA

**TABLED:** January 20, 2022  
**Motioned by:** Director Karen Nigosian  
**Seconded by:** Director Mohammed Hider

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Downtown Development Authority (WDDDA) utilize current data and trends to help implement the future Vision Plan and strategies; and

**WHEREAS:** Cobalt Community Research (Cobalt) is a national 501c3 nonprofit, non-partisan coalition that helps local governments, schools and membership organizations affordably engage communities through high-quality data, benchmarking, geofencing, and community engagement. Cobalt combines big data with local insights to help communities thrive as changes emerge in the economic, demographic and social landscape; and

**WHEREAS:** On October 27, 2021, Cobalt presented their market data research program to the Design/Economic Vitality (DEV) Committee, and the committee recommends engaging with Cobalt to help provide critical information to assist small business development; and

**WHEREAS:** Cobalt has provided the East and West DDDA with a proposal based on data collection and comparative analysis in two reports (Fall 2021 and Spring 2022) for each district. The DEV Committee has reviewed the proposal, supports the program and recommends entering into a contract with Cobalt for the data research; and

**WHEREAS:** The total cost of the proposals is \$2,700, split equally between the East and West DDDAs, for WDDDA to pull from account #296-6100-911-51-00 Community Promotions/General Marketing ; therefore, let it be

**RESOLVED:** That the WDDDA has tabled this resolution to allow time to review other groups who provide this type of information, including local and state government resources and then determine how to utilize the information once reports are received.

**Yes:** Vice Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Abdullah Hammoud, Director Thomas L. Clark, Director Jackie Lovejoy, Director Karen Nigosian and Director Audrey A. Ralko

**No:**

**Abstained:**

**Absent:** Chairperson Sam Abbas



# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Jazz on the Ave 2022

Tabled: January 20, 2022

Motioned by: Mayor Abdullah Hammoud

Seconded by: Director Eric Woody

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

**WHEREAS:** The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs for programs that sustain and increase business activity within the district; and

**WHEREAS:** The Jazz on the Ave events provided by the EDDDA has been successful in bringing visitors to the District and growing in numbers each year; and this year's approved calendar includes a six week run of the event on Wednesday evenings from June 1, 2022 through July 6, 2022; and

**WHEREAS:** The EDDDA authorized a budget of \$57,250 in expenditures for the 2022 Jazz on the Ave events; and

**WHEREAS:** The Hi-Falutin' Music contract includes the following provisions:

Marketing to consist of major local radio, press releases to all local print, radio and T.V. media.

Attempts will be made to place artists and PR on local media shows (Fox 2 TV Morning Show/WJR Mitch Albom etc.).

Weekly radio scheduled on WWJ Radio. Also, radio spots to run Sunday's on 910 AM Superstation Doing the D Show starting April 17 and ending July 3.

Weekly television spots to air on WADL on the Alexander Zonjic From A to Z Show on Sunday's starting April 17 and ending July 3.

Hi-Falutin' Music will produce a :30 sec TV spot and a :30 sec radio spot to be used in all TV and radio spots.

Flyers to be distributed at all Hi-Falutin' Music/Alexander Zonjic Events. Also, distribution of flyers at all other related music events.

Email blast from Hi-Falutin' Music will go out twice a week starting Monday, April 18 ending Monday, July 4.

Concerts will be added to Alexander Zonjic website and featured artist's websites.

Hi-Falutin' will provide roof for stage and professional quality genie-towers. Setup will be Tuesdays prior to each concert & takedown Wednesday's after concert is over; and

**WHEREAS:** The DDDA Management requests the approval of \$45,000.00 total for the contract with Hi-Falutin Music, which includes a deposit of \$22,500 which is 50% of the contract upon final signature, which would expend from the Community Promotions Budget # 297-6100-911-51-00; so let it be

**RESOLVED:** That this resolution is tabled to further research additional categories of musical genres and ways to improve business impact.

Yes: Vice Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Abdullah Hammoud, Director Janice B. Cislo, Director Jay P. Kruz, and Director Hamzah Nasser.

No:

Abstained:

Absent: Director Kamal Turfah