



EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING

THURSDAY, MARCH 19, 2020

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

Dearborn Administrative Center

16901 Michigan Avenue, Dearborn, MI

- I. Call to Order** Chairmen Dan Merritt/Sam Abbas
- II. Roll Call** Secretaries Kapilango & Lynch
- III. Joint Meeting Chair for February 2020: Dan Merritt**
- IV. Approval of the February 2020 Meeting Minutes**
- V. Treasurer's Report** Finance/Treasurers
- VI. Action Items**
 - A. Joint Board Actions**
 - 1. Consent Agenda
 - 2. Landscape & Maintenance Contracts
 - 3. Branding Launch Print Items Amendment
 - B. EDDDA Actions Only**
 - 1. Parking Lot CIP - Lighting
 - 2. Free Comic Book Day
 - 3. Jazz on Ave
 - 4. Memorial Day Parade
 - C. WDDDA Actions Only**
 - 1. Kids Days
 - 2. Ladies Night 2020 Service Provider Amendment
- VII. FYE2021-23 Budget Review**
- VIII. Committee Reports**
- IX. DDDA Executive Management Team & ECD Reports**
- X. Call to Board of Directors**
- XI. Call to Audience** **3 min./guest**
- XII. Adjournment**

AGENDA OVERVIEW

JOINT ACTIONS

Consent Agenda

A consent agenda is a board meeting practice that groups routine business and reports into one agenda item. The consent agenda can be approved in one action, rather than filing motions on each item separately. Using a consent agenda can save boards anywhere from a few minutes to a half hour. A consent agenda moves routine items along quickly so that the board has time for discussing more important issues.

Therefore, in order to improve the efficiency, duration and focus of the Joint Board meetings, it is recommended to modify the agenda format to a consent agenda, which is allowed by Roberts Rules of Order and many communities use this style of agenda. The Executive Committees will determine the routine items that will be on consent each month. A Board member may request for an item to be pulled from consent prior to vote, and that item will then fall under the last regular action item.

A resolution is attached authorizing the use of a consent agenda for future meetings.

Landscape & Maintenance Contracts

Contracts for landscape and maintenance for both downtown districts are coming up for renewal April 1, 2020. The EDDDA has a contract with WH Canon, and the WDDDA has a contract with Fairlane Grounds. Both contracts have the option for one-year renewals for four years (through 2023). It is recommended to renew both contracts at this time.

The EDDDA previously authorized a two-year contract of \$130,000 per year (\$98,480 base services at \$32 per man hour and \$30,000 for additional materials/services) with WH Canon starting April 1, 2018, with four one-year renewals. This included once weekly litter cleaning/removal, landscaping, maintenance, graffiti removal, materials and décor/banner installation and takedown. It is recommended to increase the number of litter pick-ups per week from one to 2.5 days per week at an additional cost of \$4500 annually to the base services, and annually powerwash the sidewalks in spring of 2020 at no additional cost. As well as modifying the budget for additional plant materials/services to \$12,000 for the district for 2020, including, but not limited to:

- re-topsoil and replace/reinstall perennials in the large planter wells;
- Replacement trees for Michigan Avenue;
- Hanging Baskets for Schaefer;
- Planter beds in parking lots and key focal points.

Therefore, the recommendation is to authorize the first of four options to renew the landscape and maintenance contract with WH Canon starting April 1, 2020-March 31, 2021, at a base rate of \$104,380 annually plus \$12,000 for additional materials/services.

As for the WDDDA, the Board authorized a comprehensive landscape/maintenance contract with Fairlane Grounds for two years with four one-year renewals in an amount not to exceed \$275,000 annually starting April 1, 2018. Due to an increase to the annual materials projected for the new streetscapes on Howard, Mason and Monroe Streets, it is recommended to authorize the first of four options to renew the landscape and maintenance contract with Fairlane Grounds starting April 1, 2020-March 31, 2021, in an amount not to exceed \$281,346.00.

Branding Launch Print Items

At last month's meeting, the Boards approved expenditures for the brand launch marketing and promotional flyers that were developed to help share with the community and businesses as to how to utilize the brand and understand the overall initiative. As well as display boards and event meeting posters were created for the public meetings. Last month, the Boards authorized \$243.50 from General Marketing for most of these items, but the event meeting poster was not included in that amount. The amendment to the resolution now includes this item of \$42.50 to be split equally between the East and West DDDAs.

EDDDA ACTIONS ONLY

Parking Lot CIP - Lighting

The EDDDA dedicated funding to improving the vehicular parking lots, alleys and a pedestrian corridor along the alley north of Michigan Avenue from 5050 Schaefer Road to Williamson Street, as well as the Wellesley parking lot and alley south of Michigan Avenue between Maple and Schlaff through the Parking Lot Improvement Project M20017. The goal is to improve the overall walkability and pedestrian connection, as well as providing a safe and visually appealing environment in the public parking lots for the downtown business district.

There is \$998,465 remaining in the CIP M20017, and the first item ready for authorization from the Board is the lighting plan from Detroit Edison. DTE will improve the light levels by changing out 82 lightpoles, including 110 LED luminaires and adding seven hanging basket/banner arms to seven of the fixtures in the pedestrian alleys. The construction cost is \$315,114 minus a 3-year energy-back revenue of \$104,367 for a total contribution of \$210,747; and cutting the annual costs for the City of Dearborn in half to \$34,789. A resolution is attached.

Free Comic Book Day

Annually, Green Brain Comics host a Free Comic Book Day event and activities in the district bringing in hundreds of visitors for this global event. Traditionally, the EDDDA has supported this event for marketing purposes at \$1000. Resolution is attached.

Jazz on the Ave

Jazz on the Ave is the EDDDA signature event that draws in thousands of visitors to the district every Wednesday for six weeks from July - August. Partnering with Alexander Zonjic to book and manage the entertainment, as well as promote it through his media channels has created an event that has grown every year. The EDDDA has budgeted \$55,000 for the event,

and the goal is to raise \$25,000 in sponsor income to help support this annual event. The resolution attached itemizes some of the service providers confirmed for this year.

Memorial Day Parade

Annually the EDDDA has supported the Memorial Day Parade as it starts in the East Downtown. Ideas for participating in this year's event were also discussed at the Executive Committee meeting, and they are being explored.

WDDDA ACTIONS ONLY

Kids Days

For the past few years, the WDDDA has partnered with Kenwal Steel to bring Kids Day activities to three of the Farmers Market events each season. The WDDDA budgeted \$10,000 for the event with matching donations. Resolution is attached for confirmed service providers. Sponsorship confirmation is still being sought for \$10,000.

Ladies Night 2020

Last month, the WDDDA approved service providers for Ladies Night and some of the final service providers are still being lined up. Replacement of the yard signs and banners for the event are needed for branding purposes, and miscellaneous supplies for badges, buttons and décor. Photographer is still to be confirmed.

CITY OF DEARBORN
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)
REGULARLY SCHEDULED JOINT BOARD MEETING
February 28, 2020
DEARBORN ADMINISTRATIVE CENTER
MINUTES

MEMBERS PRESENT

EAST DDA : Secretary-Treasurer Jay P. Kruz (left 9:43am), Mayor Jack O'Reilly, Director Janice B. Cislo (left 10:17 am), Director Mark Guido, and Director Kamal Turfah (call in)

WEST DDA : Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly,

Director Thomas L. Clark, Director Mark Guido, Director Jackie Lovejoy, Director John L. McWilliams and Director Audrey Ralko

MEMBERS ABSENT

EAST DDA : Vice Chairperson Dan Merritt, Director Julia Kapilango, Director Judith A. McNeeley and Director Mary O'Bryan

WEST DDA : Director Karen Nigosian

NON-MEMBERS PRESENT :

CITY OF DEARBORN : Jeff Watson (ECD), Jeremy Romer (Legal), Moe Almaliky (Finance), Laura Freeman(Council), Hassan Sheikh (ECD), Jordan Roberts (Prop. Main.), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA) and Janet Bloom (DDDA)

OTHERS : N/A

I. Call to Order

Joint DDDA Chair Sam Abbas called the meeting to order at 8:10 am.

II. Roll Call

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

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

IV. Approval of the December 2019 Meeting Minutes

The minutes from the January 2020 Board meeting were presented for approval. For the WDDDA, it was moved by Vice-Chairperson Mohammed Hider and supported by Director Jackie Lovejoy to approve the minutes as presented. A voice vote passed unanimously. For the EDDDA, it was moved by Director Mark Guido and it was seconded by Jay Kruz. A voice vote passed unanimously. The minutes were recorded and filed.

V. Treasurer's Report

A. Receive & File Report

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated January 31, 2020. Revenue to date totaled \$754,730. Total expenditures totaled \$301,941. The current cash position equals \$1,435,939 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$414,662.

WDDDA: Moe Almaliky reviewed the financial statement dated January 31, 2020. Revenue to date totaled \$653,061. Total expenditures totaled \$379,531. The current cash position equals \$1,302,130 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$856,475.

Accounting provided a break out in the financial reports separating out Brownfield Tax Capture and Property Tax Capture. Director Mark Guido asked for a report with details that tracks contract progression such as with POW! Strategies, Inc. and other larger accounts, such as Community Promotion.

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

VI. Action Items

A. Joint Board Actions

1. Metromode 2020

Issue Media Group/Metromode provides economic development news stories and positive news stories on Downtown Dearborn. The EDDDA/WDDDA previously contracted with Issue Media Group/Metromode for the last three years at \$48,000 per year, equally split between EDDDA and WDDDA. A contract proposal was presented to

both EDDDA and WDDDA for March 1, 2020 to February 28, 2021, totaling \$38,000, to be split equally between EDDDA and WDDDA. Issue Media Group/Metromode will secure \$12,000 in addition to the contracted amount by July 1, 2020. The EDDDA authorizes spending \$19,000 from Community Promotions account #297-6100-911-51-00. The WDDDA authorizes spending \$19,000 from the Community Promotions account # 296-6100-911-51-00. For EDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Kamal Turfah. A voice vote passed unanimously. For WDDDA, motion to approve by Director Jackie Lovejoy; seconded by Director Jeff Lynch. A voice vote passed unanimously.

2. Appointment of PR Firm Selection Committee Representatives

The EDDDA and WDDDA recognizes the need to form a Selection Committee for the review of Requests for Proposals (RFPs) for a Public Relations firm to represent both EDDDA and WDDDA. For the EDDDA, the board authorized POW! Strategies, Inc. to select committee members and report back to the board. For the WDDDA, Director Jackie Lovejoy and Secretary-Treasurer Jeff Lynch were appointed. For EDDDA, motion to approve by Director Kamal Turfah; seconded by Mayor Jack O'Reilly. A voice vote passed unanimously. For WDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Thomas Clark. A voice vote passed unanimously.

3. Social Media Ad Buy Schedule

The EDDDA and WDDDA recognize the importance of promoting district events via social media. The events for 2020 would benefit from paid social media boosts to increase engagement. The EDDDA and WDDDA approve expenditures up to \$7500 for costs related to social media boosting through POW! Strategies, Inc. The EDDDA authorizes \$3350 and the WDDDA authorizes \$4150. Those postings for EDDDA/WDDDA split: DRW (\$1500), Perennial Exchange (\$200), Movie Nights (\$400), Trick or Treat (\$100), Shop Small (\$500), Winterfest (\$200), General Page Boosts (\$500), and Bike Share (\$500). Those for EDDDA only: Jazz on the Ave. (\$600), Pumpkin Carving (\$100), Black History Month (\$100), Music in the Park (\$600). Those for WDDDA only: Ladies Night (\$200), Farmers Market (\$800), Tunes at Noon (\$600), Friday Nites (\$300), and Kids Days (\$300). For EDDDA it will be from account #297-6100-911-51-00. For WDDDA, the account is #296-6100-911-51-00 and for Farmers Market account #296-6110-911-34-90. For EDDDA, motion to approve by Director Mark Guido; seconded by Director Janice Cislo. A voice vote passed unanimously. For WDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Jackie Lovejoy. A voice vote passed unanimously.

4. Branding Launch Print Items

The EDDDA and WDDDA is integrating the brand into marketing and promotional materials for the districts as part of the branding initiative launch. The EDDDA and WDDDA produced flyers and display boards for the branding launch totaling \$243.50 to be split equally. The EDDDA authorizes expenditures of \$121.75 from account

#297-6100-911-51-00 and the WDDDA authorizes expenditures of \$121.75 from account #296-6100-911-51-00. For EDDDA, motion to approve by Director Mark Guido; seconded by Director Janice Cislo. A voice vote passed unanimously. For WDDDA, motion to approve by Mayor Jackie Lovejoy; seconded by Director Mohammed Hider. A voice vote passed unanimously.

5. DRW Amendment

Dearborn Restaurant Week is slated for March 20 to March 29, 2020. The Promotions Committee presented a projected budget of \$34,000 in anticipated income from participation fees and sponsorships and \$34,000 in expenses. The EDDDA and WDDDA agree to split the income and expenditures equally. The EDDDA approved expenditures up to \$16,750 from account #297-6100-911-51-00 and WDDDA approved for \$16,750 from account #296-6100-911-51-00. This amendment added additional service providers, still within budget, of social media ad buys on Facebook via Jeff Watson on Pcard (\$5000), social media ad buyer - Anton Botosan (\$1000), coasters by GotPrint (\$500), newspaper advertising (\$600) and radio advertising with iHeart Media (\$17,000). Purchasing approved radio and social media for “best source” due to demographic demands. For EDDDA, motion to approve by Secretary-Treasurer Jay Kruz; seconded by Director Mark Guido. A voice vote passed unanimously. A voice vote passed unanimously. For WDDDA, motion to approve by Vice-Chairperson Mohammed Hider; seconded by Director Jackie Lovejoy. A voice vote passed unanimously.

B. EDDDA Actions Only

1. Black History Month

The EDDDA promoted four activities in the EDDDA in the month of February 2020 celebrating Black History Month. They included a movie screening, an art and fashion show, an artist pop up event, and panelists speaking on business ownership and finances. The EDDDA produced 50 posters for a cost of \$42.50 to Beshara Printing. The EDDDA authorized the expenditure from account #297-6100-911-51-00. For EDDDA, motion to approve by Secretary-Treasurer Jay Kruz; seconded by Director Janice Cislo. A voice vote passed unanimously.

2. Shop Small Banner Amendment

The EDDDA recognizes using streetlight pole banners as an effective way to market and identify the district. The EDDDA authorized expending up to \$500 for the production of Shop Small banners from Britten Banners Inc. from account #297-6100-911-51-00. The EDDDA is amending this amount to add the final cost of an additional \$82.57 for cover design fees and shipping costs. The EDDDA authorizes to the final cost of the banners to \$582.57. For EDDDA, motion to approve by Director Janice Cislo; seconded by Secretary-Treasurer Jay Kruz. A voice vote passed unanimously.

3. Winterfest Market Equipment Rental Replacement

The Promotions Committee held the 2019 Open House on December 11th at the Artspace. S&R Tent Rental stated 28 chairs were missing after the event. The replacement cost would be \$597.80. The resolution was tabled and the EDDDA board asked that POW! Strategies, Inc. get further clarification and proof from vendor upon pickup of rental when they left premises of final count of chairs. For EDDDA, motion to approve by Director Mark Guido; seconded by Secretary-Treasurer Jay Kruz. A voice vote passed unanimously.

4. Election of Officers

The officers of the EDDDA shall be elected annually by the Board and shall consist of a Chair, Vice-Chair and Secretary-Treasurer. The 2020 Officer Nominating Committee has recommended Director Dan Merritt for Chairperson, Secretary-Treasurer Jay Kruz for Vice-Chairperson, and Director Julia Kapilango for Secretary-Treasurer. For EDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Janice Cislo. A voice vote passed unanimously.

C. WDDDA Board Actions

1. Farmers & Artisans Market 2020

The WDDDA recognizes the benefit of marketing and promoting businesses and activities in the district. The WDDDA authorized a budget of \$22,000 in expenditures for the 2020 Farmers & Artisans Market. A listing of selected vendors and expenditures is recommended for the 2020 season, expending from account #296-6110-911-34-90. Taste the Local Difference advertising (\$100), Edible Wow advertising and cooking demos (\$1800), Farmers Market Coalition membership (\$40), Michigan Agritourism advertising (\$150), Times Herald advertising (\$300), Beshara Printing for posters/yard sign patches (\$310) and POP Club brochures (\$400), Entertainment at Market - TBD (\$2500), Jokers4Fun bounce house (\$500), Malko Media market bags (\$1000) and signage and banner coverups (\$1000), Essential IT Jan. 2020-Dec. 2020 web hosting, maintenance and technical support (\$720), MIFMA membership (\$200) and Jean Smith for POP Club and cooking demo supplies (\$500). For WDDDA, motion to approve by Director Jackie Lovejoy; seconded by Vice-Chairperson Mohammed Hider. A voice vote passed unanimously.

2. Ladies Night 2020

The WDDDA is planning the Ladies Night Event for May 6, 2020. The WDDDA anticipates \$4500 in expenditures and \$750 in income from participating businesses and \$3500 from sponsorships. The WDDDA will be expending from account #296-6100-911-51-00. The Executive Director is authorizes to execute contracts on behalf of the WDDDA with the list of service providers, subject to review and approval by Corporation Counsel. Current expenditures are Beshara Printing for posters

(\$91.50), Rocket Printing for 5K postcards (\$200), Malko Media for banners (\$150), TBD for photographer (\$500), Misc. supplies of badges, buttons, and decor (\$275), and Mama Mia direct mail (\$2999). For WDDDA, motion to approve by Director Jackie Lovejoy; seconded by Director Audrey Ralko . A voice vote passed unanimously.

VII. Discussion: Consent Agenda

Cristina Sheppard-Decius spoke to how a consent agenda would speed review of agenda items at board meetings and benefit both EDDDA and WDDDA. It still allows board members to make a motion to allow an item to be taken from consent agenda status and added back to the agenda for further discussion. Using a consent agenda allows a motion to be made to approve all items on the consent agenda in one vote. A resolution will be presented next month to begin the process.

VIII. Committee Reports

Chairperson Sam Abbas stated that for Promotions Committee we had covered Dearborn Restaurant Week and Ladies Night Out during the resolution reviews. Director Mark Guido stated Design Committee is working on tightening Open Door grant application. Committee minutes are in Supplemental Materials in digital board packet.

IX. DDDA Executive Management Team & ECD Reports

Hassan Sheikh asked departments and boards to help promote Census 2020. Cristina Sheppard-Decius requested elements to be able to add to website and post on social media. Hassan stated he would have Steve Horstman email. There is also a Census event on March 22 at FPAC with free family activities but you must fill out census for entry. Jeff Watson mentioned Opportunity Zones are available. Chairperson Sam Abbas stated he doesn't hear about property bids and can information be dispersed in more areas. Cristina Sheppard-Decius stated that on March 11-12 is the Michigan Downtown Association event which includes an advocacy say with legislatures and a workshop day.

X. Call to Board of Directors

Director Jackie Lovejoy shared upcoming Chamber events for the boards to participate in. Chairperson Sam Abbas stated that ACE Diamond needs to be spoken to about banners on building that have been up for a long time. The city has a limitation of timing of banners. He requested they be asked to remove banners and put up permanent signs. It was stated there are 200 locations with ordinance violations of lights. The city has been sending out cohorts of letters in groupings of 25-50 reminding businesses of ordinances. 75% have complied after receiving the letter.

XI. Call to Audience

No comments.

XII. Adjournment

Secretary-Treasurer Jeff Lynch motioned to adjourn. Seconded by Vice-Chairperson Mohammed Hider.

Meeting adjourned at 10:30 am

Approved by:

Jay P. Kruz, Secretary-Treasurer, EDDDA

Jeff Lynch, Secretary-Treasurer, WDDDA

Financial Statement Summary		FY2018	FY2019	FY2020				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Revenue								
296-0000-311.40-00	Property Tax Capture	\$ 496,066	686,335	\$ 505,710	\$ 505,710	\$ 435,105	\$ -	\$ 70,605
	Brownfield Tax Capture	119,900	132,940	235,220	235,220	171,035	-	64,185
	Tax Revenue Total:	\$ 615,966	\$ 819,275	\$ 740,930	\$ 740,930	\$ 606,140	\$ -	\$ 134,790
296-0000-330.05-14	Local Community Stabilization Authority	12,332	25,313	25,320	25,320	-	-	25,320
296-6110-330.01-90	Farmer's Market Federal Grant	-	1,424	1,000	1,000	607	-	393
296-6110-369.90-00	Farmer's Market Miscellaneous	12,900	18,865	23,500	23,500	1,515	-	21,985
296-6100-365.90-00	Donations from a Private Source	88,742	48,348	83,500	83,500	14,659	-	68,841
296-6100-322.40-10	Events Revenue	-	-	-	-	3,445	-	-
296-0000-361.10-05	Interest Income	9,786	19,928	20,698	20,698	8,918	-	11,780
296-0000-369.90-00	Miscellaneous Income	-	6,194	-	-	-	-	-
	Donations & Farmer's Market Total:	\$ 123,760	\$ 120,072	\$ 154,018	\$ 154,018	\$ 29,144	\$ -	\$ 128,319
296-0000-391.91-01	Contributions from the General Fund	39,102	37,913	35,000	35,000	23,333	-	11,667
	General Fund Contribution Total:	39,102	37,913	35,000	35,000	23,333	-	11,667
	Total Revenues:	\$ 778,828	977,260	\$ 929,948	\$ 929,948	\$ 658,617	\$ -	\$ 537,885
Expenditure								
296-6100-911.10-20	Part-time Wages	\$ 4,830	81	\$ -	\$ -	\$ -	\$ -	\$ -
296-6100-911.22-00	City Share of FICA & Medicare	369	6	-	-	-	-	-
296-6100-911.26-00	Workers Compensation Contribution	3	-	-	-	-	-	-
296-6100-911.30-40	Audit Services	329	382	400	400	400	-	-
296-2972-463.34-90	Sanitation Contractual Services	22,152	25,920	25,920	25,920	19,620	540	5,760
296-6100-911.34-90	Development Contractual Services	253,616	399,227	499,826	534,826	273,723	176,200	84,903
296-6110-911.34-90	Farmer's Market Contractual Services	5,089	16,509	22,000	22,000	7,975	27	13,998
296-6100-911.41-75	WATER/SEWAGE	-	-	-	1,500	534	966	-
296-6100-911.43-82	Copier Repair & Maintenance Services	-	362	375	375	-	-	375
296-6100-911.44-10	Building Rental	-	10,935	11,010	11,010	7,220	3,610	180
296-6100-911.51-00	Community Promotion	137,110	264,955	341,345	485,796	143,173	12,486	330,137
296-6100-911.52-10	Insurance	2,985	2,670	3,730	3,730	2,488	-	1,242
296-6100-911.53-00	Communications	-	225	-	-	599	375	(974)
296-6100-911.58-10	Training & Transportation	2,569	2,836	3,500	3,500	175	-	3,325
296-6100-911.60-10	Office Supplies	693	802	4,125	4,125	265	-	3,860
296-6100-911.60-20	POSTAGE	-	-	-	-	202	-	(202)
296-6100-911.61-90	Non-Capital Equipment	-	-	18,600	17,100	-	-	17,100
296-6100-911.62-00	Repair & Maintenance Supplies	-	1,400	-	-	-	-	-
296-6100-911.62-40	Planting Materials	8,276	6,798	30,000	30,000	577	17,916	11,507
296-6100-911.65-00	Memberships	413	513	940	940	148	28	764
296-6100-911.68-90	Other Operating Expenses	150,000	-	1,250	1,250	-	-	1,250
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	119,900	132,940	235,220	235,220	-	-	235,220
	Total Expenditure	\$ 708,334	866,561	\$ 1,198,241	\$ 1,377,692	\$ 457,099	\$ 212,148	\$ 708,445
	Revenues Over/(Under) Expenditures	\$ 70,494	110,699	\$ (268,293)	\$ (447,744)	\$ 201,518	\$ (212,148)	\$ (170,560)
Balance Sheet						Current	Beginning of Year	
Equity in Pooled Cash Position						\$ 1,250,675	\$ 851,078	
Current Assets	Current Receivables					12,700	9,636	
	Unearned Income					537,885	926,885	
Current Liabilities	Current Liabilities					(22,780)	80,057	
	Encumbrances					(212,148)	(212,549)	
	Uncommitted Budget					(708,445)	(1,019,109)	
	Estimated Ending Cash Position	\$ 787,019	906,009			\$ 857,887	\$ 635,998	
Expenditure Details		FY2018	FY2019	FY2020				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Beautification								
296-2972-463.34-90	Sanitation Contractual Services	\$ 22,152	25,920	\$ 25,920	\$ 25,920	\$ 19,620	\$ 540	\$ 5,760
296-6100-911.34-90	Holiday Décor & Installation	17,350	11,861	20,000	20,000	19,830	-	170
296-6100-911.34-90	Landscape & Maintenance	55,820	193,459	219,080	219,080	145,403	40,050	33,627
296-6100-911.34-90	Snow Removal	38,250	39,678	45,000	45,000	17,710	27,353	(63)
296-6100-911.34-90	On-Street Bike Racks	516	-	6,000	6,000	-	-	6,000
296-6100-911.34-90	Master Plan/Vision, Art in Public Spaces	-	-	10,000	30,000	-	-	30,000
296-6100-911.62-40	Planting Materials	8,276	6,798	30,000	30,000	577	17,916	11,507
	Total Beautification	\$ 142,364	277,716	\$ 356,000	\$ 376,000	\$ 203,140	\$ 85,859	\$ 87,001

Development

296-6100-911.51-00	General Marketing (banners, printing, social media)	\$ 4,625	10,258	\$ 30,000	\$ 30,000	\$ 7,657	\$ 4,595	\$ 17,748
296-6100-911.51-00	Branding	-	118,371	120,000	252,881	66,300	1,620	184,961
296-6100-911.51-00	Graphic Design	1,474	150	5,000	5,000	220	78	4,702
296-6100-911.51-00	Photography	1,825	1,850	5,000	5,000	963	-	4,037
296-6100-911.51-00	Metro Mode / Issue Media	30,000	18,000	24,000	24,000	18,000	-	6,000
296-6100-911.51-00	Mobile App	-	1,197	3,750	3,750	-	-	3,750
296-6100-911.51-00	CTM Brochure Distribution	5,852	2,339	4,250	4,250	438	3,751	61
296-6100-911.51-00	Website, Constant Contacts	275	226	230	230	-	-	230
296-6100-911.51-00	Website Hosting & Domain Registration	985	801	1,350	1,350	1,074	500	(224)
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	Dearborn Community Fund Sculpture Initiative	5,900	5,900	6,000	6,000	-	-	6,000
296-6100-911.51-00	Art month, Art Spark, Pocket Park Mural, POP-Studen	1,500	5,500	1,000	1,000	1,000	-	-
296-6100-911.51-00	Fall Promotions	476	193	300	300	-	-	300
296-6100-911.51-00	Holiday Promotions, Holly Berry Brunch Program	3,950	16,144	14,665	14,665	13,590	-	1,075
296-6100-911.51-00	Shop Small Business Saturday	7,201	3,665	7,000	7,000	5,230	1,417	353
296-6100-911.51-00	Restaurant week	12,465	17,581	16,500	16,500	-	-	16,500
296-6100-911.51-00	Big Read	1,000	-	1,000	1,000	-	-	1,000
296-6100-911.51-00	Tunes at Noon	-	-	6,500	6,500	3,024	-	3,476
296-6100-911.51-00	Friday Nites Concert Series & Food Truck Rally	34,328	32,876	44,600	44,600	8,468	241	35,891
296-6100-911.51-00	Wagner Place Park Equipment	-	2,280	15,000	26,570	6,505	-	20,065
296-6100-911.51-00	Main Street Materials	790	-	-	-	-	-	-
296-6100-911.51-00	Martian Marathon	619	375	500	500	-	-	500
296-6100-911.51-00	Bike Dearborn	-	250	-	-	-	-	-
296-6100-911.51-00	Farm Table	-	-	8,500	8,500	-	175	8,325
296-6100-911.51-00	Movies In the Park	-	-	2,000	2,000	658	29	1,313
296-6100-911.51-00	Doggone	-	-	800	800	-	-	800
296-6100-911.51-00	Ice Cream	-	-	700	700	-	-	700
296-6100-911.51-00	Ladies Night Out	-	-	550	550	-	-	550
296-6100-911.51-00	Pernennail	-	-	550	550	302	-	248
296-6100-911.51-00	Kids Day	-	1,457	10,000	10,000	8,945	75	980
296-6110-911.34-90	Farmer's Market Contractual Services	5,089	16,509	22,000	22,000	10,915	27	11,058
296-6100-911.34-90	Building / Business Incentives	-	-	40,000	55,000	-	-	55,000
296-6100-911.51-00	Other Community Development	13,336	4,479	2,000	2,000	798	5	1,197
Total Development		<u>\$ 149,387</u>	<u>284,947</u>	<u>\$ 403,345</u>	<u>\$ 562,796</u>	<u>\$ 154,087</u>	<u>\$ 12,513</u>	<u>\$ 396,196</u>

Planning & Administration

296-6100-911.34-90	Pow Strategies	-	-	-	98,070	-	98,070	-
296-6100-911.34-90	Executive Director	\$ 94,570	46,172	\$ 47,996	\$ 47,996	\$ 22,998	3	\$ 24,995
296-6100-911.34-90	Operations Manager	-	27,742	30,950	30,950	15,475	-	15,475
296-6100-911.34-90	Design & Planning Manager	-	9,400	12,000	12,000	6,000	-	6,000
296-6100-911.34-90	Event Manager, Farmer's Market Manager	9,771	26,738	27,900	27,900	13,950	-	13,950
296-6100-911.34-90	Communications Manager, Public Relations	30,064	38,430	40,000	40,000	28,893	10,274	833
Total Directors Expenses		<u>134,405</u>	<u>148,482</u>	<u>158,846</u>	<u>158,846</u>	<u>87,316</u>	<u>108,347</u>	<u>61,253</u>
various (comment)	Wages & Benefits	5,202	87	-	-	-	-	-
various (comment)	Other Office Expenses	7,076	10,629	13,070	14,570	4,811	1,369	8,390
296-6100-911.34-90	Office Cleaning	-	825	900	900	525	450	(75)
296-6100-911.44-10	Building Rental	-	10,935	11,010	11,010	7,220	3,610	180
296-6100-911.61-90	Non-Capital Equipment (lighting, repairs)	-	-	18,600	17,100	-	-	17,100
296-6100-911.68-90	Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250
296-6100-911.68-90	Parking Debt Contribution	150,000	-	-	-	-	-	-
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	119,900	132,940	235,220	235,220	-	-	235,220
Total Planning & Administration		<u>\$ 416,583</u>	<u>303,898</u>	<u>\$ 438,896</u>	<u>\$ 438,896</u>	<u>\$ 99,872</u>	<u>\$ 113,776</u>	<u>\$ 323,318</u>
Expenditures		<u>\$ 708,334</u>	<u>866,561</u>	<u>\$ 1,198,241</u>	<u>\$ 1,377,692</u>	<u>\$ 457,099</u>	<u>\$ 212,148</u>	<u>\$ 708,445</u>

Financial Statement Summary		FY2018	FY2019	FY2020				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Revenue								
297-0000-311.40-00	Property Tax Capture	\$ 331,579	\$ 343,896	\$ 354,750	\$ 354,750	\$ 242,914	\$ -	\$ 111,836
	Brownfield Tax Capture	464,566	464,099	475,240	475,240	464,085	-	11,155
	Tax Revenue Total	\$ 796,145	\$ 807,995	\$ 829,990	\$ 829,990	\$ 706,998	\$ -	\$ 122,992
297-0000-330.05-14	Local Community Stabilization Authority	-	23,733	23,740	23,740	26,223	-	N/A
297-6100-330.01-99	Federal Sources (contra-revenue)	-	(142,029)	-	-	-	-	-
297-6100-365.90-00	Donations from a Private Source	22,965	41,850	115,000	115,000	5,849	-	109,151
297-0000-361.10-05	Interest Income	18,257	27,156	31,218	31,218	10,657	-	20,561
297-6100-322.40-10	Events Revenue	-	-	-	-	4,550	-	-
297-6100-369.90-00	Miscellaneous Income	-	-	14,205	14,205	-	-	14,205
	Donation Revenue Total	\$ 41,222	\$ (49,290)	\$ 184,163	\$ 184,163	\$ 47,279	\$ -	\$ 143,917
297-0000-391.96-97	Workers Compensation Fund	0	0	0	0.00	155.00	-	0
297-0000-391.91-01	Contributions from the General Fund	35,681	11,794	11,310	11,310	7,540	-	3,770
	Contribution Total	\$ 35,681	\$ 11,794	\$ 11,310	\$ 11,310	\$ 7,695	\$ -	\$ 3,770
	Total Revenue	\$ 873,048	\$ 770,499	\$ 1,025,463	\$ 1,025,463	\$ 761,972	\$ -	\$ 270,679
Expenditure								
297-6100-911.10-20	Part-time Wages	\$ 51,593	\$ 505	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.22-00	City Share of FICA & Medicare	3,947	39	-	-	-	-	-
297-6100-911.25-00	UNEMPLOYMENT COMPENSATION	-	-	-	-	(5,068)	-	-
297-6100-911.26-00	Workers Compensation Contribution	33	-	-	-	-	-	-
297-6100-911.30-40	Audit Services	772	763	800	800	800	-	-
297-2972-463.34-90	Sanitation Contractual Services	33,603	11,794	11,310	11,310	1,850	5,150	4,310
297-6100-911.30-90	Other Professional Services	150	-	-	-	-	-	-
297-6100-911.34-90	Development Contractual Services	133,045	265,527	359,856	402,197	202,892	143,968	55,337
297-6100-911.43-82	Copier Repair & Maintenance Services	58	362	375	375	-	-	375
297-6100-911.44-10	Building Rental	25,000	10,935	11,010	11,010	7,220	3,610	180
297-6100-911.51-00	Community Promotion	154,922	190,668	339,980	422,022	81,437	6,080	334,505
297-6100-911.52-10	Insurance	3,255	4,110	6,260	6,260	4,168	-	2,092
297-6100-911.53-00	Communications	720	281	-	-	599	375	(974)
297-6100-911.58-10	Training & Transportation	3,310	2,539	3,500	3,500	1,203	-	2,297
297-6100-911.60-10	Office Supplies	642	802	4,125	4,125	271	-	3,854
297-6100-911.60-20	Postage	4	154	100	100	213	-	(113)
297-6100-911.61-90	Non-Capital Equipment	1,720	-	3,500	3,500	-	-	3,500
297-6100-911.62-00	Repair & Maintenance Supplies	-	1,400	-	-	-	-	-
297-6100-911.62-40	Planting Materials	7,057	18,455	30,000	30,000	17,825	-	12,175
297-6100-911.65-00	Memberships	413	513	1,190	1,190	148	28	1,014
297-6100-911.66-00	Reference Materials	28	-	-	-	-	-	-
297-6100-911.68-80	Licenses, Fees, & Permits	-	-	300	300	-	-	300
297-6100-911.68-90	Other Operating Expenses	536,989	-	15,455	15,455	14,203	-	1,252
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	464,566	464,099	475,240	475,240	-	-	475,240
	Total Operating Expenditures	1,421,827	972,946	1,263,001	1,387,384	327,761	159,211	895,344
297-6100-435.34-40	Building Demolition Services	-	-	-	-	-	-	-
297-6100-435.45-10	Architect & Engineering Services	4,250	-	-	59,501	-	16,831	42,670
297-6100-435.45-20	Construction Contractor	25,180	-	-	137,785	-	137,147	638
297-6100-435.98-00	Undistributed Appropriations	-	-	-	5,694	-	-	5,694
	Total Capital Expenditures	29,430	-	-	202,980	-	153,978	49,002
	Total Expenditure	\$ 1,451,257	\$ 972,946	\$ 1,263,001	\$ 1,590,364	\$ 327,761	\$ 313,189	\$ 944,346
						5,068		
	Revenues Over/(Under) Expenditures	\$ (578,209)	\$ (202,447)	\$ (237,538)	\$ (564,901)	\$ 434,211	\$ (313,189)	\$ (673,667)
Balance Sheet						Current	Beginning of Year	
Equity in Pooled Cash	Cash Position					\$ 1,411,086	\$ 1,047,136	
Current Assets	Current Receivables					8,685	1,745	
	Unearned Income					270,679	1,024,520	
Current Liabilities	Current Liabilities					(14,203)	32,070	
	Encumbrances					(313,189)	(318,346)	
	Uncommitted Budget					(944,346)	(1,207,035)	
	Estimated Ending Cash Position	\$ 1,090,062	\$ 1,042,608			\$ 418,712	\$ 580,090	

Expenditure Details		FY2018	FY2019	FY2020				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Beautification								
297-2972-463.34-90	Sanitation Contractual Services	\$ 33,603	\$ 11,794	\$ 11,310	\$ 11,310	\$ 1,850	\$ 5,150	\$ 4,310
297-6100-911.51-00	Fall Décor	814	-	-	-	-	-	-
297-6100-911.34-90	Holiday Décor & Installation	20,646	17,256	27,500	27,500	14,440	1,135	11,925
297-6100-911.34-90	Landscape & Maintenance	5,425	62,470	70,170	70,170	44,090	10,755	15,325
297-6100-911.34-90	Snow Removal	37,575	38,536	45,000	45,000	18,175	26,825	-
297-6100-911.34-90	Artspace, Public Space Design	25,180	-	10,000	44,581	34,578	-	10,003
297-6100-911.34-90	Streetscape Enhancements	4,250	-	41,000	41,000	8,415	245	32,340
297-6100-911.34-90	Master Plan/Vision, Art in Public Spaces	-	-	10,000	10,000	-	2,960	7,040
capital project	Parking Master Plan (M20006)	7,880	-	-	202,980	-	153,978	49,002
297-6100-911.68-90	East Dearborn Parking Lots (M20017)	535,386	-	-	-	-	-	-
297-6100-911.62-40	Planting Materials	28,952	18,455	30,000	30,000	17,825	-	12,175
Total Beautification		<u>\$ 699,711</u>	<u>\$ 148,511</u>	<u>\$ 244,980</u>	<u>\$ 482,541</u>	<u>\$ 139,373</u>	<u>\$ 201,048</u>	<u>\$ 142,120</u>
Development								
297-6100-911.51-00	General Marketing (banners, printing, social media	\$ -	\$ 4,705	\$ 30,000	\$ 30,000	\$ 4,255	2,198.00	\$ 23,547
297-6100-911.51-00	Branding	-	34,210	120,000	202,042	16,937	144.00	184,961
297-6100-911.51-00	Graphic Design	-	490	5,000	5,000	220	-	4,780
297-6100-911.51-00	Photography	1,325	1,125	5,000	5,000	963	-	4,037
297-6100-911.51-00	Metro Mode / Issue Media	34,682	18,000	24,000	24,000	18,000	-	6,000
297-6100-911.51-00	Mobile App	-	1,197	3,750	3,750	-	-	3,750
297-6100-911.51-00	CTM Brochure Distribution	-	2,193	4,250	4,250	438	146.00	3,666
297-6100-911.51-00	Website, Constant Contacts	-	226	230	230	-	-	230
297-6100-911.51-00	Website Hosting & Domain Registration	1,020	801	1,350	1,350	714	500.00	136
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	15,000	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	Dearborn Community Fund Sculpture Initiative	5,900	5,900	6,000	6,000	-	-	6,000
297-6100-911.51-00	Art Month	-	4,480	1,000	1,000	1,000	-	-
297-6100-911.51-00	Pocket of Perception (student art project)	-	8,000	20,000	20,000	-	-	20,000
297-6100-911.51-00	Fall Promotions	-	592	600	600	-	-	600
297-6100-911.51-00	Holiday Promotions (Holiday Open House, Santa)	-	8,197	15,000	15,000	7,983	-	7,017
297-6100-911.51-00	Shop Small Business Saturday	9,735	4,581	7,000	7,000	4,315	1,417.00	1,268
297-6100-911.51-00	Restaurant Week	12,465	15,583	16,500	16,500	-	-	16,500
297-6100-911.51-00	Big Read	-	-	1,000	1,000	-	-	1,000
297-6100-911.51-00	Movies in the Park	1,774	2,582	2,000	2,000	1,511	1,521.00	(1,032)
297-6100-911.51-00	Music in the Park	-	5,177	-	-	316	-	(316)
297-6100-911.51-00	Tunes at Noon	4,858	8,495	-	-	-	-	-
297-6100-911.51-00	City Hall Park Events	-	-	2,700	2,700	-	-	2,700
297-6100-911.51-00	Jazz on the Ave	50,864	51,136	55,000	55,000	24,788	-	30,212
297-6100-911.51-00	Eastborn Clean Up	-	448	1,500	1,500	-	-	1,500
297-6100-911.51-00	Other Community Development	11,726	8,922	2,500	2,500	750	155.00	1,595
Total Development		<u>\$ 154,949</u>	<u>\$ 192,640</u>	<u>\$ 339,980</u>	<u>\$ 422,022</u>	<u>\$ 82,190</u>	<u>\$ 6,081</u>	<u>\$ 333,751</u>
Planning & Administration								
297-6100-911.34-90	Pow Strategies	-	-	-	91,320	-	91,320	-
297-6100-911.34-90	Executive Director	\$ -	\$ 50,006	\$ 47,996	\$ 47,996	\$ 22,998	\$ 3	\$ 24,995
297-6100-911.34-90	Operations Manager	-	29,032	30,950	30,950	15,475	-	15,475
297-6100-911.34-90	Design & Planning Manager	-	9,900	12,000	12,000	6,000	-	6,000
297-6100-911.34-90	Event Manager	7,075	17,100	17,100	17,100	8,550	-	8,550
297-6100-911.34-90	Communications Manager, Public Relations	30,064	38,430	40,000	40,000	28,893	10,274	833
297-6100-911.34-90	Building/Business Incentive	-	-	7,760	7,760	-	-	7,760
297-6100-911.34-90	Unemployment	-	-	7,240	7,240	-	-	7,240
Total Directors Expenses		37,139	144,468	155,286	163,046	81,916	101,597	70,853
various (comment)	Wages & Benefits	55,573	544	-	-	-	-	-
various (comment)	Other Office Expenses	9,196	10,924	16,650	16,650	7,402	403	8,845
297-6100-911.34-90	Office Cleaning	1,800	825	900	900	525	450	(75)
297-6100-911.44-10	Building Rental	25,000	10,935	11,010	11,010	7,220	3,610	180
297-6100-911.61-90	Non-Capital Equipment (light poles)	1,720	-	3,500	3,500	-	-	3,500
297-6100-911.68-90	Other Operating Expenses (utilities)	1,603	-	1,250	1,250	-	-	1,250
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	464,099	475,240	475,240	-	-	475,240
Total Planning & Administration		<u>\$ 596,597</u>	<u>\$ 631,795</u>	<u>\$ 678,041</u>	<u>\$ 685,801</u>	<u>\$ 111,266</u>	<u>\$ 106,060</u>	<u>\$ 559,795</u>
Expenditures		\$ 1,451,257	\$ 972,946	\$ 1,263,001	\$ 1,590,364	\$ 332,829	\$ 313,189	\$ 944,346
						5,068		

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Consent Agenda

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East and West Dearborn Downtown Development Authorities (DDDA's) jointly hold Board meetings monthly; and

WHEREAS: In order to improve the efficiency of the joint DDDA Board meetings, the Executive Committees recommend using a consent agenda; and

WHEREAS: A consent agenda is an instrument under Robert's Rules of Order that enables the DDDAs to consider and approve a grouping of routine items that do not require board discussion and to take action through a single agenda item; and

WHEREAS: The Executive Committees will determine items for consent at their regular monthly meeting prior to the joint DDDA Board meetings; therefore, let it be

RESOLVED: The EDDDA agrees to use the consent agenda method at each joint DDDA Board meeting starting at its next regular meeting on April 16, 2020, and thereafter; and let it be further

RESOLVED: That the EDDDA agrees that the DDDA's Executive Director is authorized to execute this consent agenda method on behalf of the EDDDA board, after the Executive Committee has determined which items are appropriate for the consent agenda, subject to Corporation Counsel approval.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Consent Agenda

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East and West Dearborn Downtown Development Authorities (DDDA's) jointly hold Board meetings monthly; and

WHEREAS: In order to improve the efficiency of the joint DDDA Board meetings, the Executive Committees recommend using a consent agenda; and

WHEREAS: A consent agenda is an instrument under Robert's Rules of Order that enables the DDDAs to consider and approve a grouping of routine items that do not require board discussion and to take action through a single agenda item; and

WHEREAS: The Executive Committees will determine items for consent at their regular monthly meeting prior to the joint DDDA Board meetings; therefore, let it be

RESOLVED: The WDDDA agrees to use the consent agenda method at each joint DDDA Board meeting starting at its next regular meeting on April 16, 2020, and thereafter; and let it be further

RESOLVED: That the WDDDA agrees that the DDDA's Executive Director is authorized to execute this consent agenda method on behalf of the WDDDA board, after the Executive Committee has determined which items are appropriate for the consent agenda, subject to Corporation Counsel approval.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

WH Canon Landscape/Maintenance Contract 2020

Date Adopted:

Motioned by:

Seconded by:

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 submitted the most responsive and responsible bid for services which include: landscaping, maintenance, litter/debris/graffiti removal, materials and décor/banner installation and takedown; and

WHEREAS: The EDDDA authorized a two-year contract of \$130,000 per year (\$98,480 base services at \$32 per man hour and \$30,000 for additional materials/services) with WH Canon starting April 1, 2018, with four one-year renewals; and

WHEREAS: It is recommended to increase the number of litter pick-ups per week from one to 2.5 days per week at an additional cost of \$4500 annually to the base services; and

WHEREAS: A budget of \$12,000 for additional plant materials/services as needed for the district for 2020, including, but not limited to:

- re-topsoil and replace/reinstall perennials in the large planter wells;
- Replacement trees for Michigan Avenue;
- Hanging Baskets for Schaefer;
- Planter beds in parking lots and key focal points; and

WHEREAS: It is recommended to annually powerwash the sidewalks in spring of 2020 at no additional cost; therefore, let it be

RESOLVED: The EDDDA authorizes the first of four options to renew the landscape and maintenance contract with WH Canon starting April 1, 2020-March 31, 2021, at a base rate of \$104,380 annually plus \$12,000 for additional materials/services; furthermore, let it be

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

Yes:

No:

Abstain:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Landscape and Maintenance Contract Extension

Date Adopted:
Moted by:
Seconded by:

- WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) 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 Finance Department Purchasing Division on behalf of the WDDDA; and
- WHEREAS:** Fairlane Grounds submitted the top proposal with a responsive and responsible bid for services to include: landscaping, maintenance, litter/debris/graffiti removal, materials and décor/banner installation and takedown; and
- WHEREAS:** At its March 15, 2018 meeting, the WDDDA Board authorized the Executive Committee to act on behalf of the full Board to negotiate and enter into an agreement with Fairlane Ground for a comprehensive landscape/maintenance contract with Fairlane Grounds for two years with four one-year renewals in an amount not to exceed \$275,000 annually starting April 1, 2018; and
- WHEREAS:** The WDDDA wishes to exercise the option to renew the contract for the first of four one-year renewals with an increase to the annual materials cost for the new streetscapes on Howard, Mason and Monroe Streets, and additional winter materials; therefore, be it
- RESOLVED:** The WDDDA authorizes the first of four options to renew the landscape and maintenance contract with Fairlane Grounds starting April 1, 2020-March 31, 2021, in an amount not to exceed \$286,465.36, furthermore; let it be further
- RESOLVED:** The WDDDA Board authorizes the Executive Director to execute the contract, subject to the review and approval of Corporation Counsel.

Yes:
No:
Abstained:
Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Branding Launch Print Items 2020_Amendment I

Adopted on:
Motioned by:
Seconded by:

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

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

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

WHEREAS: The EDDDA authorized expenditures of \$121.75 for flyers and display boards from account # 296-6100-911-51-00; and,

WHEREAS: The EDDDA and WDDDA produced posters for the branding launch totaling \$42.50 to be split equally; therefore, let it be

RESOLVED: The EDDDA authorizes expenditures of \$21.25 for posters printed by Beshara from account #297-6100-911-51-00; and let it be

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

Vendor	Purpose	Total Cost	EDDDA Amount
Beshara Printing	Flyers - 3 version (50 qty each, total 150 qty)	\$153.50	\$ 76.75
Malko Media	4 display boards (24"x36")	\$90.00	\$45.00
Beshara Printing	posters	\$42.50	\$21.25

Yes:
No:
Abstained:
Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Branding Launch Print Items 2020_Amendment I

Adopted on:
Motioned by:
Seconded by:

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

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

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

WHEREAS: The WDDDA authorized expenditures of \$121.75 for flyers and display boards from account # 296-6100-911-51-00; and,

WHEREAS: The WDDDA and EDDDA produced posters for the branding launch totaling \$42.50 to be split equally; therefore, let it be

RESOLVED: The WDDDA authorizes expenditures of \$21.25 for posters printed by Beshara from account #296-6100-911-51-00; and let it be

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

Vendor	Purpose	Total Cost	WDDDA Amount
Beshara Printing	Flyers - 3 version (50 qty each, total 150 qty)	\$153.50	\$ 76.75
Malko Media	4 display boards (24"x36")	\$90.00	\$45.00
Beshara Printing	posters	\$42.50	\$21.25

Yes:
No:
Abstained:
Absent:

EAST DEARBORN

DOWNTOWN DEVELOPMENT AUTHORITY

CIP #M20017 Parking Lots - Lighting – Detroit Edison

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority wishes to improve vehicular parking lots, alleys and a pedestrian corridor along the alley north of Michigan Avenue from 5050 Schaefer Road to Williamson Street, as well as the Wellesley parking lot and alley south of Michigan Avenue between Maple and Schlaff as part of the Parking Lot Improvement Project M20017; 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 the public parking lots for the downtown business district; and

WHEREAS: There is \$998,465 remaining in the CIP M20017; and

WHEREAS: A lighting plan from Detroit Edison has been prepared to address the need of improved safety and adequate light levels, changing out 82 lightpoles, including 110 LED luminaires and adding seven hanging basket/banner arms to seven of the fixtures in the pedestrian alleys; and

WHEREAS: The construction cost is \$315,114 minus a 3-year energy-back revenue of \$104,367 for a total contribution of \$210, 747; and cutting the annual costs for the City of Dearborn in half to \$34,789; therefore, let it be

RESOLVED: The EDDDA Board authorizes entering into a contract with Detroit Edison, a DTE Energy Company, for the Parking Lot Capital Improvement Project M20017 in an amount not to exceed \$210,747.00 towards the construction and installation of 82 lightpoles, including 110 LED luminaires and adding seven hanging basket/banner arms to seven of the fixtures in the parking lots, alleys and pedestrian alleys north of Michigan Avenue from 5050 Schaefer Road to Williamson Street using Contract Services account #634-6100-435.45-20; and be it further

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

Yes:

No:

Abstain:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Free Comic Book Day Sponsorship

Date Adopted:

Motioned by:

Seconded by:

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

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

RESOLVED: The EDDDA approves an amount not to exceed \$1,000.00 from the Community Promotions budget account #297-6100-911-51-00 in support of Green Brain Comics' Free Comic Book Day to be held May 2, 2020; and further be it

RESOLVED: The money provided by the EDDDA will be used to promote the EDDDA; and be it further

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

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Jazz on the Ave 2020

Date Adopted:

Motioned by:

Seconded by:

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

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

WHEREAS: The EDDDA authorized a budget of \$55,000 in expenditures for the 2020 Jazz on the Ave events with revenue anticipated of \$25,000; and

WHEREAS: Hi-Falutin' Music is the booking agent, providing the following services for 2020: music lineup for six weeks, sound reinforcement, lighting and roof for stage for 6 weeks, all expenses related to national acts (hotel, ground transportation, backline equipment, hospitality), be onsite for all performances, and marketing and advertising consisting of major local radio, press releases to local print, radio and TV, radio and TV spots, flyers passed out at other jazz events, rack cards, email blasts, and listed on artist website and Alexander Zonjic website; therefore, let it be

RESOLVED:

1. That the EDDDA obligates \$51,820 from the Community Promotions Budget # 297-6100-911-51-00 to fund the event costs for the 2020 Jazz on the Ave events; and
2. The EDDDA Executive Director is authorized to execute contracts on behalf of the EDDDA with following list of companies below for Jazz on the Ave, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Hi Falutin Music!	booking agent services	\$ 42,500.00
Recreation	stage set up and tear down	\$ 750.00

Beshara	Printing - Posters (qty. 100) and event brochure	\$320.00
Malkomedia	Street Pole/Banner patches	\$800

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Memorial Day Parade 2020 Sponsorship

Date Adopted:

Motioned by:

Seconded by:

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

WHEREAS: The annual Memorial Day Parade is an important event honoring those who have served in the armed forces that brings visitors and community members within the area to the district; and

WHEREAS: The EDDDA recognizes the importance of the Memorial Day Parade that starts in the EDDDA district and travels west towards the Veterans Memorial, and the EDDDA has been a longtime financial supporter of the event to market the district; therefore be it;

RESOLVED: The EDDDA approves an amount of \$500 from the Community Promotions budget account #297-6100-911-51-00 in support of the 2020 Memorial Day Parade to be held May 25, 2020; and further be it

RESOLVED: The EDDDA authorizes the Executive Director to issue a funds transfer for the \$500 to the Department of Public Information in support of the 2020 Memorial Day Parade.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Kids Days 2020

Date Adopted:

Motioned by:

Seconded by:

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

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

WHEREAS: The WDDDA reviewed a specific budget of \$10,000 for Kids Days in Wagner Park for 2020 event season scheduled for June 5, July 10, and August 14; therefore, let it be

RESOLVED:

1. That the WDDDA obligates \$10,445 in expenditures for the Kids Days in Wagner Park events for 2020 event season from the Community Promotions Budget # 296-6100-911-51-00; and
2. The WDDDA director is authorized to execute contracts on behalf of the WDDDA with the companies listed below for Kids Day, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Recreation	stage, chairs, set up/ tear down	\$ 600.00
Gail & Rice	entertainment booking	\$ 7,000.00
Inflatable Play Space	photo booth	\$ 450.00
Pebbles the Clown (Dana Woods)	face painter	\$ 1125.00
Jokers4Fun	bounce house	\$ 750.00
Ann Arbor Symphony	Instrument Petting Zoo	\$ 200.00
Beshara Printing	posters (qty.100)/event brochures	\$ 320.00

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Ladies Night Event 2020_Service Providers_Amendment I

Adopted on:
Motioned by:
Seconded by:

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

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

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

WHEREAS: Replacement of the yard signs and banners for the event are needed for branding purposes and miscellaneous supplies for badges, buttons and decor; therefore, let it be

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

Vendor	Purpose	Amount
Beshara Printing	Posters	\$ 91.50
Rocket Printing	5000 postcards	\$200.00
Malko Media	Banners and yard signs	\$ 150.00
TBD	Photography	\$ 500.00
Jean Smith	Misc. supplies: badges, buttons, décor	\$275.00
Mama Mia	Direct mail	\$2999.00

Yes:
No:
Abstained:
Absent:

City of Dearborn
West Dearborn Downtown Development Authority Fund
Revenue and Fund Balance Trend

Prepared by Finance Department
As of March 13, 2020

	Actual 2017-2018	Actual 2018-2019	Amended Budget 2019-2020	Projected Budget 2019-2020	Proposed Budget 2020-2021	Proposed Budget 2021-2022	Proposed Budget 2022-2023
<u>Revenue</u>							
Property Taxes	\$ 615,966	\$ 819,275	\$ 740,930	\$ 740,930	\$ 744,700	\$ 744,700	\$ 744,700
Intergovernmental Revenue							
Federal Sources	-	1,424	1,000	1,000	1,500	1,500	1,500
State, Local Community Stabilization Authority	12,332	25,313	25,320	25,320	25,000	25,000	25,000
Interest on Investments	9,786	19,928	20,698	20,141	19,697	19,905	20,119
Private Source Contributions	88,742	48,348	83,500	65,000	84,500	84,500	84,500
Miscellaneous Revenue	12,900	25,059	23,500	24,500	27,500	27,500	27,500
Transfers In							
General Fund	16,950	11,993	9,080	9,080	9,185	9,185	9,185
General Fund, Sanitation Millage	22,152	25,920	25,920	25,920	25,920	25,920	25,920
Workers' Compensation	-	-	11	11	-	-	-
Total financing sources	778,828	977,260	929,959	911,902	938,002	938,210	938,424
<u>Expenditures</u>							
Personnel Services	5,203	88	-	-	-	-	-
Professional & Contractual Services	259,035	416,118	557,226	557,226	433,440	433,440	433,440
Sanitation Contractual Services	22,152	25,920	25,920	25,920	25,920	25,920	25,920
Utilities, Communications	-	225	2,000	2,625	1,127	1,127	1,127
R&M Services, Copiers	-	362	375	375	375	375	375
Building Rental	-	10,935	11,010	11,010	9,000	7,500	7,500
Supplies	8,969	9,001	50,725	51,225	50,450	50,450	50,450
Other Operating Expenses	293,077	270,974	495,216	495,216	175,874	175,946	176,021
Capital Improvements & Infrastructure (projects)	-	-	-	-	-	-	-
Transfers Out							
Brownfield Redevelopment Authority	119,900	132,940	235,220	235,220	343,100	343,100	343,100
Total financing uses	708,336	866,563	1,377,692	1,378,817	1,039,286	1,037,858	1,037,933
Estimated Financing Sources Over (Under) Uses	70,492	110,697	(447,733)	(466,915)	(101,284)	(99,648)	(99,509)
<u>Fund Balance</u>							
Beginning Balance	637,021	517,491	717,795	717,795	351,305	250,021	150,373
Prior Year Encumbrances & Advances	10	190,032	100,425	100,425	-	-	-
Encumbrances at Fiscal Year End	(190,032)	(100,425)	-	-	-	-	-
Ending Fund Balance	\$ 517,491	\$ 717,795	\$ 370,487	\$ 351,305	\$ 250,021	\$ 150,373	\$ 50,864

City of Dearborn
East Dearborn Downtown Development Authority Fund
Revenue and Fund Balance Trend

Prepared by Finance Department
As of March 13, 2020

	Actual 2017-2018	Actual 2018-2019	Amended Budget 2019-2020	Projected Budget 2019-2020	Proposed Budget 2020-2021	Proposed Budget 2021-2022	Proposed Budget 2022-2023
<u>Revenue</u>							
Property Taxes	\$ 796,145	\$ 807,995	\$ 829,990	\$ 829,990	\$ 830,300	\$ 830,300	\$ 830,300
Intergovernmental Revenue							
Federal Sources	-	(142,029)	-	-	-	-	-
State, Local Community Stabilization Authority	-	23,733	23,740	23,740	26,000	26,000	26,000
Interest on Investments	18,257	27,156	31,218	22,724	22,223	22,458	22,700
Private Source Contributions	22,965	41,850	115,000	50,000	85,500	85,500	85,500
Miscellaneous Revenue	-	-	14,205	15,205	63,205	63,205	63,205
Transfers In							
General Fund	2,078	-	-	(2,400)	-	-	-
General Fund, Sanitation Millage	33,603	11,794	11,310	13,710	22,620	22,620	22,620
Workers' Compensation	-	-	155	155	-	-	-
Total financing sources	873,048	770,499	1,025,618	953,124	1,049,848	1,050,083	1,050,325
<u>Expenditures</u>							
Personnel Services	55,572	543	-	5,068	-	-	-
Professional & Contractual Services	133,967	266,290	402,997	418,322	403,340	403,340	403,340
Sanitation Contractual Services	33,603	11,794	11,310	13,710	22,620	22,620	22,620
Utilities, Communications	720	281	500	1,125	1,128	1,128	1,128
R&M Services, Copiers	58	362	375	375	375	375	375
Building Rental	25,000	10,935	11,010	11,010	9,000	7,500	7,500
Supplies	9,423	20,812	37,225	37,975	35,350	35,350	35,350
Other Operating Expenses	698,916	197,829	448,727	448,427	284,604	284,689	284,776
Capital Improvements & Infrastructure (projects)	29,430	-	202,980	-	-	-	-
Transfers Out							
Brownfield Redevelopment Authority	464,566	464,099	475,240	475,240	464,000	464,000	464,000
Total financing uses	1,451,255	972,945	1,590,364	1,411,252	1,220,417	1,219,002	1,219,089
Estimated Financing Sources Over (Under) Uses	(578,207)	(202,446)	(564,746)	(458,128)	(170,569)	(168,919)	(168,764)
<u>Fund Balance</u>							
Beginning Balance	1,585,266	982,269	813,436	813,436	572,573	402,004	233,085
Prior Year Encumbrances & Advances	226,088	250,878	217,265	217,265	-	-	-
Encumbrances at Fiscal Year End	(250,878)	(217,265)	-	-	-	-	-
Ending Fund Balance	\$ 982,269	\$ 813,436	\$ 465,955	\$ 572,573	\$ 402,004	\$ 233,085	\$ 64,321



INVOICE/ CONTRACT

JAZZ ON THE AVENUE CONTRACT 2020

Between [EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY] (**PURCHASER**)
And Alexander Zonjic (**ARTISTIC DIRECTOR**)

DATES: July 15, 22 & 29 & August 5, 12, & 19 (2020)

VENUE: City Hall Park
13615 Michigan Avenue
Dearborn, MI

TIME: 7:00PM – 9:00PM

BUDGET: \$42,500.00 Forty-Two Thousand Five [Dollars US]

DEPOSIT: \$21,250.00 Twenty-One Thousand Two Hundred and Fifty [US Dollars]

50% to be paid as soon as possible with signed contract

Deposit
Received
Comment

IMPORTANT NOTICE: Please read carefully.
Please make all monetary instruments payable to:
③ ALEXANDER ZONJIC ③
HOLD FOR PICKUP

****Balance of \$21,250.00 due Monday, August 3, 2020****



INVOICE/ CONTRACT

Page 2

The following items will describe the terms and conditions of this contract. Please read fully and carefully.

ARTIST TO PROVIDE:

1. Music lineup for 6 weeks.
2. Sound reinforcement with some lighting for 6 weeks.
3. All expenses related to any national acts (hotel, ground transportation, backline equipment, hospitality).
4. Marketing to consist of major local radio, press releases to all local print, radio and T.V. media. Distribution of flyers at all other related music events, attempts will be made to place artists and PR on local media shows (Fox2 TV Morning Show/WJR Mitch Album etc.). Weekly radio scheduled on WWJ Radio. Weekly Television spots to air on WADL (Alexander Zonjic From A to Z Show). These will run 6 Saturday's starting July 13th. Radio spots to run 6 Sunday's (910 AM Superstation Doing the D Show) starting July 14th for (6 Sunday's).
5. Hi-Falutin' Music will produce (30 sec TV spot & 30 sec Radio spot) to be used in all TV and Radio mentioned in #4. Additionally, TV spots will be aired on Comcast Cable in three regions: Southfield, Detroit & Dearborn.
6. Flyers to be distributed (approx. 500-1000) at the following events: Rhythm & Rhymes Southfield, MI., Motown on the River Trenton, MI, Jazz on the River and River Raisin Jazz Festival & St. Clair Jazz Festival St. Clair, MI
7. Email Blast from Hi-Falutin' Music will go out twice a week starting **Monday, July 13th ending Monday, August 17th**.
8. Concerts will be added to Alexander Zonjic website and featured artist's websites.
9. Roof for stage, genie-towers professional quality. Setup Tuesdays prior to each concert & takedown Wednesday's after concert is over.
10. Alexander Zonjic (Artistic Director) to be on site for all 6 performances.
11. Dearborn Jazz on the Avenue flyers to be included and stocked in all our advertising racks installed various businesses throughout Metro Detroit.

PURCHASER TO PROVIDE:

1. Staging.
2. Power to stage area.
3. Access to stage at least 4 hours prior to concert time.
4. Purchaser will secure all rights to the venue including all necessary permits.
5. Purchaser will provide Copy Points for Commercial Spots & Promo Mentions and will be responsible for placing ads in Metro Times...
6. At least 1,000 flyers for distribution.

AGREED TO BY:

Alexander Zonjic – ARTIST
SSN: 114-74-3275
Date issued: January 9, 2020

Purchaser– East Dearborn Downtown
Development Authority

DEARBORN BIKE SHARE MEETING

Minutes

February 27, 2020

10:00am

DAC Building

EOC Room

Attendees: Jesse Roseberg (call in), AJ Masters (call in), George Moroz(call in), Sara Gleicher plus two interns, Hassan Sheikh, Cristina Sheppard-Decius (call in), Janet Bloom

AGENDA

I. Spring Launch

The Henry Ford is not interested in dockless stations at this time, per George Moroz. Per Jesse, the cost goes from \$1800 for their regular bike to \$2000 for a dockless station bike. Costs range from \$1 to \$6 plus dollars as penalty for not returning bike. Dearborn would set that penalty amount.

Sara asked if hybrid station is available. AJ - yes, we can manage that from the app. If U of M-D or The Henry Ford wants docked and city wants dockless, through use of geofencing, that can be achieved. No extra charge for hybrid.

Next steps are to follow up with U of M-D and Dave Norwood, as Dave was working with Legal.

To switch over, no changes on the bikes are needed, per Zagster. Zagster flips switch. The stations stay as they are. Jesse stated the process would start upon contract renewal.

Ford - regarding scooters and bikes there is no game plan yet.

II. 2020 Plans, Stations & Other Amenities

- A. Bike Renewal Plans
- B. Scooters - designating drop zones - gathering ideas

III. Marketing & Membership

A. Dearborn Email Blast Post Hibernation and Promo Codes

Hibernation ends March 20. Zagster will send email to riders (members).

Zagster will do promo for Dearborn Restaurant Week via email blast with promo. code.

Dearborn Restaurant Week is March 20-29, 2020. In April, push member discount code. So three messages: 1) hibernation ends, 2) DRW, 3) April for discount code. Tim will provide Bike Month rides to include. Sara - May 6 Walk & Rolls start. Open Streets is Jun. 28, 11am - 3 pm at Village Dr., Monroe, Darmouth Streets. If dockless not ready, will need to plan for.

Ford/Fordland said they are interested in participating and getting employee volunteers, too.

Bike count - 75 bikes contracted, 3 are marked as lost, one unaccounted for so current total is 71.

Bikedearborn = ½ off annual membership

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

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

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

Downtown Dearborn

Design & Economic Vitality Committee

Minutes

February 26, 2020 @ 2pm

DDDA Office, 13615 Michigan Ave.

Conference Call In #: Dial-in number (US): (712) 770-5505

Access code: 335472#

Online meeting ID: csdecius

Join the online meeting: <https://join.freeconferencecall.com/csdecius>

Attendees: Director Thomas Clark, Mike Kirk (call in), Director Mark Guido (call in -left 3 pm), Director Jackie Lovejoy, Hassan Sheikh (left at 2:45 pm), Jeff Watson (left at 2:45 pm), Cristina Sheppard-Decius (call in), Janet Bloom

A. Open Door Dearborn

1. Grant Applicant Review – Haraz Coffee House - Cristina requesting a three year budget projection. It was also asked to provide funding sources and if he has other businesses. Mike stated looking to his previous experience to see how he might perform in the current business. Jeff and Hassan said we need to highlight that it is part of our funding due diligence, especially since asking for money from the city. Cristina - Kalamazoo pushed through 40 businesses in start up program. After a year, 2-3 closed, but others were up and operating. The application has all three levels selected. Mike - painted brick on front. They need to show more detail and paint scheme. Jeff - are we asking for applicant go through Design Committee review and then also Design Review Committee (DRC) at city? Mike wants drawings to be accurately labeled with materials and colors provided. Mike feels this can be two processes - one for city for building permit which is done first, if applying for grant funds, then you have to provide more detail second. Jeff cautions we work on a process that isn't cumbersome for businesses. Mike stated that any changes we do to aesthetics shouldn't have to go back to DRC, that Tom Paison can approve administratively. Cristina - our application lists guidelines and we can include examples to help. Hassan - if subjective, as Mark as stating, need to have consistent guidelines. Jeff stated we need to decide if board delegates decision to Design Committee or Design Committee makes recommendations to board. Cristina - the board is not in charge of approving design but approving funds. Mike stated a board resolution should be done to that effect. Jackie feels it is part of board/committee process. It was unsure if covered in bylaws currently. Mike wants more flare for Haraz location but need a color rendering. Cristina wants more of a breakdown of budget by line item (inside versus outside costs). Thomas - breakdown of costs should have been included since he selected a level that requires it.

B. Business Assistance Team

1. Introductory Letter/Sign Ups - need to create with a menu of interests. Mark - said to develop list first then reach out to individuals who would match. Cristina will send out for input.
2. April Start Date
3. Team Members? - need to decide who will be on the team, knowing that each team member won't be on every business request (ie someone needs marketing assistance would have those in that category address)

C. Tackling Vacancies Property Owner Roundtable

1. Agenda -
 - i. Location (East/West/Both?) - do one in each district

- ii. Property/Entrepreneur Match? - Cristina states this is more for the EDDDA. Work to get them engaged. Match style program may be better down the road. Jackie - ideas they have, ideas we have, more like a brainstorming session.
 - iii. Parking Issue - more for WDDDA
 - 2. Schedule March Meeting
- D. Entrepreneur System/Incubator/Co-Working Hubs –
 - 1. Launch Lab Concept Steps:
 - i. Website Updates
 - ii. BUILD Institute Partnership? ACCESS? - Hassan Bazzi is no longer at ACCESS, at Forward Cities. Jackie looking at other food/commercial kitchen options. Cristina - need schools to provide one entrepreneur contact and what they offer so we can direct people to all entrepreneur resources. Create a page on website, Cristina will send Jackie backend link.
 - iii. Round Table with Entrepreneurs for Strategy on Needs/Missing Links
 - 1. Metromode/NEI Entrepreneur Session 12/18: [Metromode DRAFT Summary](#)
- E. Public Art
 - 1. Asphalt Art Grant (proceed with Emma Jean) - Cristina needs to circle back with EmmaJean.
 - 2. Sculpture/Art 2020 (follow up with Emma Jean)- Cristina needs to circle back with EmmaJean.
- F. Updates & To Do's
 - 1. Development Updates
 - 2. Open Cities/ Metromode – Contract before Board this week
 - 3. Recruitment
 - i. Schedule Brainstorming Meeting with KW
 - 4. Bike Facilities Implementation Plan – bidding out racks; facility plans
 - 5. Public Spaces & Amenities
 - ii. Seating at Fishnet Studios/Mural
 - iii. Library Lot
 - iv. City Hall Park

OBJECTIVE	ASSIGNED TO:	NEXT STEPS:	BUDGET/ VOLUNTEER NEEDS/NOTES
Objective: Recruit Businesses (1.75)	Adam/Hassan/ Andrea	TASKS	IMPORTANT DOCS
Ecosystem—Networking/Incubator/Shared Space/Accelerators/ Pop Ups (2)	Hassan/Reaching out for New UofM Rep	<ul style="list-style-type: none"> Recruitment of an Incubator/Co-Working Space Metromode Follow Up Partners Funding!! Hub Location: Commercial Kitchen Needed – <u>Discuss Code Issues in downtown districts</u> 	Metromode DRAFT Summary Launch Lab Framework Launch Dearborn Vision Plan Draft Entrepreneur Ecosystem Committee Notes
Business Start-up/Recruitment Incentive (4.67)	Andrea/Stacey /Steve/Jackie	<ul style="list-style-type: none"> Innovate this Space - Recruitment Marketing Campaign with Key Retail Properties - develop EDDDA Intercept Survey – In Process Vacancy Roundtable – Nov. 21 	Open Door Dearborn Vision Vacancy Roundtable Business Promotion Micro-Grant link

		<ul style="list-style-type: none"> Keller Williams Sub-Committee 	FINAL Open Door Dearborn Incentive link
Business Assistance Programs/Trainings	Steve/Stacey/Hassan	<ul style="list-style-type: none"> Round Table with Entrepreneurs for Strategy on Needs/Missing Links Website Resource Draft – Partnership to Manage Hubs: Tech Lab @Artspace; Kitchen Connect; FEAST Detroit – Commercial Kitchen Needed 	https://staceygrant1.wixsite.com/launchlab Business Resource Incentives Document
Objective: Redevelop Sites (1.8)	Steve/Doug/Mike/Jennifer	TASKS	
Redevelopment Ready Marketing of Sites (1.8)	Doug/Steve/Mike/Jennifer	<ul style="list-style-type: none"> PRIORITY 1 SITES: Brady & MI; 5050 Tour of Top 10 Development Sites – schedule with Ford Land – coordinate event - Lease sites (Developer Road Show) & separate development sites (DABOR partnership potential) Howard & Michigan RFP – marketing needed? 	
Design Guidelines/Façade Improvement Program (2.25)	Hassan/Mike/Steve	<ul style="list-style-type: none"> Final Guidelines Sponsor Recruitment/Sale Sheet; Lending Partners Needed (ie: Comerica, Huntington, Chase) Meet with CRA Wayne County – HASSAN – Status? Finalize CDBG funding opps/changes Main Street funding/grant with Select Level Finalize and Approach Design Assistance Firms – Inquiring with City on any recommended architects 	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
Objective: Streetscape/Walkability Improvements (4) – 2 votes	Mark G		
Streets		<ul style="list-style-type: none"> Connector Streets & Michigan Ave Multi-Modal Plan – (Jeff P.) Amenities <ul style="list-style-type: none"> Tree Well Planters/Sidewalk Cafes Mural Seating Area – need concept design (volunteer?) WDDDA Trash Cans Artspace Landscaping/Campus Plan – discussed preliminarily with Kim Moore Schaefer Lighting –in process Bike Share & Scooter Launch 2020 	Presentation for Connector Streets & Michigan Ave. MMTP draft plan link Tree Well Overview Overall Rendered Plan Schaefer Rendered Plan

Public Spaces		<ul style="list-style-type: none"> • Sidewalk Café/Design Cheat Sheets - SmithGroup ▪ Alley in AANM Lot – need concept – part of Parking Lot CIP • Art in Public Spaces Plan – 2020 • Sculpture Initiative 2020 	Using Public Sidewalks How To Sheet DRAFT FYE2020 - Art In Public Spaces Plan budgeted
Objective: Branding (2.6)	Cristina	Brand Design & Messaging	www.brandingdearborn.com
Wayfinding (3.83)		RFP release?	

Downtown Dearborn Promotions Committee Minutes

Attendees: Julie Schaefer, EmmaJean Woodyard, Katie Merritt, Sam Abbas, Jean Smith, Janet Bloom, Cristina Sheppard-Decius (call-in)

Meeting Date:
February 26, 2020
10:00 am

Meeting Location:
DDDA Office
13615 Michigan Avenue

Conference Call #:
Dial-in number (US):
(712) 770-5505

Access code: 335472#

Online meeting ID:
csdecus

Join the online meeting:
<https://join.freeconferencerecall.com/csdecus>

I. Web-Based Passport/Event Portal

- a. What Info to Collect? – Jean: age bracket, income bracket, zip code, gender (list range). Add “How did you learn about the event?” and provide options for people to pick, such as radio, magazine, social media, newsletter, word of mouth, other. Rate your experience with an event with a scale. Julie - what other events do you want to see in Dearborn. Make sure there is a “returning customer” quick path. Katie – they have to register onsite with email. General information on person up front, then at the end of event – capture their experience. Cristina – do we want to spend time and money to develop this? It would be taking to board and asking for \$2500. Jean and Katie - Board is asking for metrics so this is a good method to help achieve that task.

II. Maestro & Event Manuals

Reviewed DRW action plan in Maestro and Cristina asked Jean to complete. Once work plans have all detail in, then that folds into Event Manual which lists vendors we used.

III. 1st Quarter Events/Promotions

- a. Black History Month - Julia unable to attend this meeting. She plans to update on Black History Month recap for March meeting. The last event for BHM is Saturday, Feb. 29, 2020.
- b. DRW – Jean - first draft of menus out today; all print material will be at kickoff; invite for Kickoff going out today. Kickoff is at Dearborn Inn 3 pm – 5 pm on March 4. Jean is redoing all the FB posts to resave pictures properly. Debbie Gokhan is doing a “New Restaurant” best practices and adding to FAQs. At last DRW planning meeting on Feb. 11, they eliminated billboards and

will use monies for social media. Working with Anton, marketing manager at Ford's Garage, to do for \$1000. Cristina - Plan is to use P-card, and it was approved with Travis in Purchasing. Awaiting final confirmation on use of p-card. Metro Times - \$2100 (print and social media components). Sam - we need to button up on graphics and keep on grammar to make sure correct. 37 restaurants on board. \$8500 in sponsorships. Sam - state to any outstanding restaurants and sponsors, that they must be onboard by Friday. Jean provided a link to Local Hop for review. Sam - what is Anton's contract? Jean to provide more detail. Cristina has boosted page and event to date. Jean sent a list of participating restaurants to CDTV to have a video created for Facebook. Cristina asked for a list of what Anton is doing versus what she is doing. Sam - you have \$6500 to boost, have Anton figure out how best to do social boost program, then have Anton tell Cristina how to do \$1500 spend on Facebook boosts, then Anton does his portion, so they don't duplicate.

- c. Big Read - Julie - kickoff is next week. Wrap up event April 25. They hope library is complete by then. They are working on brochure for distribution. Movies - need to purchase an offsite license if shown outside of Library, even if one time. Jean - March 7 Kickoff event (Jean and Sarah doing Kids Activities at Henry Ford). NEA was going to participate in three events, now no longer attending. Events are Noon - 1 pm. 1400 copies of book and dispersing. Jean received all graphics and forwarded to Tanner Friedmann. EmmaJean - some events are moving to Artspace. EmmaJean to send meeting change information to Jean to then forward to TannerFriedman. Julie - the book author herself is promoting on socials.
- d. Art Month - EmmaJean - currently working on materials to get to print. It will include Gallery Rally - April 18, ArtSpark - April 18; Wagner Place to do a pop up. 2400 sq ft. in Wagner East. If they do, they will have three weeks (1 setup, 2 event, 3 teardown). Still waiting to confirm if moving forward. Month of April - art will be up in Artspace. Jean asked for copy of press release to forward to Tanner Friedman. EmmaJean - East has anchor of AANM, Artspace, and Fishnet Studios but no anchor for West. Pop up would add that temporary anchor.

IV. 2nd Quarter Events/Promotions

- a. Perennial Exchange - Katie and Jean need to reschedule their planning meeting.
- b. Ladies Night - Jean - Bailey's will host vendors again at their location. Maria did quote for mailers - 8k-10K mailers, 4x6, \$2700-\$2900; \$300 more for larger

size – would need to reduce quantities to be sure not to go over \$3000. Sam – Bring in this mailer – get a free drink ticket. It checks the effectiveness of the mail campaign. Jean is to meet with Bailey's to see on drinks. We would reimburse up to a certain agreed amount. Cristina – could engage Dearborn Girls at event by providing table space.

- c. Clean Up - held in May – Cristina - need to check with Erin Byrnes on details for this year's event. Check in with Jay Kruz to see if he is going to do, too.
- d. Home Tour – EmmaJean - tour is May 30, put on by Dearborn Symphony; Cristina – Janet to check on Jane's invites to Promotions meetings.

V. Marketing/Advertising /PR

- a. Alternative Advertising: Dearborn Girl – Sam – give them a \$1000 (trial run) to do DRW, LNO, Martian Marathon, April Arts Month, and Free Comic Book Day (list #of IG and FB stories), WDIV (Channel 4) – Cristina we pay \$2500 for Shop Small; Live in the D – participants have paid to be on that show. Others are Direct Mail, HFC Radio (WHFR)
- b. Metromode Contract 2020 – March 1 – Cristina – going to board on Friday. \$48K down to \$38K, they are raising \$12K sponsorships. Cristina did go back to vendor on this. We would be covered for last quarter of year (Dec. – end of Feb.). Potential to use RRC through MEDC to put monies into this program to help cover. No events are planned with this contract.
- c. Branding Update - Community and One-on-One Sessions – Cristina - held two public information sessions mid-February; branding team met with MOCA and FordLand. Working on getting banners in all districts – working with Jeff Watson and Steve Horstman. Stickers and window clings – get out to businesses during business distribution of posters, etc.

VI. Volunteer/Committee Needs

- a. Volunteer Management Plan – Still on Janet's To Do – Also plan to complete prior to next Promotion Committee meeting.
 - i. Plan/Schedule for Think Tank on Activating Student Body
 - ii. Volunteer Manual - written plan due
 - iii. Outreach Plan (Develop Target List)

VII. Artspace Resident Survey (target completion date?) – Janet slated to do before next Promotions Meeting.

VIII. Other Ideas

- a. TBT Historical Tour?

- b. Senior Day – Connect with Senior Programming & Facilities
- c. Ramadan/Eid Restaurant Promotion – What Restaurants Open? Katie – we need to list those restaurants who will have extended hours. Cristina – highlight those restaurants in social media.
- d. Student Promotions – Welcome Back Week
- e. AAW Coupons – Cristina shared about program but there is no budget to cover and didn't feel it tied in with our brand. Committee agreed not to pursue.
- f. Movies – committee selected movies for this year's Movies in the Parks: A Dog's Purpose – (June 12 at Wagner Park), Toy Story 4 – (July 17 at CHP), Ford vs. Ferrari (Aug. 14 at Wagner Park), Godzilla (Aug. 21 - CHP)
- g. Cristina – since no LNO in East this year, what do we want to do? Suggestions were a Historic Preservation Month activity and maybe a September crawl or art focused event.

DATE	EVENT	HASHTAG	CHAMPION
March 20 - 29, 2020	Dearborn Restaurant Week	#DRW2020	Sam Abbas
March	Reading Month/ The Big Read		Maryanne Bartles
April	Art Month		Emma Jean Woodyard
May 18	Martian Marathon		Mo Hider
May 6	Ladies Night		Chris Sickle
May 2	Free Comic Book Day		Katie Merritt
May 16	Spring Perennial Exchange		Katie Merritt
June 5 – 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 Kapilango?
June 12, July 17, August 14, Sept. 11?	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	Kalette Willis
July 14-August 18	Tunes at Noon	#TunesatNoon	
Aug 15-16	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	#ShopSmall	
Dec. 9 (change on lists)	EDDDA Open House		
Dec. 12	Winterfest Market	#DWM2019	

JOINT DDDA EXECUTIVE COMMITTEE MEETING

Minutes

March 9, 2020

9am

DDDA's office

Attendees: Chairperson Dan Merritt (call in, left at 9:15am), Secretary-Treasurer Julia Kapilango, Vice-Chairperson Mohammed Hider, Chairperson Sam Abbas, Secretary-Treasurer Jeff Lynch, Cristina Sheppard Decius and Janet Bloom.

1. JOINT BOARD MEETING AGENDA ITEMS

- a. Consent Agenda – the boards will be moving to this style in board meetings. Any board member can take an item from Consent Agenda and add back to regular agenda for discussion.
- b. Landscape & Maintenance – contract reviews have been held with both landscape and maintenance companies due to contract term ending. Waiting on more detail from both companies.
- c. Branding Promotional Items: Shopper Bags & Buttons – looking for sponsors for one side of bag with branding on the other. Buttons will be for Ladies Night Out participants.

2. WDDDA ONLY ITEM

- a. Ladies Night Amendment for Additional Service Providers – we are pricing out shopper bags and buttons. Assigning Jean Smith as vendor to receive funds of \$275 for miscellaneous supplies forevent and Malko Media at \$400 for yardsigns and banners.
- b. Kids Days – list of service providers will be presented – currently have Gail & Rice for \$7000 for booked entertainment with more to come.

3. EDDDA

- a. DTE Lighting for Parking Lots - have \$210,000 to invest in parking lots behind AANM and in front of Dearborn Fresh and those that run along Horger and Williamson Streets. These are Capital Improvement Funds that were from a larger pot of \$1.25 million. These funds were set aside for these types of projects specifically.
- b. Jazz on Ave - \$5K for Beaumont and at that level is no longer considered exclusive given cost of event. Jean will be speaking to booking agent, Alexander Zonjic, to connect with DTE for sponsorship dollars. Julia stated we need to monetize event by utilizing the closed Maple St. with an artist's market or farmers market and we need to solicit more sponsors and emphasize the benefits the event has. Moe stated to ask ACCESS for support of event.

- c. Memorial Day Parade- EDDDA supports with \$500 sponsorship annually. Julia stated we need to purchase a banner and get participants to walk in parade and possibly hand out items. Can include a Ford vehicle in parade.
- d. Added to agenda is Free Comic Book Day - EDDDA supports with \$1000 sponsorship annually.

4. EXEC COMMITTEE DISCUSSION ITEMS

- a. Budget Review
 - i. EDDDA 2 Mill Levy – Developing Process Schedule
- b. Purchasing Policy – Purchases/Adjustments under \$500 (within budget) - currently working Travis Grubb, Purchasing Mgr., with a goal to achieve this in April.

5. UPDATES

- a. Branding - still holding sessions for groups and one-on-one's.
- b. Bike Share/Scooters - reviewing with Zagster; looking at hybrid (both dockless and docked) and scooters.
- c. EDDDA Updates
 - i. Parking Lot Improvements
 - ii. City Hall Park Redesign Scope of Services -janet to input req. and get through purchasing.
 - iii. Intercept Survey – Report by end of February - Cristina anticipates to get to board by first part of April.
- d. WDDDA Updates
 - i. Library Lot - reviewed design board with group. Still working on final plans for space and also reviewing larger picture of the full lot for changes.
 - ii. Connector Streets - Monroe will begin in April.
 - iii. Parking - adding 2 hour parking in surface lot in Wagner Place area and Moe suggested 15 minute carryout spots given the number of restaurants in area.

Additional items:

Cristina will be sending completed sponsorship packet to board.

Artspace DDDA's office lease expires December 31, 2020. Cristina to send Jeff copy of lease for review.

Julia suggested parking signs on Schaeffer to direct them to lots.

Interested board members: Matt from Blick turned in his application 2/27/20 as did Faize El-Khali. More have expressed interest and Cristina was going to follow up with those potential candidates.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Appointment of PR Firm RFP Selection Committee Members 2020

Date Adopted: February 28, 2020

Motioned by: Director Kamal Turfah

Seconded by: Mayor Jack O'Reilly

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

therefore,

be it

RESOLVED: That the EDDDA Board authorizes the EDDDA Executive Director to select committee members to be appointed to the 2020 PR Firm RFP Selection Committee and report back to the East DDDA Board.

Yes: Secretary-Treasurer Jay Kruz, Director Janice Cislo, and Director Mark Guido.

No:

Abstain:

Absent: Vice-Chairperson Dan Merritt, Director Julia Kapilango, Director Judith McNeeley, and Director Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Appointment of PR Firm RFP Selection Committee Members 2020

Date Adopted: February 28, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Thomas Clark

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

therefore,

be it

RESOLVED: That the WDDDA Board authorizes Board members Director Jackie Lovejoy and Secretary-Treasurer Jeff Lynch, to be appointed to the 2020 PR Firm RFP Selection Committee.

Yes: Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Director Mark Guido, Director Jackie Lovejoy, Director John McWilliams and Director Audrey Ralko.

No:

Abstain:

Absent: Director Karen Nigosian

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Black History Month 2020

Adopted on: February 28, 2020
Motioned by: Director Jay Kruz
Seconded by: Director Janice Cislo

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

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

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

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

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

Yes: Director Mark Guido, Mayor Jack O'Reilly and Director Kamal Turfah
No:
Abstained:
Absent: Vice-Chairperson Dan Merritt, Director Julia Kapilango, Director Judith McNeeley, and Director Mary O'Bryan.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Branding Launch Print Items 2020

Adopted on: February 28, 2020
Motioned by: Director Mark Guido
Seconded by: Director Janice Cislo

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

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

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

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

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

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

Yes: Secretary-Treasurer Jay Kruz, Mayor Jack O'Reilly, and Director Kamal Turfah

No:

Abstained:

Absent: Vice-Chairperson Dan Merritt, Director Julia Kapilango, Director Judith McNeeley, and Director Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Branding Launch Print Items 2020

Adopted on: February 28, 2020
Motioned by: Director Jackie Lovejoy
Seconded by: Vice-Chairperson Mohammed Hider

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

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

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

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

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

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

Yes: Chairperson Sam Abbas, Secretary-Treasurer Jeff Lynch, Director Tom Clark, Director Mark Guido, Director John McWilliams, Mayor Jack O'Reilly, and Director Audrey Ralko

No:

Abstained:

Absent: Director Karen Nigosian

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Dearborn Restaurant Week Service Providers_Amendment I

Date Adopted: February 28, 2020

Motioned by: Secretary-Treasurer Jay Kruz

Seconded by: Director Mark Guido

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

WHEREAS: The EDDDA and WDDDA Promotions Committee is coordinating the fourth annual Dearborn Restaurant Week for March 20 - March 29, 2020, and is soliciting funds to support the event; and

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

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

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

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

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

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

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

Yes: Director Jan Cislo, Mayor Jack O'Reilly and Director Kamal Turfah

No:

Abstention:

Absent: Vice-Chairperson Dan Merritt, Director Julia Kapilango, Director Judith McNeeley, and Director Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Dearborn Restaurant Week Service Providers_Amendment I

Date Adopted: February 28, 2020

Motioned by: Vice-Chairperson Mohammed Hider

Seconded by: Director Jackie Lovejoy

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

WHEREAS: The EDDDA and WDDDA Promotions Committee is coordinating the fourth annual Dearborn Restaurant Week for March 20 - March 29, 2020, and is soliciting funds to support the event; and

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

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

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

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

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

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

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

Yes: Chairperson Sam Abbas, Secretary-Treasurer Jeff Lynch, Director Tom Clark, Director Mark Guido, Director John McWilliams, Mayor Jack O'Reilly, and Director Audrey Ralko

No:

Abstention:

Absent: Director Karen Nigosian

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020 Election of Officers

Date Adopted: February 28, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Janice Cislo

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

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

WHEREAS: The 2020 Officer Nominating Committee has recommended Dan Merritt for Chairperson, Jay Kruz for Vice-Chairperson, and Julia Kapilango for Secretary-Treasurer; be it

RESOLVED: If there are no additional nominations, nominations are closed and a unanimous ballot is cast and elected for the officers as named above for the year 2020.

Yes: Secretary-Treasurer Jay Kruz, Director Mark Guido and Director Kamal Turfah.

No:

Abstained:

Absent: Vice-Chairperson Dan Merritt, Director Julia Kapilango, Director Judith McNeeley, and Director Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Farmers & Artisans Market_Service Providers 2020

Date Adopted: February 28, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Vice-Chairperson Mohammed Hider

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

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

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

RESOLVED: The WDDDA Executive Director is authorized to execute contracts on behalf of the WDDDA with the list of providers below for the Dearborn Farmers & Artisans Market, subject to review and approval by Corporation Counsel:

Vendor	Purpose	Amount
Taste the Local Difference	Advertisement- magazine	\$ 100.00
Edible WOW LLC	Advertisement- magazine	\$ 1,800.00
Farmers Market Coalition via Jean Smith	Membership renewal- POP Club related materials/ resources	\$40.00
Michigan Agritourism Association	Advertisement- magazine	\$ 150.00
Times Herald (Bewick Publications)	Advertisement- newspaper	\$ 300.00
Beshara Printing	Posters (qty. 100) and yard sign patches	\$ 310.00
Beshara Printing	POP Club passport brochures	\$400.00
Various Artists TBD	Entertainment at market	\$2500.00
Jokers 4 Fun	Bounce house	\$500.00
Malko Media	Market bags	\$1000.00
Malko Media	A-frame signage, road closed signage, vinyl coverups (tent, over the street banners, and street pole banners)	\$1000.00

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

Yes: Chairperson Sam Abbas, Secretary-Treasurer Jeff Lynch, Director Tom Clark, Director Mark Guido, Director John McWilliams, Mayor Jack O'Reilly, and Director Audrey Ralko

No:

Abstained:

Absent: Director Karen Nigosian

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Ladies Night Event 2020_Service Providers

Adopted on: February 28, 2020
Motioned by: Director Jackie Lovejoy
Seconded by: Director Audrey Ralko

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

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

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

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

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

Yes: Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Director Tom Clark, Director Mark Guido, Director John McWilliams, and Mayor Jack O'Reilly

No:

Abstained:

Absent: Director Karen Nigosian

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Metromode Contract 2020/21

Adopted: February 28, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Secretary-Treasurer Jeff Lynch

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

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

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

WHEREAS: The EDDDA and WDDDA reviewed a contract proposal with Issue Media Group/Metromode starting March 1, 2020 - February 28, 2021, totaling \$38,000 to be split equally between the EDDDA and WDDDA; and

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

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

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

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

No:

Abstained:

Absent: Director Karen Nigosian

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Metromode Contract 2020/21

Adopted: February 28, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Kamal Turfah

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

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

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

WHEREAS: The EDDDA and WDDDA reviewed a contract proposal with Issue Media Group/Metromode starting March 1, 2020 - February 28, 2021, totaling \$38,000 to be split equally between the EDDDA and WDDDA; and

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

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

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

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Yes: Secretary-Treasurer Jay P. Kruz, Director Janice Cislo, and Director Mark Guido.

No:

Abstained:

Absent: Vice-Chairperson Dan Merritt, Director Julia Kapilango, Director Judith McNeeley, and Director Mary O'Bryan.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Additional Shop Small Banners and New Placements Amendment I

Date Adopted: February 28, 2020

Motioned by: Director Janice Cislo

Seconded by: Director Jay Kruz

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

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

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

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

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

Yes: Director Mark Guido, Mayor Jack O'Reilly and Director Kamal Turfah

No:

Abstained:

Absent: Vice-Chairperson Dan Merritt, Director Julia Kapilango, Director Judith McNeeley, and Director Mary O'Bryan.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social Media Ad Buy Schedule 2020

Date Adopted: February 28, 2020

Motioned by: Director Mark Guido

Seconded by: Director Janice Cislo

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

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

WHEREAS: The EDDDA and WDDDA approved expenditures up to \$7,500 for Farmers Market from Account #296-6110-911-34-90 and for remaining listed activities from Account #297-6100-911-51-00 for costs related to social media boosts through POW! Strategies, Inc. contract; therefore, let it be

RESOLVED: The EDDDA authorizes \$3350 for the following social media ad buy schedule for 2020:

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

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

Yes: Secretary-Treasurer Jay Kruz, Mayor Jack O'Reilly and Director Kamal Turfah.

No:

Abstention:

Absent: Vice-Chairperson Dan Merritt, Director Julia Kapilango, Director Judith McNeeley and Director Mary O'Bryan.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social Media Boosts 2020

Date Adopted: February 28, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Jackie Lovejoy

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

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

WHEREAS: The EDDDA and WDDDA approved expenditures up to \$7,500 for Farmers Market from Account #296-6110-911-34-90 and for remaining listed activities from Account #296-6100-911-51-00 for costs related to social media boosts through POW! Strategies, Inc. contract; therefore, let it be

RESOLVED: The WDDDA authorizes \$4150 for the following social media ad buy schedule for 2020:

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

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

Yes: Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Director Thomas Clark, Director Mark Guido, Director John McWilliams and Director Audrey Ralko.

No:

Abstention:

Absent: Director Karen Nigosian

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Winterfest Market/Open House Equipment Rental Replacement

Date Adopted: February 28, 2020

Motioned by: Director Mark Guido

Seconded by: Secretary-Treasurer Jay Kruz

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

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

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

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

RESOLVED: The EDDDA board tabled the resolution and requested POW! Strategies, Inc. to get further clarification and proof upon pickup of rental equipment when S&R Tent Rental left the premises.

Yes: Director Janice Cislo, Mayor Jack O'Reilly and Director Kamal Turfah.

No:

Abstained:

Absent: Vice-Chairperson Dan Merritt, Director Julia Kapilango, Director Judith McNeeley, and Director Mary O'Bryan.