



EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING

THURSDAY, JANUARY 21, 2021

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

Via Zoom

Join Zoom Meeting

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Meeting ID: 433 224 302

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One tap mobile +13126266799,,433224302# US (Chicago)

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

- I. Call to Order** Chairman Sam Abbas
- II. Roll Call** Secretaries Merino & Lynch
- III. Joint Meeting Chair for January 2021: Sam Abbas**
- IV. Approval of the December 2020 Meeting**
- V. Treasurer's Report** Finance/Treasurers
- VI. Action Items** (40 min.)
 - A. Regular Action Items**
 - 1. Joint Board Actions**
 - a) The Henry Ford Partnership
 - b) Social Media Management
 - c) Zoom Webinar
 - d) Outdoor Dining Amenities
 - e) 2020 Election of Officers
 - 2. WDDDA Actions Only**
 - a) None at this time
 - 3. EDDDA Actions Only**
 - a) Homage to Black Excellence - Juneteenth Event
 - b) Doggie Stations
 - c) Additional Branding Ground Decals
- VII. Committee Reports**
- VIII. DDDA Executive Management Team & ECD Reports**
- IX. Call to Board of Directors**
- X. Call to Audience** **3 min./guest**
- XI. Adjournment**

AGENDA OVERVIEW

JOINT ACTIONS

The Henry Ford Partnership

At the December 2020 Joint Board meeting, the Boards tabled this item to discuss other options with The Henry Ford in lieu of the Giant Screen marketing within the original proposed contract due to how the pandemic has impacted that aspect of marketing. Annually, the East & West DDDAs have partnered to advertise with The Henry Ford over the last five + years to promote the collective message of shopping, dining and attending events in Downtown Dearborn. Although this past year has definitely created challenges in the traditional marketing avenues provided by the partnership, The Henry Ford has creatively supplemented the marketing package with additional social media support and they were able to utilize the Love Your Local video and Shop Small videos as part of the Giant Screen placements this year while it was open. Attached in the supplemental materials is the summary report of the past year.

It is recommended to continue at the same level with The Henry Ford to continue growing the connection between The Henry Ford and the downtowns for consumers. The Henry Ford attracts over 1.8 million visitors annually in a typical year. The partnership cost is \$11,200 split equally between the East and West DDDAs (\$5600 each). In addition to their general eblast that Downtown Dearborn would be included in twice per year, website partner link placement, and the two ½ page ads in THF magazine annually, the revised partnership agreement includes the following:

- Six retail e-news ad issues to 150,000 subscribers per issue. THF only sends 12 issues per year. The click through rate average is 25%.
- Two social media posts
- Continuation of Giant Screen placement. The Giant Screen currently isn't open, but plans are to reopen soon. The Love Your Local video will continue to be played when it does reopen. Normally the Giant Screen has 1 million visits per year, but with capacity reduced the addition of the retail e-news ads will be a better way to reach THF audience for the first six months of the year.

What the contract doesn't include, but has been offered once these opportunities are further confirmed by THF is:

- Placement on their APP and 1x/month push notifications
- Motor Muster car show weekend - inclusion of print piece in attendee packet that could promote a discount deal to local businesses in Downtown Dearborn, encouraging attendees to show their pass/ticket to Motor Muster to receive a discount at local businesses. This is a great to encourage attendees to extend their stay and visit the downtowns.

Social Media Management

Social media management is a significant part of the communications strategy including developing a strategy for the DDDAs social media channels, messaging, content development and placement, monitoring and relations, and reporting. Our goals include:

Goal	2019 Baseline	2020 Baseline	2021 Goal
Annual impressions: 10% increase	1.25 million	1.4 million	1.65 million
Engagements: 20% increase	61,647	48,371*	58,046
Followers: 25% increase	6,318	14,863	18,579
Millennial Increase: 20% increase	20% of New Followers		

*Engagements were down due to cancellation of many summer events.

Over the course of the last year, the DDDAs concluded its PR contract with Tanner Friedman in August, and solicited for a new contractor in the months prior. The RFP included a five-point strategy of communications including media relations, social media management, web, e-communications, brand communications and evaluation. A selection committee reviewed nine proposals, narrowed the field to three candidates, and worked with the top candidate selected to develop an acceptable final contract for the Boards. Unfortunately, the negotiated rates were still well over the DDDAs budgets and didn't meet the full scope of services, especially related to social media management. To be able to fully execute a social media plan, there must be someone dedicated to managing and implementing the plan on a daily basis.

Over the past four months, POW! temporarily absorbed the media relations, e-communications, and brand management aspects of the PR contract to maintain these important communications aspects for the DDDAs until a new PR firm was selected. POW! also temporarily took on the social media management and implementation role since June as Tanner Friedman's contract was limited in terms of hours/budget and it was anticipated that a new firm would begin by August. As part of POW! Strategies' contract, the DDDAs have the option to add a social media manager. The Executive Committees have reviewed this option and recommends adding the social media management to POW! Strategies' contract in the amount of \$35,400/year (\$2950/month - 130 hours/month). Monthly and quarterly/seasonal reports will be provided to the Promotions and Executive Committee for review and analysis, and any strategy shifting necessary. The Boards have budgeted \$80,000 annually (split equally) for PR services. POW! Strategies will continue to absorb the media relations and e-communications temporarily until further recommendations are provided by the Executive Committees. POW! recommends coming to resolve on this within the next three months prior to summer season.

The goals this year will be:

- Increase brand awareness: deliver on Brand core values and grow Brand recognition
- Increase engagement & reach throughout all platforms
- Create cohesive look and messaging within and between platforms

The recommended strategy is to devise ongoing content and engagement opportunities within the main social media platforms: Facebook, Instagram, and Twitter; and to strengthen each platform with separate but related content, by utilizing best practices for each platform based on current market trends and audience use. It is also recommended to further engage

the Downtown Dearborn Youtube channel, and begin to utilize LinkedIn and Tik Tok for further reach.

Specific Content Strategy Focuses:

- Create mix of content (The “Pulse” of Downtown Dearborn):
 - Graphic-appropriate and brand-oriented (The “Vision” of the DDDA: Innovative, Diverse, Connected)
 - “On the street” real-time post content featuring businesses and community (The “Real” Downtown Dearborn: Authentic, Vibrant, Creative)
 - Shared content with our business and community partners (The “Connected” DDDA: Welcoming, Inclusive, Resilient)
- “Evergreen” content and strategic messaging that can be used and reused during “down-times”
- Methodically and strategically push DDDA-centered initiatives (The “Power” of the DDDA: Innovative, Dynamic, Sustainable)
 - Events
 - DDDA and City initiatives
 - Work closely with City, Chamber, etc to cross-promote joint projects and programs
- Focus on the following touch-points:
 - Business Support
 - Individual business promotion and marketing
 - Business assistance promotion
 - Downtown promotions and marketing
 - Around town visuals
 - Décor, events
 - Community and stake-holder engagement
 - Sharing content and supporting community stakeholder initiatives
 - Work closely with other municipal entities to create more cohesive marketing content
 - Delivering on Brand/Growing Brand recognition
 - Ensure all original content is appropriate and falls within tenets of Downtown Dearborn Brand
 - Showcasing the power of investment and re-investment
 - Share out all relevant upgrades, initiatives, and projects that are currently in DDDA focus or may be in the works for future initiatives.

Potential Individual Strategies for Each Platform:

- FACEBOOK
 - Event promotion
 - Short story telling
 - Facebook Live Streams & Story features
 - Video content
 - Tagged business promotion
 - Focus on shareable content and promo videos
 - 4-5 posts per week -@ every other day

- INSTAGRAM
 - Candid photography of Downtown elements
 - Instagram Stories
 - Instagram Reels for video content
 - IGTV features
 - Repost content from businesses & community partners
 - Focus on impactful imagery and candid video
 - 7-15 posts per week (at least once a day, goal is multiple times per day)
- TWITTER
 - News and upcoming events
 - Re-tweet relevant content from community partners
 - Focus on business needs
 - 3-4 posts per week
- YOUTUBE
 - Create vlog style updates to promote upcoming events, community updates, interviews with businesses etc. Look would be on-the-street style, professional but real.
 - Post Board meetings, commercials as created and other video content as it's created
 - Once format and content becomes established, goal would be to upload scheduled bi-weekly or monthly vlog posts
- INVESTIGATE AND CREATE RELEVANT CONTENT FOR NEW PLATFORMS:
 - Linked IN
 - Create "blog" type content about Downtown Dearborn
 - Focus on business assistance opportunities and promotion
 - One LinkedIn SPECIFIC blog-like post per week, and BAT promotion or other business-related content once or twice a week
 - Tik Tok
 - Short, "On the Go in Downtown Dearborn" videos and vignettes of Dearborn life.
 - Further evaluate for appropriate content

Areas of Improvement

- More focused brand strategy
- Refine graphic use with event promotion
- Develop strategy around appropriate timing and scheduling of posts and content
- More engagement within platforms with other entities and utilizing cross-promotion
- Monthly/Quarterly reporting to ensure measures are on track and adjust as necessary

Content Creation/Photography

- Photography and videography capabilities for this project would be appropriate for real-time social media marketing and promotion only.
- The DDDAs will still need to hire a photographer for events and seasonal "Evergreen" high-res photos for print materials and promotional use as typically budgeted. A bid is going out this month for those services.

Zoom Webinar

This year, the DDDAs will have a need to add the Webinar feature to the Zoom account provided by POW! Strategies. This feature is \$400 annually or \$40 per month. The DDDAs will be using it for events such as the public engagement sessions, panel discussion and business trainings. This feature allows the DDDAs to provide a safe environment for participants without Zoomabombers, as well as provides for more participants.

Initially, we factored that we would be able to use the City's account to do this, however, the live streaming features are not possible without sharing personal social media accounts to do so. While this is okay on short term or temporary basis, it may not be the most effective, efficient and secure in the long run.

Outdoor Dining

Over the last two months, the Executive Management team and ECD have been working to create outdoor dining opportunities for restaurants during the winter months. At its December 30th meeting, City Council approved \$200,000 for tents, heating and electrical which can support approximately 6 tents throughout the city for a 3-month duration. The Executive Management team inquired with restaurants and bars both east and west for their interest in participating in communal tents for "food court style" dining, as well as igloos. Igloos were not enthusiastically received by Council, so those are not authorized at this point for purchase, however there is a study session planned for Council to review this and other options further.

At this point, the WDDDA has authorized \$25,000 for Social District signage and marketing needs, decor and some outdoor dining setup via tents. Given the response from businesses, there is still a need for some igloos or greenhouses in certain areas of the WDDDA, as well as other logistical needs for outdoor dining. For the EDDDA, most restaurants would benefit from an igloo set up as opposed to a communal tent set-up due to the spacing of restaurants.

As an example of what other communities are doing, Oakland County recently provided communities a limited supply of greenhouses, heating elements, a propane exchange program and electrostatic sprayers. The Board could authorize additional funding for a similar program set-up.

Final counts on business needs are being conducted, and the Executive Management team will have those available for the meeting for discussion. Greenhouses typically run \$1600 per or \$1000 per igloo, and each business may need easily up to three each.

2020 Election of Officers

The DDAs elect a new Executive Committee annually at the first meeting of calendar year (January). A nominating committee has been appointed by the Board to develop a slate of Executive Committee candidates. The recommendations from the nominating committees are:

WDDDA

Chair - Sam Abbas

Vice-Chair - Mohammed Hider

Treasurer/Secretary - Jeff Lynch

EDDDA

Chair - Julia Kapilango

Vice-Chair - Eric Woody

Treasurer/Secretary - Matthew Dietz

WEST DDDA ACTION ITEMS ONLY

No Additional Actions

EAST DDDA ACTION ITEMS ONLY

Homage to Black Excellence

At last month's meeting the EDDDA authorized reallocating funds from Jazz on the Ave and Music in the Park from the 2020 summer programming in the amount of \$14,000 for two of the three proposed event elements for the Homage to Black Excellence in Downtown Dearborn. The third event proposed is the Juneteenth Stroll & Roll which supports and encourages our vision of a multi-modal community accessible to all people.

For too long in America the simple ease of mobility—one's ability to move between different levels in society—was not a reality for African Americans. Their movement once restricted by the unjust Jim Crow laws of the South gave rise to the Great Migration to northern cities. By car, train, or bus and sometimes on foot, they went in search of better opportunities.

This new freedom of movement became a force to dismantle racial barriers and make a direct impact on the building up of wealth in African American communities that has stretched across generations. In celebration of those who journeyed so far, the Juneteenth Mobility Stroll and Roll will include a broad range of transportation modes that represent the current ways that we connect with one another such as bikes, motorcycles, vespas, skateboards, scooters, autonomous cars, hybrid buses and walking.

The route will begin at Michigan Avenue and Schaefer and end at the City Hall. Several important stops along the route will include the Ford Mobility Station, historic UAW Local 600, and the historic Springwell area where Nobel Prize mediator Raphe Bunche once lived. The Stroll and Roll will also have an array of fun activities geared toward all ages including a Kid's Zone and a Mobility Zone as part of the attractions.

The estimated cost for an event of this scale is estimated at \$40,000. Discussions with the Police Department, DPW and Fire still need to be held to confirm if this cost estimate will hold. There is approximately \$11,000 remaining in the event budgets of Jazz on the Ave and Music in the Park 2020. There is also \$15,000 remaining in the Holiday Promotions budget because the EDDDA did not hold its Winter Breeze and Open House events. There are

options to move funding from other projects that may or may not happen, but those remaining will need to be choices the Board or Executive Board should review. If the Board is supportive of this event and want to see funding reallocated to support it, the Executive Management team will report back with recommended reallocations and project changes.

Doggie Stations

In an effort to keep the downtown area welcoming to our dog walkers, as well as convenient and clean in case of an accident, it is recommended to install 14 doggie stations that provide dog bags. The stations will be placed along Michigan Avenue, Schaefer and in City Hall Park. The replacement bags will be handled by the landscape/maintenance contract. The cost is \$1800.

Ground Decals

The Executive Committee has requested to install additional Dearborn branded ground decals. The cost is \$1000 for an additional 20 decals.

CITY OF DEARBORN
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)
REGULARLY SCHEDULED JOINT BOARD MEETING

December 17, 2020

Virtual Meeting via Zoom

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

Meeting ID: 433 224 302

Password: 844577

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Meeting ID: 433 224 302

Join by Skype for Business

<https://zoom.us/skype/433224302>

MINUTES

MEMBERS PRESENT

EAST DDA	:	Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt, Secretary-Treasurer Heidi Merino (left at 9am), Mayor Jack O'Reilly, Director Janice Cislo, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz (joined 8:06am, left at 9:40am), Director Mary O'Bryan, and Director Eric Woody (left at 10am).
WEST DDA	:	Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider (joined 8:06am left at 10am), Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark Guido, Director Jackie Lovejoy (join 8:08am, left at 10am), Director John McWilliams, Director Karen Nigosian and Director Audrey Ralko.

MEMBERS ABSENT

EAST DDA : Director Kamal Turfah

WEST DDA : Secretary-Treasurer Jeff Lynch

NON-MEMBERS PRESENT :

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

OTHERS : N/A

I. Call to Order

Joint DDDA Chairperson Julia Kapilango called the meeting to order at 8:05 am

II. Roll Call

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

EDDDA: A quorum was present

WDDDA: A quorum was present

III. Joint Meeting Chair for December 2020: Chairperson Julia Kapilango

IV. Approval of the November 2020 Board Meeting Minutes

For the EDDDA, the minutes from the November 2020 Board meeting were presented for approval. For EDDDA, motion to approve by Director Janice Cislo, seconded by Vice Chairperson Moe Hider. Roll call vote: Chairperson Julia Kapilango - yes, Chairperson Dan Merritt - yes, Secretary-Treasurer Heidi Merino - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, and Director Eric Woody - yes. Motion passed.

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

The minutes were recorded and filed.

V. Treasurer's Report

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated November 30, 2020. Revenue to date totaled \$661,225. Total expenditures totaled \$183,769. The current cash position equals \$1,446,903 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$742,811.

WDDDA: Moe Almaliky reviewed the financial statement dated November 30, 2020. Revenue to date totaled \$664,957. Total expenditures totaled \$313,876. The current cash position equals \$1,492,160 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$1,067,659.

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

VI. Action Items

A. Regular Action Items

1. Joint Board Actions

a) Nominating Committees

The EDDDA and WDDDA both form a nominating committee for the annual nomination of officers to be elected by the board and serve as the Executive Committee. EDDDA is Matt Dietz, Julia Kapilango, and Eric Woody. For WDDDA, it is Mark Guido, Jackie Lovejoy, and Audrey Ralko.

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

For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Vice Chairperson Moe Hider. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Moe Hider - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie

Lovejoy - yes, Director John McWilliams - yes, Director Karen Nigosian - yes, and Director Audrey Ralko - yes. Motion passed.

b) The Henry Ford Partnership

The EDDDA and WDDDA do an annual contract with The Henry Ford for cross-promotion. The cost is \$11, 200, split equally. The marketing package includes magazine advertising, pre-show theatre slides, placement and link on website, and social media and opportunities to distribute marketing materials, expending from budget account #296-6100-911-51-00 for East and #297-6100-911-51-00 for West.

Due to Covid-19, it was felt the package needed to be renegotiated and the resolution was asked to be tabled for both East and West.

For EDDDA, motion to table was made by Vice Chairperson Dan Merritt, seconded by Secretary-Treasurer Heidi Merino. Roll call vote:

Chairperson Julia Kapilango - yes, Chairperson Dan Merritt - yes, Secretary-Treasurer Heidi Merino - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Mary O'Bryan -yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to table was made by Director Thomas Clark, seconded by Director John McWilliams.

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

c) Dearborn Restaurant Week

The 2021 Dearborn Restaurant Week is trying a Pick up Pledge program to encourage patrons to carry out or pick up from restaurants and tip big, in an effort to save restaurants from large fees from third party delivery services. It is recommended \$19,599 is reallocated from DRW carry forward to the Pick Up Pledge. The EDDDA has 28 restaurants and WDDDA has 31 restaurants. The list of vendors for WDDDA to support this event is WDIV TV (\$1800), Beshara posters (\$54), Facebook/Instagram (\$6750), Pandora (\$540), Spotify (\$540), and TBD consultant/photographer (\$1619.46). The WDDDA approves expenditures up to \$10,583.46 from account # 296-6110-911-51-00.

For EDDDA, they approve expenditures up to \$9015.54 from account #297-6100-911-51-00. The list of vendors for EDDDA: WDIV TV (\$920), Beshara posters (\$46), Facebook/Instagram (\$5750), Pandora (\$460), Spotify (\$460), and TBD consultant/photographer (\$1379.54).

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

For WDDDA, motion to approve by Vice Chairperson Moe Hider, seconded by Director Mark Guido.

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

2. EDDDA Actions Only

a) Homage to Black Excellence

The EDDDA is doing a set of events to recognize the cultural, historic, economic and entrepreneurial spirit of Black History Month activities. They are Diversity, Equity, and Excellence Panels, Art of Protest, and Mobility Stroll and Roll.

\$25,000 in unused funds from Jazz on the Ave. and Music in the Park 2020 are available to reallocate. The motion presented was to reallocate \$14,000 for the two events, DE&I and Art of Protest, rename Art of Protest, and revisit Mobility Stroll and Roll at a later date. This will be expending from account #297-6100-911-51-00. It also approves the following vendors: Michigan Chronicle (\$300), Facebook/Instagram (\$750), Pandora (\$1500), Bewick (\$150), Comcast (\$2999), Beshara Printing: posters (\$200), signage (\$1500), event banners (\$500), TBD - acrylastone outdoor information (\$1100), Jean Smith supplies (\$500), Dr. Robbya Green-Weir consultant (\$2000), Rozenia Johnson consultant (\$2000), DeJuan McTaw photography (\$300), Mollywop! Music (\$200).

For EDDDA, motion to approve by Director Eric Woody, seconded by Vice Chairperson Dan Merritt. Roll call vote: Chairperson Julia Kapilango - yes, Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - no, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - no, Director Mary O'Bryan -no, and Director Eric Woody - yes. Motion passed.

b) Translation Services for City Hall Park Redesign Community Outreach

The City Hall Park Redesign Committee will be soliciting input from residents, businesses and visitors. To be inclusive, materials will be translated into Arabic and Spanish. For Arabic, Rana Taacoub will

translate Arabic items for \$1000. Multilanguage Services, Inc. will be doing Spanish translation for \$500, both coming from account # 297-6100-911-51-00 and authorized the Manager of the DDDAs to execute contracts on behalf of the EDDDA subject to review and approval by Corporation Counsel.

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

c) Holiday Decor - Winter Greens and Trees

For EDDDA it is recommended to add additional holiday decor and plant materials in the planter beds for Winter 2020. The EDDDA authorizes expending up to \$2999 to WH Canon for additional materials, services for holiday decor and authorized the Manager of the DDDAs to execute contracts on behalf of the EDDDA subject to review and approval by Corporation Counsel.

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

3. WDDDA Actions Only

a) Social District Service Providers

The WDDDA Board authorizes the expenditure of \$1984 for the list of amenities to support the social district program in WDDDA. The vendors are: Beshara (signage) \$700, Beshara (posters) \$100, Malko Media (signage) \$850, and POW!Strategies (patio heaters) \$334, from account #296-6100-911-51-00.

It was moved by Director Jackie Lovejoy and it was seconded by Chairperson Sam Abbas. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Moe Hider - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes, and Director Audrey Ralko - yes. Motion passed.

VII. Committee Reports

Committee minutes are in Supplemental Materials in digital board packet.

A. Promotion Committee

Jean:

Shop Small - survey sent to retailers who participated. Overall, it was a good event. 100% stated lower foot traffic due to restaurants closed. Will have more detail in January. Winterfest - warm but rain. Modern Greek hosted Breakfast with Santa. 6, ½ blocks, 344 people signed up, 70% attended. 20-30 walk ups. Vendors 15 out of 24 participated. Some had cancelled. Intern tracked attendance - 800 people came through, masked and socially distanced and crowd limited in space.

B. Bike Share/Mobility Committee

Cristina:

RFP due Dec. 18; plan to meet first week in January for proposal reviews.

C. Design/EV Committee

Steve:

Open Door - 13 businesses interested. Received 3 applications in East and 2 in West. \$35K committed (4 in Level 1; 2 in Level 2; 2 in Level 3). Have \$22K remaining in program per district. Working with Al Wissam on drawings. Black Box open for a month, Royal Furniture project is complete.

D. Steering Committee

Cristina: Michigan Main Street application - received City Council resolution this month. Need letters of support. Asking board members to send letter by January 10.

VIII. DDDA Executive Management Team & ECD Reports

A. DDDA Executive Management Team

B. ECD Reports

Hassan Sheikh asked Cristina to share that covid relief funds will be releasing early January. Application process being finalized.

IX. Call to Board of Directors

Chairperson Sam Abbas stated to Mark Guido that the West wants to continue to be part of discussion of event space in recently decided court case property between parking decks of W. Village Dr. Julia Kapilango expressed appreciation for support of her and her projects.

X. Call to Audience

No comments.

XI. Adjournment

Motion to adjourn by Director Mark Guido and Director Dan Merritt. Meeting adjourned at 10:17 am.

Approved by:

Heidi Merino, Secretary-Treasurer, EDDDA

Jeff Lynch, Secretary-Treasurer, WDDDA

Financial Statement Summary		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Revenue								
297-0000-311.40-00	Property Tax Capture	\$ 359,405	\$ 366,558	\$ 386,700	\$ 386,700	\$ 636,176	\$ -	N/A
	Brownfield Tax Capture	464,099	448,590	456,900	456,900	-	-	456,900
	Tax Revenue Total	\$ 823,504	\$ 815,148	\$ 843,600	\$ 843,600	\$ 636,176	\$ -	\$ 456,900
297-0000-330.05-14	Local Community Stabilization Authority	23,733	26,223	26,000	26,000	23,965	-	2,035
297-6100-330.01-99	Federal Sources (contra-revenue)	(142,029)	-	-	-	-	-	-
297-6100-365.90-00	Donations from a Private Source	41,850	7,849	46,000	46,000	250	-	45,750
297-0000-361.10-05	Interest Income	27,156	18,330	18,200	18,200	209	-	17,991
297-6100-322.40-10	Events Revenue	-	6,350	3,000	3,000	(4,800)	-	7,800
297-6100-369.90-00	Miscellaneous Income	-	14,203	14,205	14,205	-	-	14,205
	Donation Revenue Total	\$ (49,290)	\$ 72,955	\$ 107,405	\$ 107,405	\$ 19,624	\$ -	\$ 87,781
297-0000-391.96-97	Workers Compensation Fund	0	155	0	-	-	-	0
297-0000-391.91-01	Contributions from the General Fund	11,794	11,310	22,620	22,620	11,310	-	11,310
	Contribution Total	\$ 11,794	\$ 11,465	\$ 22,620	\$ 22,620	\$ 11,310	\$ -	\$ 11,310
	Total Revenue	\$ 786,008	\$ 899,568	\$ 973,625	\$ 973,625	\$ 667,110	\$ -	\$ 555,991
Expenditure								
297-6100-911.10-20	Part-time Wages	\$ 505	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.22-00	City Share of FICA & Medicare	\$ 39	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.25-00	Unemployment Compensation	\$ -	\$ 5,068	\$ 2,200	2,200	\$ -	\$ -	2,200
297-6100-911.26-00	Workers Compensation Contribution	\$ -	\$ -	\$ -	-	\$ -	-	-
297-6100-911.30-40	Audit Services	\$ 763	\$ 800	\$ 800	800	800	-	-
297-2972-463.34-90	Sanitation Contractual Services	\$ 11,794	\$ 2,600	\$ 22,620	22,620	6,345	\$ 13,865	2,410
297-6100-911.30-90	Other Professional Services	\$ -	\$ -	\$ -	-	\$ -	-	-
297-6100-911.34-90	Development Contractual Services	\$ 265,527	\$ 302,415	\$ 426,610	512,077	138,037	\$ 146,043	227,997
297-6100-911.43-82	Copier Repair & Maintenance Services	\$ 362	\$ -	\$ 375	375	\$ -	\$ -	375
297-6100-911.44-10	Building Rental	\$ 10,935	\$ 10,830	\$ 9,000	9,000	4,513	\$ 3,610	877
297-6100-911.51-00	Community Promotion	\$ 190,668	\$ 112,128	\$ 270,860	355,950	58,744	\$ 93,324	203,882
297-6100-911.52-10	Insurance	\$ 4,110	\$ 6,260	\$ 6,234	6,234	3,120	\$ -	3,114
297-6100-911.53-00	Communications	\$ 281	\$ 1,200	\$ 1,128	1,141	617	\$ 524	-
297-6100-911.58-10	Training & Transportation	\$ 2,539	\$ 1,397	\$ 3,500	3,500	225	\$ -	3,275
297-6100-911.60-10	Office Supplies	\$ 802	\$ 401	\$ 1,487	1,487	63	\$ -	1,424
297-6100-911.60-20	Postage	\$ 154	\$ 214	\$ 350	350	\$ -	\$ -	350
297-6100-911.61-90	Non-Capital Equipment	\$ -	\$ -	\$ 3,500	3,500	\$ -	\$ -	3,500
297-6100-911.62-00	Repair & Maintenance Supplies	\$ 1,400	\$ -	\$ -	-	\$ -	\$ -	-
297-6100-911.62-40	Planting Materials	\$ 18,455	\$ 17,825	\$ 30,000	30,000	23,895	\$ 6,105	-
297-6100-911.65-00	Memberships	\$ 513	\$ 435	\$ 1,190	1,190	\$ -	\$ -	1,190
297-6100-911.66-00	Reference Materials	\$ -	\$ -	\$ -	-	\$ -	\$ -	-
297-6100-911.68-80	Licenses, Fees, & Permits	\$ -	\$ -	\$ -	-	\$ -	\$ -	-
297-6100-911.68-90	Other Operating Expenses	\$ -	\$ -	\$ 29,660	29,660	14,203	\$ -	15,457
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	\$ 464,099	\$ 448,590	\$ 456,900	456,900	\$ -	\$ -	456,900
	Total Operating Expenditures	972,946	910,163	1,266,414	1,436,984	250,562	263,471	922,951
	Total Expenditure	\$ 972,946	\$ 910,163	\$ 1,266,414	\$ 1,436,984	\$ 250,562	\$ 263,471	\$ 922,951
Balance Sheet								
Equity in Pooled Cash Position				Current		Beginning of Year		
Current Assets				\$ 1,381,997		\$ 950,332		
Current Liabilities						5,450		
Current Liabilities						10,000		
Current Liabilities						555,991		
Current Liabilities						971,740		
Current Liabilities						(14,203)		
Current Liabilities						(29,154)		
Current Liabilities						(263,471)		
Current Liabilities						(149,888)		
Current Liabilities						(922,951)		
Current Liabilities						(1,099,629)		
Estimated Ending Cash Position		\$ 1,042,608	\$ 994,168	\$ 742,813		\$ 653,401		

Expenditure Details		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Beautification								
297-2972-463.34-90	Sanitation Contractual Services	\$ 11,794	\$ 2,600	\$ 22,620	\$ 22,620	\$ 6,345	\$ 13,865	\$ 2,410
297-6100-911.34-90	Holiday Décor & Installation	\$ 17,256	\$ 14,440	10,000	10,000	-	3,477	6,523
297-6100-911.34-90	Landscape & Maintenance	\$ 62,470	\$ 44,841	76,570	93,237	58,466	37,470	(2,699)
297-6100-911.34-90	Snow Removal	\$ 38,536	26538	25,000	25,000	3,450	21,550	-
297-6100-911.34-90	On-Street Bike Racks	\$ -	0	15,000	30,000	-	-	30,000
297-6100-911.34-90	Artspace, Public Space Design		\$ 34,581	10,000	30,000	-	-	30,000
297-6100-911.34-90	Streetscape Enhancements		\$ 8,415	16,000	48,000	-	-	48,000
297-6100-911.62-40	Planting Materials	\$ 18,455	\$ 17,825	30,000	30,000	23,895	6,105	-
	Total Beautification	\$ 151,331	\$ 151,837	\$ 205,190	\$ 288,857	\$ 92,156	\$ 82,467	\$ 114,234
Development								
297-6100-911.51-00	General Marketing (banners, printing, social media)	\$ 4,705	\$ 4,976	\$ 35,000	\$ 36,500	\$ 1,713	222.00	\$ 34,565
297-6100-911.51-00	Branding	34,210	35,568	30,000	86,537	26,705	77,288.00	(17,456)
297-6100-911.51-00	Graphic Design	490	220	-	-	-	-	-
297-6100-911.51-00	Photography	1,125	963	5,000	5,000	-	-	5,000
297-6100-911.51-00	Metro Mode / Issue Media	18,000	18,000	19,000	25,000	20,000	12,001.00	(7,001)
297-6100-911.51-00	CTM Brochure Distribution	2,193	438	-	-	-	-	-
297-6100-911.51-00	Website, Constant Contacts	226	-	230	230	-	-	230
297-6100-911.51-00	Website Hosting & Domain Registration	801	1,828	1,680	1,680	714	-	966
297-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
297-6100-911.51-00	Community Art Enhancement	-	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	Dearborn Community Fund Sculpture Initiative	5,900	-	6,000	6,000	-	-	6,000
297-6100-911.51-00	Art Month	4,480	1,000	1,000	1,000	-	-	1,000
297-6100-911.51-00	Pocket of Perception (student art project)	8,000	-	5,000	5,000	-	-	5,000
297-6100-911.51-00	Fall Promotions	592	-	600	600	208	-	392
297-6100-911.51-00	Holiday Promotions (Holiday Open House, Santa)	8,197	8,486	15,000	15,000	-	-	15,000
297-6100-911.51-00	Shop Small Business Saturday	4,581	5,565	7,000	7,000	2,777	3,130.00	1,093
297-6100-911.51-00	Restaurant Week	15,583	1,050	16,500	31,553	-	-	31,553
297-6100-911.51-00	African American- History Month	-	43	-	-	-	-	-
297-6100-911.51-00	Movies in the Park	2,582	1,511	2,200	2,200	2,308	12.00	(120)
297-6100-911.51-00	Music in the Park	5,177	316	4,500	4,500	-	-	4,500
297-6100-911.51-00	Art Crawl (Place Holder)	-	-	2,500	2,500	-	-	2,500
297-6100-911.51-00	City Hall Park Events	-	-	5,550	5,550	-	-	5,550
297-6100-911.51-00	Way Finding	-	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	Build Institute	-	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	Jazz on the Ave	51,136	25,088	55,000	55,000	-	-	55,000
297-6100-911.51-00	Eastborn Clean Up	448	-	1,000	1,000	-	-	1,000
297-6100-911.51-00	Covid Comeback Marketing	-	-	20,000	26,000	4,318	671.00	21,011
297-6100-911.51-00	Other Community Development	8,922	750	2,500	2,500	-	-	2,500
	Total Development	\$ 182,948	\$ 111,402	\$ 270,860	\$ 355,950	\$ 58,743	\$ 93,324	\$ 203,883
Planning & Administration								
297-6100-911.34-90	Pow Strategies	106,038	114,019	193,140	193,140	71,891	81,434	39,815
297-6100-911.34-90	Communications Manager, Public Relations	38,430	39,130	40,000	41,800	3,900	1,537	36,363
297-6100-911.34-90	Building/Business Incentive	-	7,760	40,000	40,000	-	-	40,000
	Total Directors Expenses	144,468	160,909	273,140	274,940	75,791	82,971	116,178
	Unemployment Compensation	-	-	2,200	2,200	-	-	-
various (comment)	Wages & Benefits	-	-	-	-	-	-	-
various (comment)	Other Office Expenses	10,924	10,707	15,064	15,077	4,825	524	9,728
297-6100-911.34-90	Office Cleaning	825	750	900	900	330	575	(5)
297-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	4,513	3,610	877
297-6100-911.61-90	Non-Capital Equipment (light poles)	-	-	3,500	3,500	-	-	3,500
297-6100-911.68-90	Other Operating Expenses (utilities)	-	-	15,455	15,455	-	-	15,455
297-6100-911.68-90	DCC Gun Range ArtSpace Loan Payment	-	-	14,205	14,205	14,203	-	2
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	464,566	448,590	456,900	456,900	-	-	456,900
	Total Planning & Administration	\$ 631,718	\$ 631,786	\$ 790,364	\$ 792,177	\$ 99,662	\$ 87,680	\$ 602,635
	Expenditures	\$ 975,689	\$ 887,265	\$ 1,266,414	\$ 1,436,984	\$ 250,561	\$ 263,471	\$ 922,952
	Contractual Services							
	Community Promotions							
	Other Operating Expenses							

Financial Statement Summary		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Revenue								
296-0000-311.40-00	Property Tax Capture	\$ 611,157	810,083	\$ 888,400	\$ 888,400	\$ 649,778	\$ -	\$ 238,622
	Brownfield Tax Capture	132,940	208,118	243,700	243,700	-	-	243,700
	Tax Revenue Total:	\$ 744,097	\$ 1,018,201	\$ 1,132,100	\$ 1,132,100	\$ 649,778	\$ -	\$ 482,322
296-0000-330.05-14	Local Community Stabilization Authority	25,313	-	25,000	25,000	-	-	25,000
296-6110-330.01-90	Farmer's Market Federal Grant	1,424	607	1,500	1,500	-	-	1,500
296-6110-369.90-00	Farmer's Market Miscellaneous	18,865	7,265	23,500	23,500	4,245	-	19,255
296-6100-365.90-00	Donations from a Private Source	48,348	16,659	52,500	52,500	250	-	52,250
296-6100-322.40-10	Events Revenue	-	6,545	4,000	4,000	(3,900)	-	7,900
296-0000-361.10-05	Interest Income	19,928	15,928	15,755	15,755	235	-	15,520
296-0000-369.90-00	Miscellaneous Income	6,194	-	-	-	4,669	-	N/A
	Donations & Farmer's Market Total:	\$ 120,072	\$ 47,004	\$ 122,255	\$ 122,255	\$ 5,499	\$ -	\$ 121,425
296-0000-391.91-01	Contributions from the General Fund	37,913	35,000	35,105	35,105	17,550	-	17,555
	General Fund Contribution Total:	37,913	35,000	35,105	35,105	17,550	-	17,555
Total Revenues:		\$ 902,082	1,100,205	\$ 1,289,460	\$ 1,289,460	\$ 672,827	\$ -	\$ 621,302
Expenditure								
296-6100-911.10-20	Part-time Wages	81	-	\$ -	\$ -	\$ -	\$ -	\$ -
296-6100-911.22-00	City Share of FICA & Medicare	6	-	-	-	-	-	-
296-6100-911.26-00	Workers Compensation Contribution	-	-	-	-	-	-	-
296-6100-911.30-40	Audit Services	382	400	400	400	400	-	-
296-2972-463.34-90	Sanitation Contractual Services	25,920	19,620	25,920	25,920	22,480	3,440	-
296-6100-911.34-90	Development Contractual Services	399,227	381,813	522,540	564,425	247,850	237,695	78,880
296-6110-911.34-90	Farmer's Market Contractual Services	16,509	10,924	20,000	20,000	15,345	3,617	1,038
296-6100-911.41-75	WATER/SEWAGE	-	683	-	3,190	2,956	234	-
296-6100-911.43-82	Copier Repair & Maintenance Services	362	-	375	375	-	-	375
296-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	4,512	3,610	878
296-6100-911.51-00	Community Promotion	264,955	175,184	241,225	391,187	71,499	36,418	283,270
296-6100-911.52-10	Insurance	2,670	3,730	5,344	5,344	2,670	-	2,674
296-6100-911.53-00	Communications	225	1,011	1,140	1,140	617	523	-
296-6100-911.58-10	Training & Transportation	2,836	175	3,500	3,500	150	-	3,350
296-6100-911.60-10	Office Supplies	802	395	1,487	1,487	63	-	1,424
296-6100-911.60-20	POSTAGE	-	203	350	350	-	-	350
296-6100-911.61-90	Non-Capital Equipment	-	-	18,600	18,600	4,426	1,000	13,174
296-6100-911.62-00	Repair & Maintenance Supplies	1,400	-	-	-	-	-	-
296-6100-911.62-40	Planting Materials	6,798	577	40,000	40,000	2,014	37,986	-
296-6100-911.65-00	Memberships	513	435	940	940	-	-	940
296-6100-911.68-90	Other Operating Expenses	-	-	1,250	1,250	-	-	1,250
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	132,940	208,118	243,700	243,700	-	-	243,700
296-6100-980.96-34	Facilities Fund	-	-	-	37,500	-	-	37,500
Total Expenditure		\$ 866,561	\$ 814,098	\$ 1,135,771	\$ 1,368,308	\$ 374,982	\$ 324,523	\$ 668,803
Balance Sheet								
						Current	Beginning of Year	
Equity in Pooled Cash Position						\$ 1,355,244	\$ 1,083,008	
Current Assets						9,440	14,800	
	Unearned Income					621,302	1,289,460	
Current Liabilities						-	(16,076)	
	Encumbrances					(324,523)	(140,107)	
	Uncommitted Budget					(668,803)	(952,912)	
Estimated Ending Cash Position		\$ 906,009	1,083,008			\$ 992,660	\$ 1,278,173	
Expenditure Details		FY2018	FY2019	FY2020				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Beautification								
296-2972-463.34-90	Sanitation Contractual Services	\$ 25,920	19,620	\$ 25,920	\$ 25,920	\$ 22,480	\$ 3,440	\$ -
296-6100-911.34-90	Holiday Décor & Installation	17,350	15,017	10,000	10,000	-	1,350	8,650
296-6100-911.34-90	Landscape & Maintenance	55,820	193,459	188,000	225,885	158,497	108,662	(41,274)
296-6100-911.34-90	Snow Removal	38,250	39,678	36,500	36,500	-	36,563	(63)
296-6100-911.34-90	On-Street Bike Racks	516	-	4,000	8,000	-	-	8,000
296-6100-911.34-90	Master Plan/Vision, Art in Public Spaces	-	-	10,000	10,000	-	-	10,000
296-6100-911.62-40	Planting Materials	6,798	577	40,000	40,000	2,014	37,986	-
	Total Beautification	\$ 144,654	268,351	\$ 314,420	\$ 356,305	\$ 182,991	\$ 188,001	\$ (14,687)

Development

296-6100-911.51-00	General Marketing (banners, printing, social media)	10,258	10,649	\$ 35,000	\$ 35,000	\$ 2,099	\$ 372	\$ 32,529
296-6100-911.51-00	Branding	118,371	84,932	30,000	138,262	26,705	30,240	81,317
296-6100-911.51-00	CTM Brochure Distribution	2,339	438	-	-	2,403	1,202	(3,605)
296-6100-911.51-00	Photography	1,850	963	5,000	5,000	-	-	5,000
296-6100-911.51-00	Metro Mode / Issue Media	18,000	18,000	19,000	25,000	6,000	1	18,999
296-6100-911.51-00	Website, Constant Contacts	226	-	230	230	-	-	230
296-6100-911.51-00	Website Hosting & Domain Registration	801	2,188	1,680	1,680	714	-	966
296-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
296-6100-911.51-00	Community Art Enhancement	-	-	4,000	4,000	-	-	4,000
296-6100-911.51-00	Art month, Art Spark, Pocket Park Mural, POP-Student	5,500	1,000	1,000	1,000	-	-	1,000
296-6100-911.51-00	Fall Promotions	193	-	300	300	150	-	150
296-6100-911.51-00	Holiday Promotions, Holly Berry Brunch Program	16,144	13,590	14,665	14,665	14,120	300	245
296-6100-911.51-00	Shop Small Business Saturday	3,665	6,480	7,000	7,000	2,542	3,080	1,378
296-6100-911.51-00	Restaurant week	17,581	1,050	16,500	31,553	-	-	31,553
296-6100-911.51-00	Tunes at Noon	-	3,024	3,700	3,700	-	-	3,700
296-6100-911.51-00	Friday Nites Concert Series & Winterfest	32,876	8,468	38,000	38,000	5,940	602	31,458
296-6100-911.51-00	Movies In the Park	-	1,488	3,100	3,100	1,786	12	1,302
296-6100-911.51-00	Ladies Night Out	-	-	3,400	3,400	-	-	3,400
296-6100-911.51-00	Pernennail	-	360	550	550	-	-	550
296-6100-911.51-00	Kids Day	1,457	8,945	12,500	12,500	-	-	12,500
296-6100-911.51-00	Way Finding	-	-	10,000	10,000	-	-	10,000
296-6100-911.51-00	Build Institute Program/Entrepreneur	-	-	10,000	10,000	-	-	10,000
296-6110-911.34-90	Farmer's Market Contractual Services	16,509	13,564	20,000	20,000	15,345	3,617	1,038
296-6100-911.34-90	Building / Business Incentives	-	-	40,000	40,000	7,500	-	32,500
296-6100-911.51-00	Covid Comeback Marketing	-	-	20,000	36,221	9,038	610	26,573
296-6100-911.51-00	Other Community Development	4,479	798	-	-	-	-	-
	Total Development	\$ 259,784	181,837	\$ 301,225	\$ 446,761	\$ 94,342	\$ 40,036	\$ 312,383

Planning & Administration

296-6100-911.34-90	Pow Strategies	128,820	95,242	193,140	193,140	77,623	89,009	26,508
296-6100-911.34-90	Communications Manager, Public Relations	30,064	40,680	40,000	40,000	3,900	1,537	34,563
	Total Directors Expenses	158,884	135,922	233,140	233,140	81,523	90,546	61,071
various (comment)	Wages & Benefits	87	-	-	-	-	-	-
various (comment)	Other Office Expenses	9,277	7,585	13,536	16,726	6,856	757	9,113
296-6100-911.34-90	Office Cleaning	-	975	900	900	330	575	(5)
296-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	4,512	3,610	878
296-6100-911.61-90	Non-Capital Equipment (lighting, repairs)	-	-	18,600	23,026	4,426	1,000	17,600
296-6100-911.68-90	Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	132,940	208,118	243,700	243,700	-	-	243,700
296-6100-980.96-34	Facilities Fund-Bryant Library	-	-	-	37,500	-	-	37,500
	Total Planning & Administration	\$ 462,123	363,430	\$ 286,986	\$ 332,102	\$ 97,647	\$ 96,488	\$ 371,107

Expenditures \$ 866,561 814,098 \$ 1,135,771 \$ 1,368,308 \$ 374,980 \$ 324,525 \$ 668,803

Contractual Services

Community Promotions

Other Operating Expenses

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Henry Ford Marketing Package - WDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Henry Ford Marketing Package - EDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social Media Management via POW - WDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social Media Management via POW - EDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Webinar Additional Zoom Feature - WDDDA

Adopted:

Motioned by:

Seconded by:

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

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

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

RESOLVED:

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

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Webinar Additional Zoom Feature - EDDDA

Adopted:

Motioned by:

Seconded by:

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

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

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

RESOLVED:

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

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Election of Officers

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) shall be under the supervision and control of a board consisting of the Mayor and members appointed by the Mayor subject to approval by the city council; and

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

WHEREAS: The 2021 Officer Nominating Committee has recommended Sam Abbas for Chairperson, Mohammed Hider for Vice-Chairperson, and Jeff Lynch for Secretary-Treasurer; be it

RESOLVED: If there are no additional nominations, nominations are closed and a unanimous ballot is cast and elected for the officers as named above for the year 2021.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Election of Officers

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) shall be under the supervision and control of a board consisting of the Mayor and members appointed by the Mayor subject to approval by the city council; and

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

WHEREAS: The 2021 Officer Nominating Committee has recommended Julia Kapilango for Chairperson, Eric Woody for Vice-Chairperson, and Matthew Dietz for Secretary-Treasurer; be it

RESOLVED: If there are no additional nominations, nominations are closed and a unanimous ballot is cast and elected for the officers as named above for the year 2021.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Homage to Black Excellence -Juneteenth Mobility Stroll & Roll Budget Reallocation 2020 - EDDDA

Adopted on:

Motioned by:

Seconded by:

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

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

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

WHEREAS: The Juneteenth Mobility Stroll & Roll recognizes the struggles of Jim Crow laws in the South, leading to the Great Migration to the North, by a variety of mobility modes in search of better opportunities and the event celebrates those who who made the journey with a mobility route with key stops, a Kid’s Zone and a Mobility Zone; and

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

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

WHEREAS: The Juneteenth Mobility Stroll and Roll budget is estimated at \$14,400, not including any additional costs associated with insurance, City Police, Fire and DPW, and funding may be reallocated to support the event; therefore, let it be

RESOLVED: The EDDDA reallocates \$11,000 from Jazz on the Ave. and Music in the Park 2020 budgets for the Homage to Black Excellence event and \$4,000 from Holiday Promotions for the Juneteenth Mobility Stroll & Roll, expending from account #297-6100-911-51-00; and let it be

RESOLVED: The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA for the additional Homage to Black Excellence event Juneteenth Mobility Stroll and Roll with the service providers and amounts below, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Michigan Chronicle	marketing/advertising	\$300
Facebook/Instagram	marketing/advertising	\$500
Pandora	marketing/advertising	\$1500
Bewick Publications (Times Herald)	marketing/advertising	\$150
Comcast	marketing/advertising	\$2000
TBD (Community Partner Stipends)	Community Partner Stipends	\$1000
TBD	Vehicle with DJ for music along route	\$1000
TBD	T-shirts for attendees (up to 500 qty)	\$1000
Beshara Printing	Posters (100 qty)	\$100
Beshara Printing	Signage- route signage	\$500
TBD	Registration supplies	\$100
TBD	Two support vehicles	\$500
TBD	Covid related supplies (masks/hand sanitizer)	\$300
TBD	Mechanical, safety, and emergency equipment	\$1000
Rozenia Johnson	Consulting and Planning Fee	\$2800

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Doggie Stations FYE 2020 - EDDDA

Adopted:

Motioned by:

Seconded by:

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

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

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

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

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

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Welcome Back Campaign Items 2020 Amendment III-EDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

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

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

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

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

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

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

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

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

Yes:

No:

Abstained:

Absent:

SUPPLEMENTAL DOCUMENTS

Dearborn DDA

2020 Recap

Take it Forward.™

the
**Henry
Ford**



DEARBORN

Partnership Overview

As a marketing partner, Dearborn DDA received:

ABOUT OUR PARTNERSHIP

The Henry Ford and Downtown Dearborn share a similar philosophy of values and a mutual respect for community support and involvement. Partnering with The Henry Ford allows Dearborn DDA to align with one of the most significant cultural attractions in the metro-Detroit area while receiving a tremendous presence in front of The Henry Ford's national audiences. This exposure gives valuable brand awareness and demonstrates Dearborn DDA's commitment to our community.

As a marketing partner, Dearborn DDA received:

ADVERTISING RECOGNITION

- Full color, 1/2 page display ad in *THF Magazine*: January and June 2018 editions
- Giant Screen Experience pre-show slide, 12 months

DIGITAL MARKETING

- Digital ad in The Henry Ford eNews with link
- Link & listings on The Henry Ford "Vacation Packages webpage year -round
- Dedicated Facebook posts

Advertising



January – May 2020

June – December 2020

Half page ad in both 2020 issues of THF Magazine
Qty. 110,000 digital distribution

Giant Screen Experience




Dedicated pre-show slide and "Love Your Local" commercial in
Giant Screen Experience

2020 attendance as of November 1: 18,000

2019 attendance: 100,000

Digital Marketing



OCTOBER

the Henry Ford

MARVEL
UNIVERSE OF
SUPER
HEROES


Marvel: Universe of Super Heroes

Now Through January 31, 2021

Feel the thrill of the biggest Marvel exhibition ever — for a limited time at Henry Ford Museum of American Innovation. From comics to film, Marvel Universe of Super Heroes features more than 300 artifacts, thousands of characters and one experience beyond imagination.

General admission includes museum entry for \$35 — or save up to \$25 per ticket as a member. Due to limited capacity and popular demand, we recommend reserving your tickets online now.


BUY TICKETS >



Special Perks for Members

As a member, you'll save up to \$25 on each admission to Marvel: Universe of Super Heroes, plus you'll get a year of free admission to the museum and village. And don't forget, members enjoy exclusive perks like presale access to Holiday Nights in Greenfield Village.


BECOME A MEMBER >




A Tribute to Old Car Festival

This year would have marked the 70th anniversary of Old Car Festival. Although it was canceled this year, discover why we look forward to one of our most loved events in Greenfield Village.

LEARN MORE >





Dedicated Ad with link in October eNews

October 1 delivered to 177,534 subscribers
Open Rate 19%, Unique DDA clicks 165



The Henry Ford
★ Favorites · November 25 at 1:31 PM · 🌐

Join **Downtown Dearborn** for Small Business Saturday starting on Saturday, Nov. 28 through Sunday, Dec. 6, and let the holiday shopping begin with great in-store deals and a chance to win amazing, local gifts.



Shop Small Passport
Love your local.
Nov. 28-Dec. 6

1 Shop and dine at as many participating businesses as possible throughout the Shop Small promotion.

2 Get your passport stamped each time you make a purchase at any of the participating businesses.

3 For every stamp received, you are then entered into a drawing to win prizes provided by participating businesses.

4 Take a selfie at any of the participating places of business and share it with Downtown Dearborn on Instagram to get extra enter-to-win opportunities. #ShopSmall #DowntownDearborn

Downtown Dearborn
November 22 at 11:09 AM · 🌐

Kick off your holiday shopping by supporting small, local businesses in Downtown Dearborn starting on Saturday, Nov. 28, Small Business Saturday, through Sunday, Dec. 6.

Pick up a Shop Small Passport at any participating business, download one from our website or use the online version!

All the info is available in the **Downtown Dearborn Shop Small!** event page, or by going to our website at <https://www.downtowndearborn.org/event/shop-small/>

Happy Shopping!

Dedicated Facebook posts
450,000+ followers
9,200 impressions and 90 engagements

Digital Marketing

the Henry Ford

Vacation Packages

Michigan's main sea destination offers one of the best vacation values in the Midwest. If you're looking for a weekend getaway or an affordable family vacation, this is a place like no other. The only place, The Henry Ford.

Vacation packages start at under \$129 and include overnight accommodations and two tickets to two attractions (Henry Ford Museum of American Innovation, Greenfield Village or Ford Rouge Factory Tour). Free parking at The Henry Ford is available with all vacation packages. Please contact the hotel directly for room availability. Packages and pricing vary by hotel.

Five class living with superior services.
FULL-SERVICE HOTELS

Affordable quality and family fun.
LIMITED-SERVICE HOTELS

Charming vintage accommodations.
HISTORIC HOTELS

Natural setting with room to roam.
CAMPGROUNDS & RV PARKS

Special attention to an historic home.
B&B & BED & BREAKFASTS

Partner of the Month
**Comfort Inn & Suites
Allen Park/Dearborn**
RESERVE NOW

Support Our Partners

Travel Resources

DELTA
Detroit Lions
Detroit Tigers
Cleveland Cavaliers
Buckley's Plaza

AAA

USA
PURE MICHIGAN
Michigan Department of Transportation
Michigan State National Heritage Area
Travel Michigan
Local Weather

tripadvisor
The Henry Ford
TripAdvisor Traveler Rating
4.5/5 (1,000+ reviews)
TripAdvisor Ranking
#1 of 13 things to do in Dearborn
Most Recent Traveler Reviews
Jan 12, 2020 "Wonderful history of Michigan"
Jan 12, 2020 "Excellent location"
Jan 12, 2020 "So much to see!"
Read reviews | Write a review

Logo Recognition on The Henry Ford's Vacation Packages webpage

www.thehenryford.org/vacations

44,000 page views through November 1, 2020

160,000 page views in 2019

Thank you for your support.

Monique Reister
Account Executive,
Corporate Relations
313.982.6228
Moniquer@thehenryford.org



MARKETING PARTNER AGREEMENT

Date: January 12, 2021

Marketing Partner: Dearborn DDA

Term: January 1 – December 31, 2021

Partner Fee: \$11,200 due by March 1, 2021

**Custom package
to include:**

- Listing and link on The Henry Ford *Vacation Packages* webpage for 12 months
- The Henry Ford Magazine ½ page twice annually (110,000 digital distribution)
- Giant Screen Slide for 12 months featuring a specific message from Dearborn DDA
- (2) dedicated Dearborn DDA digital ads in The Henry Ford eNews
- (6) dedicated Dearborn DDA digital ads in The Henry Ford Retail eBlast
- (2) dedicated / tagged social media posts (over 600,000 followers on Facebook, Twitter and Instagram)

This Sponsorship Agreement is made as of the date first written above.

Marketing Partner: Dearborn DDA

By: _____

Title: _____

Signature: _____

Date: _____

The Henry Ford

By: Monique Reister

Title: Account Executive, Corporate Relations

Signature: *Monique Reister*

Date: January 12, 2021



Dearborn
RESTAURANT Week
#PickUpPledge



DEARBORN
East Downtown



It's Your Park, Come Dream a Little.



Visit us online

**City Hall Park redesign
Virtual public input meeting
Jan. 27**

**6-7:30 p.m. English language
7:30-9 p.m. Arabic language**

**Inspire the new design and
programming of East Downtown
Dearborn's City Hall Park located at
Michigan Avenue and Schaefer Road.**

**إنها حديقةكم،
تعالوا نحلم قليلاً.**

إعادة تصميم بارك "سيتي هول"
الاجتماع الافتراضي لاستطلاع الآراء العامة
عبر تطبيق زوم (27 يناير/كانون الثاني)
من الساعة 6 إلى الساعة 7:30 مساءً، باللغة الإنكليزية
من الساعة 7:30 إلى الساعة 9 مساءً، باللغة العربية
ساهم في إعادة تصميم وتنظيم بارك "سيتي هول" في وسط مدينة شرق ديربورن، والذي يقع بين ميشيغان أفنيو وشايفر.

زوروا موقعنا الإلكتروني

downtowndearborn.org f t i 313-943-3141



**Dearborn Downtown
Development Authorities (DDDA)**

13615 Michigan Ave., Suite B-2
Dearborn, Michigan 48126

DEARBORN
East Downtown

**"The creation of a thousand
forests is in one acorn."**

– Ralph Waldo Emerson

**A planning project of the
East Dearborn Downtown
Development Authority**

"خلق آلاف الغابات يكمن في بلوطة واحدة"
رالف والدو إمرسون

**مشروع تخطيط هيئة تنمية
وسط مدينة شرق ديربورن**



DEARBORN
East Downtown

Call for Artists
**"Art of Courage:
Black Lives Matter
360 Exhibition"**

Submit art by Wednesday, Jan. 27, 2021*

PHOTO BY UNSPLASH/STEPHANIE VALENCIA



Cristina Sheppard-Decius <csdecius@gmail.com>

MDA Spring Workshop Announced

Michigan Downtown Association <director@michigandowntowns.com>

Wed, Jan 13, 2021 at 10:31 AM

Reply-To: Dana Walker <director@michigandowntowns.com>

To: Cristina Sheppard-Decius <csdecius@gmail.com>

MICHIGAN DOWNTOWN ASSOCIATION



Spring Workshop to be held Friday, March 26, 2021

Taking it to the Streets- Adapting Downtown Public Space, Business, and Management to Fit Today's World

As we transition out of safety restrictions and shutdowns, what best practices did we learn from the past year that we can take with us into the future? This workshop will explore ways downtowns and small businesses adapted in the year 2020, the lessons learned, and 'outside' of the box ideas that we can utilize to help strengthen our Michigan downtowns.

Registration is now open for this virtually held event. \$50 per individual member, \$75 per individual non-member of the MDA

[Register here...](#)

Friend of the MDA

MICHIGAN DOWNTOWN ASSOCIATION 

**Friend of the MDA
Spring Workshop Sponsorship
\$250**

Friday, March 26, 2021
Virtual Experience

Taking It To The Streets:

Adapting Downtown Public Space, Business, and Management to Fit Today's World

As we transition out of safety restrictions and shutdowns, what best practices did we learn from the past year that we can take with us into the future? This workshop will explore ways downtowns and small businesses adapted in the year 2020, the lessons learned, and "outside" the box ideas that we can utilize to help strengthen our Michigan Downtowns in the future.

We are offering a \$250 sponsorship package with promotional pieces beginning immediately.

Promotional Pieces Include:

- Three conference registrations, a \$150 value, team members can economically benefit from the Workshop
- Logo on event brochures, 400 printed (print deadline, January 21, 2021)
- Logo recognition on the MDA website's homepage for three months, January-March 2021
- List of event attendees (upon request)
- Logo on "screen save" during virtual conference
- Social media mentions on MDA's Facebook page, January-March 2021
- Verbal mention and thank you throughout the event
- Sponsor may include a promotional item in attendee handouts
- Business spotlight in one blog on MDA website, published January-March

Benefits of the Virtual Workshop Include:

- Safely enjoy the presentations from work or home
- Ability to "come and go" as schedule allows
- Receive link to the recording of all Workshop sessions
- Economical. No travel expenses!
- Reach potential customers from MDA member communities and non-members from Michigan and beyond
- An economical way to support the MDA while benefiting from relevant and timely sessions designed for downtown managers and stakeholders

Please register as a sponsor or contact Dana at director@michigandowntowns.org or 248-838-9711 by Thursday, January 21, to ensure your place in all promotional pieces.



Be sure to take advantage of our Friend of the MDA Sponsorship package available for the Spring Workshop. At a cost of \$250, your organization will receive 3 paid registrations and promotional benefits.

[Learn more here...](#)



Board and Committee Member Applications

The MDA is now accepting applications from individuals interested in serving on the MDA Board of Directors and/or Marketing and Membership Committee, Conference Committee, and Legislative and Advocacy Committee.

Please contact Dana Walker, director, if you are interested in applying for a position.

[Click here for more information...](#)



Welcome New Members

The MDA would like to welcome our newest members to the organization:

[Mt. Clemens DDA](#)
[Indigo Lavender Farms](#)
[Unilock of Michigan](#)
[City of Grosse Pointe Park](#)



1/13/2021

Gmail - MDA Spring Workshop Announced

[Click here to unsubscribe](#) | [Click here to forward](#)

Message sent by Dana Walker, director@michigandowntowns.com
Michigan Downtown Association | P.O. Box 3591 | North Branch, MI 48461



**Friend of the MDA
Spring Workshop Sponsorship
\$250**

**Friday, March 26, 2021
Virtual Experience**



Taking It To The Streets:

Adapting Downtown Public Space, Business, and Management to Fit Today's World

As we transition out of safety restrictions and shutdowns, what best practices did we learn from the past year that we can take with us into the future? This workshop will explore ways downtowns and small businesses adapted in the year 2020, the lessons learned, and 'outside' the box ideas that we can utilize to help strengthen our Michigan Downtowns in the future.

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Please register as a sponsor or contact Dana at director@michigandowntowns or 248-838-9711 by Thursday, January 21, to ensure your place in all promotional pieces.

*EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY
CITY HALL PARK REDESIGN
MEETING 03 NOTES*

DATE: Thursday, January 7, 2021
TIME: 11:00 a.m.
LOCATION: Web Conference

MEETING ATTENDEES

Cristina Sheppard-Decius, Dearborn DDA

Janet Bloom, Dearborn DDA

Mike Kirk, Design /EV Chair

Michael Shooshanian, Dearborn Recreation & Parks

Christy Summers, Beckett & Raeder

Caitlin Jackson, Beckett & Raeder

Julia Kapilango, DDA Chairwoman / Art Space

Steve Deisler, Dearborn ECD

Jeff Watson, Dearborn ECD

Kimberly Moore, Art Space

Matthew Dietz, DDA board

Hassan Sheikh, Dearborn ECD

Eric Woody - Beaumont

Deena Berri, Dearborn DDA

Emmajean Woodyard, Community Foundation/Arts
Council

1. Review of communications plan
 - a. The group reviewed the posters and postcards that have been prepared for the session.
 - b. The group discussed if the Zoom meeting credentials should be public and open, or if an advanced RSVP would be required to gain access to the meeting. It was decided that "advanced registration" would be optional on the publication materials, but that the meeting access should not require an RSVP or provide any other barriers to attendance. Cristina will talk to Doug about the Zoom options to be able to have the necessary security controls without presenting barriers for attendance.
 - c. The ability to use Zoom chat during the meeting is desired
 - d. Social media messages will be translated into Arabic
 - e. Target date for the announcement is the following week
2. Stormwater management at City Hall Park
 - a. Christy Summers gave a summary of the meeting held with the City of Dearborn Engineering Department to discuss the plans for stormwater management at City Hall Park.
 - b. The plan includes the installation of a 60" diameter stormwater pipe and a berm around parts of the lower perimeter of the park to divide the park's stormwater from the ArtSpace Lofts property.
 - c. Beckett & Raeder expressed concerns about the need to balance the berm design with accessibility and use of the park space, as well as the need to depict on the plans the true impacts of the proposed improvements on existing trees.

- d. Sidewalk removals will be limited to what is necessary for construction so that the park can be usable for this year's events prior to the park re-design.
 - e. An on-site meeting will be held to review the proposed berm and pipe layout.
 - f. Construction of stormwater improvements is expected to begin in February 2021.
- 3. Review of input session materials
 - a. Caitlin Jackson reviewed the public presentation and input questions.
 - b. Two live input sessions will be held, one in English, and one in Arabic.
 - c. Meeting attendees suggested a few edits to the input questions:
 - i. Add "ArtSpace Lofts Community" as one of the communities that people can say they are a part of
 - ii. Moving the question "what brings you to City Hall Park" earlier in the presentation
 - iii. In "What would entice you to come to more events," the option of "convenient parking" will be removed and "safer pedestrian connections" will be added.
 - iv. Under "What elements of the park are most important to retain," "Art/Monuments" will be an option, as well as "The beautification project at the former site of the Mayor Hubbard statue"
 - v. The typical DDA closing slide will be added at the end of the presentation with contact information for Cristina

Downtown Dearborn

Design & Economic Vitality Committee

December 16, 2020 @ 2pm

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>

Attendees: Heidi Merino, Mark Guido, Jeff Watson, Mike Kirk, Steve Horstman, Steve Deisler, Jackie Lovejoy, Cristina Sheppard-Decius, and Janet Bloom

AGENDA ITEMS	TASKS/ACTIONS	ASSIGNMENTS
A. Stats	<ul style="list-style-type: none">Dashboard <p>Track data for both districts. Set baseline. Included items tracked by Michigan Main Street Program (quarterly basis). Will track overall, then break down by district. Pulling city and dda information. First year is 2019 - 2020. DDDA (PA 57) - also provide detail for state reporting for each district.</p> <p>Had done field surveys of buildings/businesses.</p> <p>Jeff - have been talking to vendors who provide such service. Potential for ROI for this and other data. Regularly keep track of. Check that second floor vacancies are tracked.</p> <p>Cristina - evaluate what value/data is valuable and impactful.</p>	Review/Fill
B. Open Door Dearborn	<p>Steve - Contacted 13 businesses: 8 EDDDA, 5WDDDA. Reviewed applications. Overall processed 5 applications and awarded grants on those 5. Given 4 Level 1 grants at \$2500, 2 Level 2 grants at \$5000, 2 Level 3 grants at \$5000 and \$10,000. Committed \$35,000 for FYE 2020. Getting final information from Royal Furniture. Variety of projects - size, scope, experience.</p> <ul style="list-style-type: none">Al Wissam Follow Up - still pursuing for architectural drawing help to then apply for grant Have in each district \$22, 000 to allocate rest of this year. May use with Smith Group to do design studies to look at blocks for. Update on	-Al Wissam -Block Renderings/Budget

	<p>Recipients - purchased signage for business to post in windows (\$300-\$400 dollars in cost)</p> <ul style="list-style-type: none"> • Renderings/Design Promotion <p>Mike - didn't see anything for West, concentrate on East. Sent two options for East end. Block fronts - do every building on block. (Kong Kow block and Kidcadia to Koja). Encourage to reopen blocked openings.</p> <p>Looking at infill opportunities and repurposing. Get estimates for 3 on East (remove vacant land) from SmithGroup on this project and do Muirhead Bldg. in West.</p>	
C. COVID-19 Business Support	<ul style="list-style-type: none"> • Social District Try to get something to Council in January. Set up meeting with council week of Jan. 11. Mark is recommending frame as what are we doing for businesses • Economic Study – starting in January <p>Cristina and Steve have meeting with U of M Dearborn to go through survey questions and tools. Intend to get out end of January.</p>	<p>-SD Council Approval -Other SD Examples -Economic Survey</p>
D. Sidewalk Cafés	<ul style="list-style-type: none"> • Temp. Outdoor Extension (Extended to Jan. 3) Jeff - Tom can check with businesses to see if interest in extending. No clear direction from State on igloos. Did site visit of igloos in another city. Cristina - at this point not doing tenting. • Tree Well Removals – Out for Bid • Outdoor Use Amendment – Start in Nov. • Future Items: <ul style="list-style-type: none"> ○ SPRING 2021: Boardwalk Platform Dining Design Manual: Lighting & Signage 	<p>Prepare for Bid: Platform Dining (Steve Deisler)</p>
E. Business Assistance Team	<ul style="list-style-type: none"> • Webinar Schedule - Steve - targeting mid-January, then later for other two (Bus. Plan, Social Media, Ecommerce); need 4 weeks for DDDAs to promote. 	<p>2021 Schedule</p>
F. Bike Facilities Implementation Plan	<ul style="list-style-type: none"> • Bike Racks for EDDDA – potential funding 2021 - bids are due Dec. 18, then meet beginning of January for purchasing meeting. • Bike Lane Education Flyer - work with committee on content • Healthy Streets – Spring 2021 	<p>Content development for bike lane flyer</p>
G. Public Art	<ul style="list-style-type: none"> • Public Art Plan 2021 - part of contract with POW and SmithGroup. Help to identify areas of art, mediums of art. Follow up with Emmajean with this project. 	<p>Kick off in March</p>

H. Recruitment/Tackling Vacancies	<ul style="list-style-type: none"> Property Updates & Key Property Mtgs Broker Roundtable - KW/DABOR Jeff - have it focus on Dearborn, not just downtown districts. Schedule would be mid-February on how process will work with broker and city. Review price and quality of project - how will it work. Property Owner Roundtable – push to 2021 FBC Marketing Piece (Tom, Kaileigh, Steve & Steve) - Jeff - plan April/May. Bring Tim into conversation. 	-Schedule Roundtable -Content for FBC marketing piece
I. Public Spaces & Amenities	<ul style="list-style-type: none"> Michigan Avenue (CAVnue Project) - Jeff - what will be focus. Michigan Ave. should be top consideration - helps local community and improving transit and mobility along Michigan. Mike Kirk cautioned of using a dedicated lane since autonomous will be increasing in use in future. Spec for Seating at Fishnet REQ Library Lot – Survey & Engineering City Hall Park Redesign Architects: Follow Up 1/27 community session. One in English and one in Arabic. EDDDA Parking Lots – Lighting Underway – Alley Demo Vision Plan – Arabic Version of Survey, East area and business input Vacant Land – Due Diligence <p>Jeff - interest in city properties so some movement. Michigan Supreme Court - lower court holds so city controls the property between parking decks in West now.</p>	-Vision Plan -Arabic Survey -Jan. 27 CHP Public Session -REQ for Library Lot

RESOURCES

IMPORTANT DOCS
Metromode DRAFT Summary
Launch Lab Framework
Launch Dearborn Vision Plan Draft
Entrepreneur Ecosystem Committee Notes
Open Door Dearborn Vision

[Vacancy Roundtable](#)

Business Promotion Micro-Grant [link](#)

FINAL Open Door Dearborn Incentive [link](#)

<https://staceygrant1.wixsite.com/launchlab>

Business [Resource Incentives Document](#)

Candidates for Façade Program: Merchants, Jiu Jitsu, and refer to [previous list identified for EDDDA](#);

-[FBC Code presentation](#) and [user guide](#);

[FBC Code](#)

-[Business Overlay & Sample Guidelines](#);

[Committee Notes](#);

[Suggested Design Asst. Firms](#)

[FINAL DESIGN GUIDELINES](#)

[FINAL INCENTIVE PROGRAM](#)

[Presentation for Connector Streets & Michigan Ave.](#)

[MMTP draft plan link](#)

[Tree Well Overview](#)

[Overall Rendered Plan](#)

[Schaefer Rendered Plan](#)

[Using Public Sidewalks How To Sheet DRAFT](#)

FYE2021 - Art In Public Spaces Plan budgeted

www.brandingdearborn.com

Downtown Dearborn Promotions Committee MINUTES

Attendees: Jackie Lovejoy , Hassan Sheikh, Eric Woody, Julia Kapilango, Katie Merritt, Matthew Dietz, Helen Lambrix, Jean Smith, Cristina Sheppard-Decius, and Janet Bloom.

I. 4th Quarter Event Wrap Up

a. Winterfest Market

Turned out well. Interns in tent, Jean/Helen at Breakfast. 344 register (182 kids) - 72 reservations (full capacity- 25 reservations ended up not showing up) Most emailed Helen to say their cancellation was due to weather. 20-30 walked up for Santa pics. 6, 30 min sessions with Santa. Lots of positive feedback. 24 vendors registered - 15 participated. Positive feedback from vendors. Do Local Hop survey to participants - to find out how they heard about events. Times Herald interview done; Channel 7 onsite.

Ideas for 2021: ice rink, weekend event, greens market - Say it with Flowers or English Gardens.

b. Shop Small/Holiday Promotions

Survey sent - 6 received - My Moroccan Spa felt it was down in foot traffic due to restaurant closures. Manno - good foot traffic.

Metrics- bounce backs for city emails. 100% females in report appears to be click on ad - was not marketed that way.

Cristina - There was pushback on out of district business. Katie - could be an issue of out of district businesses in that they don't pay into tax capture that they are benefitting from; more if same sponsor level. Katie - In district - offer a 10% discount as one idea. Cristina - apply to all programs across the board.

Katie - didn't have passports on day of. Ran into issue that they were out on Saturday and couldn't obtain more. Jean- count for passports was 10K last year, this year 5K.

Trying to move consumers to online. Cristina - as we leave covid time, we need to encourage longer restaurant and retail hours. Many were closed by 3pm-4pm.

Alano's - didn't have materials out and staff not aware. Reiterate with owners to tell employees. And make sure interns are trained on not just dropping them off without instruction. Jean to collect passports from businesses and already has ones turned in

Meeting Date:
December 16, 2020
10:00 am

Meeting Location:
DDDA Office
43615 Michigan Avenue

Conference Call #:
Join Zoom Meeting
<https://zoom.us/j/308973055?pwd=Sy9GNIBXaGZ4UmgxRlZrRzk3WTdHQT09>

Meeting ID: 308 973 055
Password: 123811

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

Dial by your location

via email. Raffle ticket at each store per purchase. Concern is congestion at registers. Coordinate pick up at DDDA office or Chamber for prizes.

II. 1st Quarter Events/Promotions

a. Homage to Black Excellence –

DE & I - panel discussions (Feb. 20, Mar.20, Apr.17, May 15) -third Sat of each month at 12pm; need to get sponsorship pkg. to Octane

Stroll & Roll - sponsorship pkg. \$75K

Digital Call for Artists - final copy by tomorrow.

Budget - DRW has \$25K that wasn't used. If not, then a budget amendment needs to be done, then that goes to City Council.

Look into YouTube and Google Adsense. Helen to review YouTube Channel. Board member spoke to Cristina about how Homage to Black Excellence can impact businesses. Structure speaker series - inclusive of banks, city council to address.

Stroll & Roll - can work to be beneficial to businesses. Cristina stated this is a citywide issue. Julia - DE & I - all virtual - living doc. will come out of that. Council still in conversation on how they want to participate - do want to support. Helen - want to have offline conversation on aligning verbiage so we recognize East DDDA stepping in to push this forward and use same verbiage across the board. Police would be asked to participate. Want to have the police in a positive light. Cristina to start talking with administration and council to make sure we follow chain of command as we move through the planning process. Eric - others are welcome to join planning calls. Would like to see a possible resolution on DE & I.

Healthy Dearborn has funding to do research - community health partnerships. Stroll & Roll - use idea from Martian Marathon - sponsored rest areas (East/West businesses), coupons/deals to drive them back to businesses.

b. Pick Up Pledge – January/February - promote to get carryout - specifically not delivery since fees to restaurants are high. Use DRW carry forward funds. Julia concerned that dollars used reflects the East business participation. Jean - review # of restaurants in East. Helen - hosted by DRW group - but co-hosted by EDDDA/WDDDA (From Sam and Moe meeting). Give information on all restaurants who are doing pickup - via inside or curbside. Provide instructions on how to do that. Budget would be cut drastically - using food influencers, social media and posters. Julia - need to make sure we get restaurant participation. DRW – reschedule?

c. Do curbside in jan/feb then Fall for DRW week utilizing carry forward funds. Consider doing two DRWs in one fiscal year.

- d. Social District Kick-Off - January - still looking to bring forward in West.
 - e. Library Read Woke Challenge - January 11- February 20
- III. 2nd Quarter Events/Promotions
 - Set up secondary meetings prior to next Promotions Committee meeting to then share details.
 - a. Ladies Night
 - b. Perennial Exchange
- IV. Volunteer Management Plan & Updates/Needs
 - Deena reached out to organizations and connected and working to bridge gap to get participation.
- V. Storytelling Time– What’s Happening Around Town
 - Outdoor Open House - Picnic in the Park. Use funds from holiday.

DATE	EVENT	HASHTAG	CHAMPION
	Black History Month		
March 20 - 29, 2020	Dearborn Restaurant Week	#DRW2020	Sam Abbas
March	Reading Month/ The Big Read		Maryanne Bartles
April	Art Month		Emma Jean Woodyard
May 2021	Historical Walk/Bike Tour		
May 18	Martian Marathon		Mo Hider
May 6	Ladies Night		Chris Sickle
May 2	Free Comic Book Day		Katie Merritt
May 16	Spring Perennial Exchange		Katie Merritt
July 10 – September 25	Farmers Market	#DFM	NEED A CHAIR
June 5, July 10, August 14	Kids Days	#KidsDays	NEED A CHAIR
June 3 July 8	Music in the Park	#MIP2020	Julia Kapliango
June 12, July 17, August 14, Aug. 21	Movies in the Park (West & East Alternate)	#Movies2019	NEED A CHAIR
June 26, July 24, Aug 28	Friday Nites	#FridayNites	NEED A CHAIR
July 15 August 19	Jazz on the Ave	#JazzAve2019	Julia Kapilango
July 14 August 18	Tunes at Noon	#TunesatNoon	
July 24-25, 2021	JAM3A		AANM
Sept. 12	Fall Perennial Exchange		Katie Merritt

Oct. 24 (same day as TOT?)	Pumpkin Carving		
Oct. 24	Trick-or-Treat	#DearbornTreats #TrickorTreat	
Oct. 26	Doggone Dearborn		
???	Beer Crawl		Lynette Downey
Nov. 28	Shop Small & EDDDA Winter Breeze	#ShopSmall	
Online version December 9? Spring/Summer 2021	EDDDA Open House		
Dec. 12	WDDDA Winterfest Market	#DWM2019	



DOWNTOWN DEARBORN STEERING COMMITTEE



January 13, 2021

9 a.m.

Attendees: Jeff Lynch, Mike Kirk, Jackie Lovejoy, Mark Guido, Hassan Sheikh, Steve Deisler, Kari Woloszyk, and Cristina Sheppard-Decius.

- I. Actions/Updates for Main Street Application
 - a. Michigan Main Street Select Level Application Work Plan
 - i. Application Timeline
 - ii. Letters of Support – Due No Later than January 10
Received from Healthy Dearborn, Dearborn Educational Foundation, Dearborn Public Library and Mike Kirk. Cristina thinks Dearborn Chamber submitted. Eric Woody working on one from Beaumont. Need from Fordland, LAHC/Wayne County - Hassan will follow up. Cristina - get from Diane at AANM. Mike - work with homeowners associations for support. Mark to provide contact to Mike (Eastborn). Georgetown Condo Association. Reach out to Scott Saionz for Georgetown contact. Jackie - get Henry Ford College, Ford, The Henry Ford, Donna (Henry Ford Estate), Peggy sent out and Jackie will follow up with Pam and Peggy. Send Jackie template.

Application asks for five largest employers (# of employees) in the municipality and in the Main Street area. Jackie to pull stats. Hospitals, AK Steel, Ford, City (Bryant Library tie in), grocery stores, some restaurants. Hassan - unemployment rate. Historic preservation ordinance. Mike will craft letter for historic portion.

Michigan Avenue initiative - form base code initiative - Mark Guido to address that portion on application.

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



Reach out to Steve on RRC portion of application. Mark - we are an approved community and doing updates.

“Why do you want to become a main street community” - Mark - want state support, guidance, expertise; Jackie - Prestige; Hassan - added capacity and resources; Steve - long range planning and development; Mike - for integrated support system for our downtown retail businesses to assist them being successfully through individual presentations of their business and integrated activities to be successful. Jeff L. - diversification, bring everyone together. Jackie - capitalize on tourism base; Cristina - sustaining shopping destinations.

Verify Main Street areas are two districts working together - we are different and will need to ask Lee at MMS how to express it correctly in application.

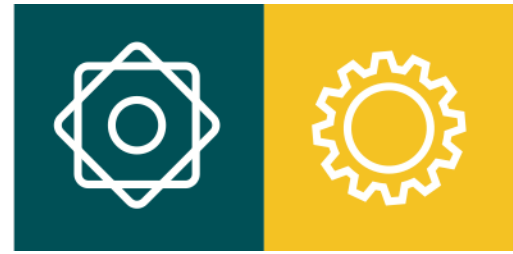
Services most beneficial to the community: Cristina - historic preservation in building design and rehabilitation. Steve- answer in “Four Points”. Mike - Design Review Committee, assistance in preliminary design review - improve visual presentations to maximize consumer response. City staff in Form Based Code review for the West district.

Cristina - best practices in working in diverse neighborhoods and communities. Hassan - best business practices - website development, social media training, and others. Jackie - event planning services - festival/community events. Cristina - what are the greatest needs in technical support. Steve - Covid-19/recession support/economic challenges.

Absentee landlords control how much of the properties? Can track by not around and those checked out. See what services they can provide and support.

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



We gave historic preservation program and working towards historic ordinance. Historic buildings: Include photos of Arsenal, Artspace, former Comerica, Bryant Library, Schaefer building.

Have MMS help build consensus and mix old and new designs.

Illustrate area of need - gain points.

List of proposed committees and team members. Steve - one letter, all sign. Do template and send out each. Work with Janet to complete. Committees - Promotion/Org., Design/EV, and Steering (tally as Org.).

Check to see what Master Level MSM communities the team has worked with. Check Old Town Lansing, Main St. Oakland Cty. MSM sent letter that deadline extension may happen but no updates yet.

Cristina and Steve will send out draft for review and will need to do a quick turnaround.

Get copy of city council final resolution and attach our letter from board and pledge of commitment (MOU) - supporting documents and attach strategy plan and update budget items.

Share the MSM application to Steering Committee.

Steve - get with Kaileigh on master plan items.

Mike Kirk will reach out to Jack Tate.

Jackie and Hassan - work together on size of businesses in area.

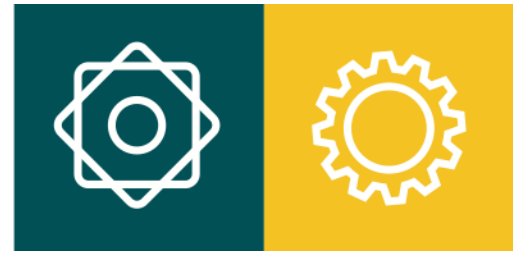
Jeff Lynch will check with Dawn. Send direct to Cristina.

Cristina doing final compilation on January 29.

Additional letters of support:

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



Hassan - reach out American Arab Chamber, AANM, and ACCESS.
Add Yemeni Chamber. Khalil at Wayne County EDC.
Steve - Artspace (Kim Moore)- Cristina will do.
Downriver Community Conference - Jim Perry - Jackie to do.
River Rouge Trailway
Conference of Western Wayne - Jordan - Jackie to do.
SCORE (BAT) - Steve to reach out.
Dearborn Public Schools - Jackie

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



JOINT DDDA EXECUTIVE



January 11, 2020 - West

9 a.m.

January 13, 2020 - East

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

MINUTES FOR EDDDA

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

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



- e. Open Door Grant - Rafi
Awaiting further information.
- 4. UPDATES/DISCUSSION
 - a. Purchasing Policy – Schedule Next Mtg
Meeting will be next week.
 - b. Budgets – Schedule Exec Review Mtg
Want to allow plenty of time for discussion so each board will be scheduled separately.
- 5. CALL TO EXEC COMMITTEE
No other items.



JOINT DDDA EXECUTIVE



January 11, 2020 - West - MINUTES

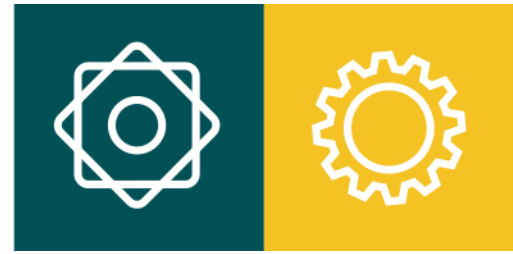
9 a.m.

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

January 13, 2020 - East

4:30 p.m.

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



3. EDDDA
 - a. Special Meeting - City Hall Park Redesign Community Outreach Translation Services Amendment for Beckett & Raeder/Printing & Postage
 - b. Special Meeting - BHE/Art of Courage Amendment (Ads and Virtual Tour)
 - c. Outdoor Dining
 - d. Juneteenth
 - e. Open Door Grant - Rafi
4. UPDATES/DISCUSSION
 - a. Purchasing Policy – Schedule Next Mtg
Meeting will be scheduled next week.
 - b. Budgets – Schedule Exec Review Mtg
Cristina - think of projects we want to complete. Review holiday lights and see if you want to add more. Projection if area dark enough to view it. Ask DTE for light levels on Michigan Ave.
5. CALL TO EXEC COMMITTEE

**JOINT DDDA
BOARD OF DIRECTORS**

**ADOPTED RESOLUTIONS
DECEMBER 2020**

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

City Hall Park Redesign Community Outreach Translation Services

Date Adopted: December 17, 2010

Motioned by: Director Mark Guido

Seconded by: Director Janice Cislo

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

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

WHEREAS: The City Hall Park Redesign Committee will be soliciting input from residents, businesses and visitors to Dearborn; and

WHEREAS: To be inclusive in getting that input, the documents supporting such solicitation will need to be translated to Arabic and Spanish; therefore, let it be

RESOLVED: The EDDDA Board authorizes the following service providers for the City Hall Park Redesign translation services in the amount up to \$1500 to be expended from account #297-6100-911-51-00

Rana Yaacoub	Arabic translation of marketing materials, presentation, survey, survey responses and public engagement session	\$1000
Multilanguage Services, Inc.	Spanish translation of marketing materials, survey and survey responses	\$500

; and let it further be

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

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

No:

Abstain:

Absent: Secretary-Treasurer Heidi Merino, Director Jay Kruz, Director Kamal Turfah

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Dearborn Pick Up Pledge-EDDDA

Date Adopted: December 17, 2021

Motioned by: Director Eric Woody

Seconded by: Director Mark Guido

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

WHEREAS: The EDDDA and WDDDA Promotions Committee originally scheduled the fourth annual Dearborn Restaurant Week for March 20 - March 29, 2020, but the event was canceled due to COVID-19 and \$31,080 in funds were carried over from FYE20 to FYE21; and

WHEREAS: The Dearborn Restaurant Week Committee recommends creating a campaign promotion, "The Pick Up Pledge", encouraging consumers to purchase carry out and curbside service from restaurants instead of delivery to support restaurants who have been hit especially hard due to the pandemic and state closures; and

WHEREAS: It is recommended that \$19,599 (46% East/ 54% West) be reallocated from Dearborn Restaurant Week carry forward to the Pick Up Pledge; and

WHEREAS: The EDDDA has 28 restaurants in the East Downtown, and the WDDDA has 31 restaurants in the West Downtown; and

RESOLVED: The EDDDA approves expenditures up to \$9,015.54, 46% of the total cost of expenditures, from Account #297-6100-911-51-00 for costs related to Dearborn Pick Up Pledge; so let it be

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

Vendor	Purpose	Total Amount	EDDDA Portion
WDIV	TV promotions	\$2000	920

Beshara	posters (qty. 100)	\$100	\$46
Facebook/Instagram	Facebook/Instagram - ads	\$12,500	\$5750
Pandora	Pandora - ads	\$1000	\$460
Spotify	Spotify - ads	\$1000	\$460
TBD	Consultant/Photographer	\$2999	\$1379.54

Yes: Chairperson Julia Kapilango, Chairperson Dan Merritt, Secretary-Treasurer Heidi Merino, Mayor Jack O'Reilly, Director Janice Cislo, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Mary O'Bryan, and Director Eric Woody.

No:

Abstention:

Absent: Director Kamal Turfah

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Dearborn Pick Up Pledge-WDDDA

Date Adopted: December 17, 2020

Motioned by: Vice Chairperson Moe Hider

Seconded by: Director Mark Guido

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

WHEREAS: The EDDDA and WDDDA Promotions Committee originally scheduled the fourth annual Dearborn Restaurant Week for March 20 - March 29, 2020, but the event was canceled due to COVID-19 and \$31,080 in funds were carried over from FYE20 to FYE21; and

WHEREAS: The Dearborn Restaurant Week Committee recommends creating a campaign promotion, "The Pick Up Pledge", encouraging consumers to purchase carry out and curbside service from restaurants instead of delivery to support restaurants who have been hit especially hard due to the pandemic and state closures; and

WHEREAS: It is recommended that \$19,599 (46% East/ 54% West) be reallocated from Dearborn Restaurant Week carry forward to the Pick Up Pledge; and

WHEREAS: The EDDDA has 28 restaurants in the East Downtown, and the WDDDA has 31 restaurants in the West Downtown; and

RESOLVED: The WDDDA approves expenditures up to \$10,583.46, 54% of the total cost of expenditures, from Account #297-6100-911-51-00 for costs related to Dearborn Pick Up Pledge; so let it be

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

Vendor	Purpose	Total Amount	WDDDA Portion
WDIV	TV promotions	\$2000	\$1080
Beshara	posters (qty. 100)	\$100	\$54
Facebook/Instagram	Facebook/Instagram - ads	\$12,500	\$6750
Pandora	Pandora - ads	\$1000	\$540
Spotify	Spotify - ads	\$1000	\$540
Hallarsan Group	Consultant/Photographer	\$2999	\$1619.46

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

No:

Abstention:

Absent: Secretary-Treasurer Jeff Lynch and Director Karen Nigosian

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Henry Ford Marketing Package - EDDDA - TABLED

Date Tabled: December 17, 2020

Motioned by: Vice Chairperson Dan Merritt

Seconded by: Secretary-Treasurer Heidi Merino

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

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

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

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

Yes: Chairperson Julia Kapilango, Chairperson Dan Merritt, Secretary-Treasurer Heidi Merino, Mayor Jack O'Reilly, Director Janice Cislo, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Mary O'Bryan, and Director Eric Woody.

No:

Abstained:

Absent: Director Kamal Turfah

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Henry Ford Marketing Package - EDDDA - TABLED

Date Tabled: December 17, 2020

Motioned by: Director Thomas Clark

Seconded by: Director John McWilliams

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

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

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

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

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

No:

Abstention:

Absent: Secretary-Treasurer Jeff Lynch and Director Karen Nigosian

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Homage to Black Excellence Budget Reallocation 2020 - EDDDA

Adopted on: December 17, 2020
Motioned by: Director Eric Woody
Seconded by: Vice Chairperson Dan Merritt

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

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

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

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

RESOLVED: The EDDDA reallocates \$14,000 from Jazz on the Ave and Music in the Park 2020 budgets to Homage to Black Excellence events, DE&I and Art of Protest in FYE 2020 and the Homage to Black Excellence Committee is asked to rename Art of Protest event and then revisit details on the Mobility Stroll and Roll; and let it be

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

Vendor	Purpose	Amount
Michigan Chronicle	marketing/advertising	\$300
Facebook/Instagram	Social media mktg./advertising	\$750
Pandora	Streaming marketing/advertising	\$1500
Bewick Publications (Times Herald)	marketing/advertising	\$150
Comcast	marketing/advertising	\$2999.00
Beshara Printing	Posters-1 set for each event	\$200
Beshara Printing	Directional signage- (Covid/Don't Touch) - Art of	\$1500

	Protest	
Beshara Printing	Event banners for each event	\$500
TBD	Custom Acrylastone outdoor information plaques for Art of Protest (\$88 x 12 = \$1056)	\$1100
Jean Smith	Solar powered spot lights/misc. Office supplies	\$500
Dr. Robbya Green-Weir	Consulting fees for DE&I Panel discussions	\$2000
Rozenia Johnson	Project Mgt. Fee - Art of Protest	\$2000
DeJuan McTaw	Photography - Art of Protest	\$300
Mollywop!	Musician Artist Talk during the virtual event of Art of Protest	\$200

Yes: Chairperson Julia Kapilango, Chairperson Dan Merritt, Mayor Jack O'Reilly, Director Matthew Dietz, Director Mark Guido, and Director Eric Woody.

No: Director Janice Cislo, Director Jay Kruz, Director Mary O'Bryan

Abstained:

Absent: Secretary-Treasurer Heidi Merino, Director Kamal Turfah

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Officer Nominating Committee

Date Adopted: December 17, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Jan Cislo

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) recognizes the need to form a Nominating Committee for the annual nomination of officers to be elected by the board and serve as the Executive Committee; therefore, be it

RESOLVED: The EDDDA board authorizes Board members Matt Dietz, Julia Kapilango, and Eric Woody to be appointed to the 2021 Officer Nominating Committee.

Yes: Chairperson Julia Kapilango, Chairperson Dan Merritt, Secretary-Treasurer Heidi Merino, Mayor Jack O'Reilly, Director Janice Cislo, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Mary O'Bryan, and Director Eric Woody.

No:

Abstain:

Absent: Director Kamal Turfah

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 Officer Nominating Committee

Date Adopted: December 17, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Vice Chairperson Moe Hider

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) recognizes the need to form a Nominating Committee for the annual nomination of officers to be elected by the board and serve as the Executive Committee; therefore, be it

RESOLVED: The WDDDA board authorizes Board members Mark Guido, Jackie Lovejoy, and Audrey Ralko to be appointed to the 2021 Officer Nominating Committee.

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

No:

Abstention:

Absent: Secretary-Treasurer Jeff Lynch, Director Thomas Clark, and Director Karen Nigosian

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social District Program Amenities Amendment I - 2020- WDDDA

Date Adopted: December 17, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Chairperson Sam Abbas

WHEREAS: Michigan Public Act 124 of 2020, Social Districts, was signed into law on July 1, 2020, enabling Michigan municipalities to establish Social Districts that allow for “common areas” where two or more contiguous licensed establishments (bars, distilleries, breweries, restaurants and tasting rooms) could sell alcoholic beverages in special designated plastic cups to be taken into the area for consumption;

WHEREAS: The WDDDA goal is to establish areas of increased customer traffic and sales at established businesses with unique attractions; and

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) wishes to establish a Social District as presented, following the guidelines provided by the State of Michigan; and

WHEREAS: Businesses who participate in the Social District are required to apply for a license through the State of Michigan Liquor License Commission with approval from the City of Dearborn, as well as name the City of Dearborn as an additional insured on their insurance policies and provide proof of coverage; and

WHEREAS: The participating businesses will need to pay \$250 application fee to the State of Michigan and must follow all the outlined guidelines and directives from the State of Michigan, City of Dearborn and the WDDDA, for participating in a Social District; therefore, let it be

WHEREAS: The WDDDA Board authorized the Social District Plan and the designation of the Social District(s) be presented to the City of Dearborn City Council for approval at the August 20, 2020 Joint DDAs Board meeting; and

WHEREAS: The WDDDA Board approved on November 19, 2020, to authorize the Executive Committee to expend up to \$25,000 to obtain the structures, heat, electrical and furnishings, contingent that it is considered an exigency purchase that follows the purchasing ordinance for emergency purchases, coming from account # 296-6100-911-51-00; and

WHEREAS: Additional amenities will need to be acquired to designate Social District locations; so let it be

RESOLVED: The WDDDA Board authorizes the expenditure of \$1984 for the list of amenities below, from account # 296-6100-911-51-00; and let it be

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

Service Provider	Item	WDDDA Cost
Beshara	Signage: 92 - 12 x 18 pole signs at \$7/ea. (directional/rules & code of conduct/enter/exit)	\$700
Beshara	posters (qty. 100)	\$100
Malko Media	Signage: 34 - at \$25/ea. (social district signage for a-frames)	\$850
POW! Strategies, Inc.	Patio heaters (qty. 2)	\$334

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

No:

Abstention:

Absent: Secretary-Treasurer Jeff Lynch and Director Karen Nigosian

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

WH Canon - Additional Holiday Decor 2020

Date Adopted: December 17, 2020
Motioned by: Mayor Jack O'Reilly
Seconded by: Director Eric Woody

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) wishes to advocate and promote a clean, safe and attractive downtown; and

WHEREAS: A competitive proposal process for landscaping and outdoor maintenance services was performed by the City of Dearborn Purchasing Office on behalf of the EDDDA; and

WHEREAS: WH Canon was awarded the contract for services in the EDDDA which include: landscaping, maintenance, litter/debris/graffiti removal, materials and décor/banner installation and takedown; and

WHEREAS: It was recommended to add additional holiday decor in the East DDDA district for Winter 2020; and

WHEREAS: A budget of \$2999 for additional plant materials/decor/services was needed for the district for the following 2020 additional holiday decor of pine trees installed in planter tree wells with lights and garland on the pine trees therefore; let it be

RESOLVED: The EDDDA authorizes expending up to \$2999 to WH Canon for additional materials/services for holiday decor for Winter 2020; let it be further

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

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

No:
Abstain:

Absent: Secretary-Treasurer Heidi Merino, Director Jay Kruz, and Director Kamal Turfah