



EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING

THURSDAY, NOVEMBER 19, 2020

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

Via Zoom

Join Zoom Meeting

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

Meeting ID: 433 224 302

Password: 844577

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

- I. Call to Order** Chairman Sam Abbas
- II. Roll Call** Secretaries Merino & Lynch
- III. Joint Meeting Chair for November 2020: Sam Abbas**
- IV. Approval of the October 2020 Meeting**
- V. Treasurer's Report** Finance/Treasurers
- VI. Action Items** (40 min.)
 - A. Regular Action Items**
 - 1. Joint Board Actions**
 - a) 2021 Board Meeting Schedule
 - b) Economic Study
 - c) Open Door Dearborn Window Decals
 - d) Shop Small Amendment
 - e) Website Hosting & Maintenance Renewal
 - f) Social Media Tracking & Management Online Platform
 - g) Website On-page SEO
 - 2. WDDDA Actions Only**
 - a) Open Door Dearborn: Dearborn Investment Company, 22250 Michigan
 - b) Social District Signage, Marketing and Logistics
 - c) W. Village Drive Streetscape Repair
 - d) Winterfest Amendment
 - e) Farmers Market Amendment
 - 3. EDDDA Actions Only**
 - a) Open Door Dearborn: Al Wissam
 - b) MDA Conference - Additional Attendee
- VII. Committee Reports** (20 min.)
- VIII. DDDA Executive Management Team & ECD Reports**
- IX. Call to Board of Directors**
- X. Call to Audience** 3 min./guest
- XI. Adjournment**

AGENDA OVERVIEW

JOINT ACTIONS

2021 Board Meeting Schedule

The East and West Dearborn Downtown Development Authorities meet jointly each month on the third Thursday of the month at 8 a.m. A resolution specifying the 2021 Joint Board meeting schedule is attached, as well as the schedule.

Economic Study

It is recommended to conduct an economic study of the Dearborn DDA businesses to gauge the impact of COVID-19 and livelihood of businesses in 2021. The study will also help to identify those in need of support and resources. A partnership with UofM Dearborn is recommended to conduct a secure survey of businesses and analysis, professor led, in the amount of \$2,000 split equally between the East and West DDDAs. A resolution is attached authorizing this expenditure.

Open Door Dearborn Window Decals

In order to promote the Open Door Dearborn grant program and highlight awardees, it is recommended to create window decals for awardees' businesses. Each business will receive two signs that are 24"x30" each, totaling \$100 per business. Currently there are two awardees in the East, one in the West, and then one in each district that are anticipated to be approved either at this meeting or the next in December. A total of \$300 for the East DDDA and \$200 for the West DDDA.

Shop Small Amendment

One change and one additional service provider is needed for the Shop Small program, including \$33 extra for printing of the passport due to a size change, and the addition of a photographer for the day at \$600. Costs are split equally between the East and West DDDAs. A resolution has been amended and attached for approval.

Website Hosting & Maintenance Renewal

The EDDDA and WDDDA uses Essential IT for the Dearborn Restaurant Week (DRW) website to provide web hosting and web maintenance services for a 12-month period for DRW from September 1, 2020- August 31, 2021 for a total of \$360, split evenly. It also uses Essential IT for the Downtown Dearborn website to provide web hosting and web maintenance services for a 12-month period from July 1, 2020- June 30, 2021 for a total of \$1068, split evenly, creating a total between the two websites of \$1428, to be split equally at \$714 per district.

Below is what is included in the discounted hosting package:

- Fast WordPress-Optimized Hosting
- All Technical Support for existing website functionality
- Daily Backups
- Provide Malware and Uptime Monitoring
- Backend Website Maintenance for security patches, platform and compatibility updates

- Apply client requested content changes (up to 30 min per month included)*
- Virtual Firewall to block all bad traffic to your website
- SSL for secure all traffic to your website

Resolution is attached.

Social Media Management and Tracking Online Platform

It is recommended that the DDDAs manage its own reporting and social media analytics so they can pivot and react quickly to received data, helping to increase proper social media utilization and community engagement. This would transition reporting access to the DDDAs management team, as opposed to a contract with a secondary provider.

Sprout Social was selected due to its robust reporting, analytics, customer relationship management features, and ability to schedule posts. The reporting and analytics are key ingredients to provide administration and sponsors important data to be able to guide decisions and allow for better time management in scheduling posts.

Sprout Social's integration with social media platforms makes it so seamless that you get a much better engagement rate than you would with Hootsuite, another service provider. Also, Sprout Social is hands down the industry gold standard when it comes to accurate and robust metrics and analytics reporting.

The cost is \$149/month per user for Pro version which is the recommended level. Only one access is needed currently. The cost will be split equally between the East and West DDDAs. It offers the following:

- All-in-One Social inbox
- Publish, Schedule, draft, and queue posts
- Social Content Calendar
- Review management
- Profiles, keywords and locations monitoring
- Tasking and social CRM tools
- Group, profile, and post-level reporting
- Paid promotion tools to boost Facebook posts
- iOS and Android mobile apps
- Competitive reports for Instagram, Facebook, and Twitter
- Incoming and outgoing message content tagging
- Custom workflows for multiple approvers and steps
- Scheduling for optimal sent times
- Response rate and time analysis reports
- Trend Analysis for Twitter keywords and hashtags
- Paid social reporting for Facebook, Instagram, Twitter and Linked In
- Helpdesk integration

Website On-Page SEO

It is recommended to improve the downtowndearborn.org website with on-page search engine optimization. It will provide analytics to help benchmark then increase visibility,

searchability and engagement with the website. Ultimately, it will boost traffic from search engines and improve the user experience and engagement on the website.

This item is still under review with the anticipation it may be ready for the Board prior to Thursday.

WEST DDDA ACTION ITEMS ONLY

Open Door Dearborn Grant: Dearborn Investment Company, 22250 Michigan Ave.

Dearborn Investment Company, located at 22250 Michigan Ave. (former Merchants Wine) will become the new home of Better Health retail store, and has applied for the Open Door Dearborn grant program. The Dearborn Investment Company has secured three construction contract quotes, but must still receive Design Review and Building permit approval for the restoration of the front and rear facades and grant application review by the Design/EV Committee, which will occur on Wednesday, November 18. In anticipation of this applicant being recommended for approval by the committee, this action has been placed on the agenda.

The property owners, Dearborn Investment Company, LLC will be leasing the property at 22250 Michigan Avenue to Better Health. Better Health has several grocery store facilities in the Detroit Metro area and surrounding communities. The project Dearborn Investment Company will be undertaking will be a complete renovation of the interior premises, exterior roof, and front concrete pad per the plans provided.

Merchant of Wine had been a longstanding tenant of the community for 25 years and a renovation of the premises is needed. The owners will be providing the new tenant with the outlined improvements.

The project construction will include flooring work, walls, lighting upgrades, bathroom upgrades, new roof, door work/replacement, and the outside front concrete replacement. The upgrade to the interior and exterior of a 25 year plus building will certainly provide a needed revitalization for Better Health and bring excitement to the district. The repairs along the front concrete pad will allow for Better Health to petition for some outdoor seating. This area will also be an inviting location along Michigan Avenue for residents and customers alike in the area to sit and/or enter the new store off Michigan Avenue.

The architectural plans included with the grant application, show all work being performed including the new roof and concrete. Dearborn Investment Company, LLC will be responsible for the expenses outlined on these plans. You will see the requested grant application incorporates the roofing and concrete projects, both of which combined are over \$71,000 (Ashmark Construction's bid), and the overall project cost is over \$400,000.

The building plans and grant application are included in the supplemental materials. A resolution will be provided at the table pending Design/EV Committee review.

Social District Signage, Marketing and Logistics

On November 10, a Mayor's briefing session was held with Council to discuss the proposed WDDDA Social District. From that discussion, there are a few items that need to be addressed prior to bringing it to Council at its December 8 meeting which the management team is working through. Those items included quarterly reporting and a more comprehensive plan to support the local businesses and create an environment that will attract consumers during the cold months of Michigan. The intent is to create outdoor seating pods in three to four major areas in the downtown (see presentation in supplemental packet for map). To do this, management of the areas and the seating pods is needed, therefore, a meeting with potential Social District license holders will also be held to discuss responsibilities and a plan to make this a success for everyone.

At this point, we are anticipating a budget of approximately \$25,000. While this was not anticipated with budgets at the beginning of the fiscal year, the WDDDA does have room for flexibility in its existing Community Promotions budget to support this. Frankly, businesses need this support, and it will help bolster all businesses in the district by creating another reason for consumers to visit the district and stay in the district. A resolution will be presented at the table for the Social District budget with a few service providers outlined. Other service providers will come in December after an RFQ or bid is issued.

West Village Drive Streetscape Repair

One of the permanent bollards in the new streetscape are along West Village Drive between Mason and Monroe was hit by a delivery truck and damaged the sidewalk, bollard and tree. Cost estimates and service providers are being explored, and it is anticipated to be available at the Board meeting. Video footage was provided by a local merchant of the occurrence which can be used in for insurance purposes.

Winterfest Market Amendment

Final service providers for the Winterfest Market are attached in the resolution. At the last Board meeting, there was question or concern over the tent provider, which was further explored by the Executive Management team and Purchasing. It is recommended to move forward with awarding the bid to S&R Tent Rental for the tent services based on the outcomes of that research. Also, to create a more festive atmosphere yet keeping everyone social distant and safe, it is recommended to add outdoor seating pods, outdoor fire pits and heaters besides what is being offered in the Market tent. Following is the list of items finalized for the Winterfest:

- Photo Booth
- ice sculptures (3 precarved/3 live demo)
- tent/heat/generators
- posters (qty. 100)
- two ads in one week
- Breakfast w/ Santa (4 hours)
- Photographer at Breakfast w/ Santa
- 8 high top tables
- Insurance
- 4 propane fire pits
- 4 propane heaters

- 8 propane refillable tanks
- 4 igloos for Wagner Park
- 4 portable heaters

The budget is now estimated at \$28,000 pending final insurance costs. These last five items listed above would also be used in the Social District area, and accounts for approximately the \$6,500 of the increase in the event budget. The tent cost is the other largest expense that increased from last year.

Farmers Market Amendment

There is a \$20 change in cost for yard signs. Resolution is attached.

EAST DDDA ACTION ITEMS ONLY

Open Door Dearborn Grant: Al Wissam

Al Wissam, located 13354 Michigan Ave., is looking to embark on interior improvements including window display, shelving, wall panels, wood wall mural and ceiling lights. Al Wissam has been reviewed by the Design/EV Committee, but unfortunately at that time, the application was incomplete mainly due to being unavailable to procure three quotes for the project to date. PMADS has indicated that many small building projects are having the same difficulty with contractors due to the pandemic.

The Executive Management team has since followed up with Al Wissam to continue supporting them to complete the application. The two options available at this point are:

Option 1

To proceed with the original full Level #3 Grant Request of \$10,000 they will need to provide a complete set of floor plans by a licensed architect for all interior improvements and three complete detailed quotes for all eligible improvements (display wall system, lighting upgrades, fixed artwork).

Option 2

Since Al Wissam is facing challenges getting quotes from contractors the DEV Committee suggested applying for Level #1 design assistance grant (\$2,500) to hire a licensed architect to complete formal signed plans for the improvements. The committee believes that Al Wissam would get a much better response for contractors if they bid out the work with architectural plans. After that, then Al Wissam could then reapply for Level III.

We are waiting to hear back from Al Wissam and hope to have this before the Design/EV Committee this Wednesday prior to the Board meeting.

Additional Attendee at MDA Conference

The EDDDA and WDDDA sponsored the MDA annual conference held virtually on November 5-6, 2020, in the amount of \$300 which included three conference registrations and marketing opportunities. Three board members from the EDDDA and one board member from the WDDDA were able to attend the MDA annual conference, increasing the number of

attendees. An additional cost of \$75 was incurred for the extra conference registration, therefore, a resolution is attached.

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

October 15, 2020

Virtual Meeting via Zoom

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

Meeting ID: 433 224 302

Password: 844577

One tap mobile

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Dial by your location

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+1 669 900 6833 US (San Jose)

+1 253 215 8782 US

+1 301 715 8592 US

Meeting ID: 433 224 302

Join by Skype for Business

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

MINUTES

MEMBERS PRESENT

EAST DDA : Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt, Mayor Jack O'Reilly (joined 8:10 am), Director Janice Cislo (joined 8:10 am), Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Kamal Turfah, and Director Eric Woody.

WEST DDA : Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch (joined 9:05 am), Director Thomas L. Clark, Mayor Jack O'Reilly (joined

8:10am), Director

Mark Guido, Director Jackie Lovejoy, and Director John McWilliams.

MEMBERS ABSENT

EAST DDA : Secretary-Treasurer Heidi Merino and Director Mary O'Bryan

WEST DDA : Director Audrey Ralko and Director Karen Nigosian

NON-MEMBERS PRESENT :

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

OTHERS : Leah Ellen Higgins (U of M student)

I. Call to Order

Joint DDDA Chairperson Julia Kapilango called the meeting to order at 8:06 am.

II. Roll Call

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

EDDDA: A quorum was present.

WDDDA: A quorum was present.

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

IV. Approval of the September 2020 Board Meeting Minutes

For EDDDA, the minutes from the September 2020 Board meeting were presented for approval. It was moved by Vice Chairperson Dan Merritt and it was seconded by Director Matthew Dietz. Roll call vote: Chairperson Julia Kapilango - yes, Vice Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido - yes, Director Jay Kruz - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed and minutes were recorded and filed.

For the WDDDA, the minutes from the September 2020 Board meeting were presented for approval. It was moved by Director Mark Guido and it was seconded by Director Jackie Lovejoy. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Mohammed Hider - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director

Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes. Motion passed. The minutes were recorded and filed.

V. Treasurer's Report

A. Receive & File Report

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated September 30, 2020. Revenue to date totaled \$5,655. Total expenditures totaled \$51,754. The current cash position equals \$994,168 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$558,504.

WDDDA: Moe Almaliky reviewed the financial statement dated September 30, 2020. Revenue to date totaled \$11,735. Total expenditures totaled \$69,543. The current cash position equals \$1,083,008 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$1,101,442.

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

VI. P.A. 57 Info Session #2

Public comment: Sam Ellehaf - owner of Royal Furniture - look for ways to do facade improvements and encourage that with all businesses in East and West. Public Information meeting ended at 8:31am.

VII. Discussion Items

A. Purchasing Policy Update/Goal Survey

DDDA's office has met with Travis in purchasing regarding purchasing policy for DDDAs. Three major areas of improvement - looking to make procedures more efficient, make it more local friendly to participate and also review a minority policy. Licia asked to be part of meetings and Julia asked that Executive Mgt. be kept informed on progress.

B. Temporary Signage/Enforcement

DDDA's working with PMADS and shared concerns of those brought to DDDAs to keep a level playing field. Tim Hawkins - 5 days after an event - do a sale, get a temporary sign, after the event, the sign must come down. For sale or lease is an issue and they are monitored. Two commercial inspectors to keep an eye on them. Sam - concerned that rule can be abused and wishes to have ordinance reviewed to prevent such abuses. Tim will review the ordinance to see how to tighten policy. Sam - if no permits for signage, then must be penalized. Tim and Sam to connect after meeting to address businesses where signage is an issue.

VII. Action Items

A. Regular Action Items

1. Joint Board Actions

a) Shop Small/Holiday Advertising

The EDDDA and WDDDA will present Shop Small again to support downtown businesses and encourage patrons to shop local. The event runs Nov. 28 - Dec. 6. This is amendment I, to add additional items to the event: Beshara for postcards (Total cost is \$290; \$96.67 to Winterfest/\$96.67 to Shop Small East/\$96.67 to Shop Small West), Bewick Publications for two news paper ads (\$150 - to be split equally; \$75 East and \$75 West), Pandora streaming ads for \$1485 split equally (\$742.50 for East/\$742.50 for West), Comcast Cable ads for \$2999, split equally (\$1499.50 East and \$1499.50 for West) and WDIV TV ads for \$7000, split equally (\$3500 for East and \$3500 for West). Costs will be expended from East account #297-6100-911-51-00 and from West account #296-6100-911-51-00 in the Community Promotions/Shop Small budget line item.

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

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

b) Holiday Decor

The EDDDA and WDDDA each authorized a budget of \$10,000 for the purchase of holiday decorations in FYE 2021. A competitive bid for the lowest bidder is in process. The EDDDA authorizes up to \$10,000 in expenditures for holiday decor, plus shipping and handling, from the Contract Services budget using East account #297-6100-911-34-90 and West account #296-6100-911-34-90. The Manager of the DDDAs is authorized to award to the lowest bidder and to administer, sign contracts and expend funds for the holiday decor as authorized.

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

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

c) Banners

The EDDDA and WDDDA strives for festive displays throughout the downtown districts and utilizing the new branding to create banners to be used in the downtown districts will add to the look and feel of Dearborn and further identify the districts.

The EDDDA carried forward \$1500 and the WDDDA carried forward \$4250 for the design, production and shipping of branded banners. The purchasing dept. is conducting a competitive bid for the lowest bidder. The EDDDA and WDDDA authorizes the Manager of the DDDAs to award the contract to the lowest bidder, expending up to \$1750 for East using account #297-6100-911-51-00 and expending up to \$4250 for West, using account #296-6100-911-51-00.

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

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

d) Welcome Back Campaign Amendment

For both EDDDA and WDDDA it has been important to put signage and amenities in place to welcome shoppers and visitors to downtown. The amendment for the Welcome Back Campaign, obligates \$405 to Beshara for more EDDDA banners and to move funds from unpurchase items (either deemed not necessary such as the tent or out of stock like the picnic tables) to obligating those fund to sturdier adirondack chairs for a cost of \$5263 for East and \$2466 for West. The East account # 297-6100-911-51-00 and West account #296-6100-911-51-00.

For EDDDA, motion to approve by Director Jay Kruz, seconded by Director Janice Cislo. Roll call vote: Chairperson Julia Kapilango - yes, Vice Chairperson Dan Merritt - yes, Mayor Jack O'Reilly - yes, Director Janice Cislo - yes, Director Matthew Dietz - yes, Director Mark Guido -

yes, Director Jay Kruz - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

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

e) Pumpkin Carving Event

The EDDDA and a newly added WDDDA will be doing a Pumpkin Carving event Oct. 17, 2020. The Dearborn Fresh Market provided pumpkins at cost or donated. The EDDDA received 50 large pumpkins donated and 100 pie pumpkins for \$90. The WDDDA received 50 large pumpkins for \$145 and 100 pie pumpkins for \$90 for a total of \$235. The EDDDA account #297-6100-911-51-00 and WDDDA account #296-6100-911-51-00.

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

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

2. WDDDA Actions Only

a) Farmers & Artisans Market Partnership with Eastern Market

The WDDDA is extending the Dearborn Farmers Market through October 30, 2020, calling it Fall Harvest Market. Due to farmers being already booked at other markets or unwilling to participate due to COVID, the WDDDA secured Eastern Market as the only fruit and vegetable booth at the market for four weeks of the October market at a cost of \$400 per marked or \$1600 total. The WDDDA authorizes the expenditure of \$1600 for the Eastern Market Corporation using account #296-6110-911-34-90. For WDDDA, motion to approve by Mayor Jack O'Reilly, seconded by Director Jackie Lovejoy. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Mohammed Hider - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, and Director John McWilliams - yes. Motion passed.

b) Winterfest Market

The WDDDA will be hosting Winterfest on December 12, 2020. The WDDDA authorized the expenditure of up to \$15,000 for the event from the Community Promotions/Holiday Promotions budget account #296-6100-911-51-00. The expense to be authorized was the lowest bidder on the tent, which was S & R Tent Rental for \$12,685. Due to concerns of shared performance issues, the resolution was tabled until further discussions could happen with purchasing and the vendor. No action taken.

c) Additional Trash Receptacle Service

A draft resolution was presented to the WDDDA stating 15 trash receptacles have been added to the Connector Streetscape Project and five more have been added along W. Village Dr. The WDDDA will need to cover the cost of collection due to a cap on the current city sanitation contract at a cost of \$30 per trash receptacle per month, for a monthly total of \$600. The WDDDA authorizes an expenditure of up to \$600 per month for sanitation service for FYE2021 for the additional trash receptacles adding in this year.

For WDDDA, motion to approve by Director Thomas Clark, seconded by Vice Chairperson Mohammed Hider. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, and Director John McWilliams - yes. Motion passed.

d) Shrub Replacements

The WDDDA authorized the removal and replacement of shrubs and evergreens at the West Downtown Pocket Park and between the East Parking Deck and West Village Condos for a total of \$4515 by Fairlane Grounds, the WDDDA landscape and maintenance contractor.

For WDDDA, motion to approve by Vice Chairperson Mohammed Hider, seconded by Director John McWilliams. Roll call vote: Chairperson Sam Abbas - yes, Vice-Chairperson Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, and Director John McWilliams - yes. Motion passed.

3. EDDDA Board Actions

a) Landscape & Maintenance Contract Amendment - No Action

b) Grant Award

The EDDDA awards Sam Ellehaf of Royal Furniture, a Level 1 (\$5000 facade grant) and Level III (\$2500 sign grant) up to \$7500 from the Open Door Dearborn grant program from account #297-6100-911-34-90,

contingent on meeting requested conditions by Design/EV Committee. It was noted that this is a special exemption due to issues of obtaining enough quotes due to lack of response for contractors due to Covid and that he was also halfway through the project and the quality of work is very good and reliable.

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

VII. Committee Reports

Committee minutes are in Supplemental Materials in digital board packet.

A. Promotion Committee - Jean Smith

16 businesses in spooky windows for the first year event. Shop Small business participation from 23 in 2019, up to 32 currently, with a goal of 40. Sponsorship dollars of \$7500 for Shop Small and Winterfest. Sponsor can take advantage of streaming/TV advertising. Winterfest - currently have 18 lined up and working to recruit up to 30. Plans underway for 2021.

B. Bike Share/Mobility Committee - Cristina Sheppard-Decius

RFP is being vetted by the City. It will begin in Spring 2021 with a new provider. Zagster went under this year.

C. Design/EV Committee - Cristina Sheppard-Decius

Platform dining in Spring. BAT - webinar coming up on Oct. 27. Tackling long standing vacancies - creating a vacancy report to have as a regular report and put tactics in place to address.

D. Steering Committee - Cristina Sheppard-Decius

Started on Michigan Main Street Application and asked for letters of support which are due in February but would like all them in by November. Example letter will be sent out to boards and committees.

VIII. DDDA Executive Management Team & ECD Reports

A. DDDA Executive Management Team - Cristina Sheppard-Decius

Update report on POW! Contract and deliverables provided in packet. October 21st, EDDDA Board Retreat so please RSVP.

B. ECD Reports

Hassan Sheikh and Jeff Watson are no longer in the meeting.

IX. Call to Board of Directors

Director Thomas Clark asked if old benches will be moved since new benches brought in, which Cristina stated she will review, but yes, benches will be moved.

Director Jay Kruz - between Middlesex and Schlaff - the decor thinned out as they moved further from Michigan and Schaeffer. Need to address with the contractor.

Director Jeff Lynch - wanted to be sure Fairlane Grounds items of cleaning up in certain areas was addressed. Cristina stated that clarification of private/public areas with business owners and Fairlane Grounds so all were informed of responsibilities and problem areas.

X. Call to Audience

No comments.

XI. Adjournment

Motion to adjourn by Director Jay Kruz and seconded by Director Dan Merritt. Meeting adjourned at 9:41 am.

Approved by:

Heidi Merino, Secretary-Treasurer, EDDDA

Jeff Lynch, Secretary-Treasurer, WDDDA

Financial Statement Summary		FY2019 Audited	FY2020 Unaudited	FY2021				
				Adopted	Amended	Actual	Encumbered	Balance
Revenue								
297-0000-311.40-00	Property Tax Capture	\$ 359,405	\$ 366,558	\$ 386,700	\$ 386,700	\$ 636,176	\$ -	N/A
	Brownfield Tax Capture	464,099	448,590	456,900	456,900	-	-	456,900
	Tax Revenue Total	\$ 823,504	\$ 815,148	\$ 843,600	\$ 843,600	\$ 636,176	\$ -	\$ 456,900
297-0000-330.05-14	Local Community Stabilization Authority	23,733	26,223	26,000	26,000	23,965	-	2,035
297-6100-330.01-99	Federal Sources (contra-revenue)	(142,029)	-	-	-	-	-	-
297-6100-365.90-00	Donations from a Private Source	41,850	7,849	46,000	46,000	(3,750)	-	49,750
297-0000-361.10-05	Interest Income	27,156	18,330	18,200	18,200	209	-	17,991
297-6100-322.40-10	Events Revenue	-	6,350	3,000	3,000	-	-	3,000
297-6100-369.90-00	Miscellaneous Income	-	14,203	14,205	14,205	-	-	14,205
297-6100-322.40-10	REGISTRATIONS	-	6,350	3,000	3,000	(4,800)	-	-
	Donation Revenue Total	\$ (49,290)	\$ 72,955	\$ 107,405	\$ 107,405	\$ 15,624	\$ -	\$ 86,981
297-0000-391.96-97	Workers Compensation Fund	0	155	0	-	-	-	0
297-0000-391.91-01	Contributions from the General Fund	11,794	11,310	22,620	22,620	7,540	-	15,080
	Contribution Total	\$ 11,794	\$ 11,465	\$ 22,620	\$ 22,620	\$ 7,540	\$ -	\$ 15,080
	Total Revenue	\$ 786,008	\$ 899,568	\$ 973,625	\$ 973,625	\$ 659,340	\$ -	\$ 558,961
Expenditure								
297-6100-911.10-20	Part-time Wages	\$ 505	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.22-00	City Share of FICA & Medicare	\$ 39	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.25-00	Unemployment Compensation	\$ -	\$ 5,068	\$ 2,200	\$ 2,200	\$ -	\$ -	\$ 2,200
297-6100-911.26-00	Workers Compensation Contribution	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.30-40	Audit Services	\$ 763	\$ 800	\$ 800	\$ 800	\$ -	\$ -	\$ 800
297-2972-463.34-90	Sanitation Contractual Services	\$ 11,794	\$ 2,600	\$ 22,620	\$ 22,620	\$ 1,575	\$ 2,825	\$ 18,220
297-6100-911.30-90	Other Professional Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.34-90	Development Contractual Services	\$ 265,527	\$ 302,415	\$ 426,610	\$ 512,077	\$ 50,557	\$ 131,661	\$ 329,859
297-6100-911.43-82	Copier Repair & Maintenance Services	\$ 362	\$ -	\$ 375	\$ 375	\$ -	\$ -	\$ 375
297-6100-911.44-10	Building Rental	\$ 10,935	\$ 10,830	\$ 9,000	\$ 9,000	\$ 4,513	\$ 3,610	\$ 877
297-6100-911.51-00	Community Promotion	\$ 190,668	\$ 112,128	\$ 270,860	\$ 355,950	\$ 28,284	\$ 91,364	\$ 236,302
297-6100-911.52-10	Insurance	\$ 4,110	\$ 6,260	\$ 6,234	\$ 6,234	\$ 2,080	\$ -	\$ 4,154
297-6100-911.53-00	Communications	\$ 281	\$ 1,200	\$ 1,128	\$ 1,141	\$ 449	\$ 692	\$ -
297-6100-911.58-10	Training & Transportation	\$ 2,539	\$ 1,397	\$ 3,500	\$ 3,500	\$ -	\$ 150	\$ 3,350
297-6100-911.60-10	Office Supplies	\$ 802	\$ 401	\$ 1,487	\$ 1,487	\$ 63	\$ -	\$ 1,424
297-6100-911.60-20	Postage	\$ 154	\$ 214	\$ 350	\$ 350	\$ -	\$ -	\$ 350
297-6100-911.61-90	Non-Capital Equipment	\$ -	\$ -	\$ 3,500	\$ 3,500	\$ -	\$ -	\$ 3,500
297-6100-911.62-00	Repair & Maintenance Supplies	\$ 1,400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.62-40	Planting Materials	\$ 18,455	\$ 17,825	\$ 30,000	\$ 30,000	\$ -	\$ -	\$ 30,000
297-6100-911.65-00	Memberships	\$ 513	\$ 435	\$ 1,190	\$ 1,190	\$ -	\$ -	\$ 1,190
297-6100-911.66-00	Reference Materials	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.68-80	Licenses, Fees, & Permits	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.68-90	Other Operating Expenses	\$ -	\$ -	\$ 29,660	\$ 29,660	\$ 14,203	\$ -	\$ 15,457
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	\$ 464,099	\$ 448,590	\$ 456,900	\$ 456,900	\$ -	\$ -	\$ 456,900
	Total Operating Expenditures	972,946	910,163	1,263,001	1,436,984	101,724	230,302	1,104,958
	Total Capital Expenditures	-	-	-	-	-	-	-
	Total Expenditure	\$ 972,946	\$ 910,163	\$ 1,263,001	\$ 1,436,984	\$ 101,724	\$ 230,302	\$ 1,104,958
	Revenues Over/(Under) Expenditures	\$ (186,938)	\$ (10,595)	\$ (237,538)	\$ (463,359)	\$ 557,616	\$ (230,302)	\$ (545,997)
Balance Sheet								
Equity in Pooled Cash	Cash Position					Current	Beginning of Year	
						\$ 994,168	\$ 994,168	
Current Assets	Current Receivables					10,750	10,750	
	Unearned Income					558,961	148,339	
Current Liabilities	Current Liabilities					(29,154)	(29,154)	
	Encumbrances					(230,302)	(356,384)	
	Uncommitted Budget					(1,104,958)	(335,399)	
	Estimated Ending Cash Position	\$ 1,042,608	\$ 994,168			\$ 199,465	\$ 432,320	

Expenditure Details	FY2019	FY2020	FY2021				
	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Beautification							
297-2972-463.34-90	\$ 11,794	\$ 2,600	\$ 22,620	\$ 22,620	\$ 1,575	\$ 2,825	\$ 18,220
297-6100-911.34-90	\$ 17,256	\$ 14,440	10,000	10,000	-	-	10,000
297-6100-911.34-90	\$ 62,470	\$ 44,841	74,070	90,737	4,921	25,890	59,926
297-6100-911.34-90	\$ 38,536	26538	25,000	25,000	-	-	25,000
297-6100-911.34-90	\$ -	0	-	15,000	-	-	15,000
297-6100-911.34-90		\$ 34,581	10,000	30,000	-	-	30,000
297-6100-911.34-90		\$ 8,415	16,000	48,000	-	-	48,000
297-6100-911.34-90			10,000	10,000	-	-	10,000
297-6100-911.62-40	\$ 18,455	\$ 17,825	30,000	30,000	-	-	30,000
Total Beautification	\$ 151,331	\$ 151,837	\$ 197,690	\$ 281,357	\$ 6,496	\$ 28,715	\$ 246,146
Development							
297-6100-911.51-00	\$ 4,705	\$ 4,976	\$ 30,000	\$ 30,000	\$ 1,203	1,404.00	\$ 27,393
297-6100-911.51-00	34,210	35,568	120,000	260,079	14,593	89,419.00	156,067
297-6100-911.51-00	490	220	5,000	5,000	-	-	5,000
297-6100-911.51-00	1,125	963	5,000	5,000	-	-	5,000
297-6100-911.51-00	18,000	18,000	24,000	30,000	6,000	1.00	23,999
297-6100-911.51-00	1,197		3,750	3,750	-	-	3,750
297-6100-911.51-00	2,193	438	4,250	4,250	-	-	4,250
297-6100-911.51-00	226		230	230	-	-	230
297-6100-911.51-00	801	1,828	1,350	1,350	-	-	1,350
297-6100-911.51-00	5,600	5,600	5,600	5,600	-	-	5,600
297-6100-911.51-00	-	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	5,900		6,000	6,000	-	-	6,000
297-6100-911.51-00	4,480	1,000	1,000	1,000	-	-	1,000
297-6100-911.51-00	8,000		20,000	20,000	-	-	20,000
297-6100-911.51-00	592		600	600	-	-	600
297-6100-911.51-00	8,197	8,486	15,000	15,000	-	-	15,000
297-6100-911.51-00	4,581	5,565	7,000	7,000	-	-	7,000
297-6100-911.51-00	15,583	1,050	16,500	31,553	-	-	31,553
297-6100-911.51-00	-	43	-	-	-	-	-
297-6100-911.51-00	-	-	1,000	1,000	-	-	1,000
297-6100-911.51-00	2,582	1,511	2,000	2,000	2,593	12.00	(605)
297-6100-911.51-00	5,177	316	-	-	-	-	-
297-6100-911.51-00	8,495	-	-	-	-	-	-
297-6100-911.51-00	-	-	2,700	2,700	-	-	2,700
297-6100-911.51-00	51,136	25,088	55,000	55,000	-	-	55,000
297-6100-911.51-00	448	-	1,500	1,500	-	-	1,500
297-6100-911.51-00	-	-	20,000	26,000	3,895	429.00	21,676
297-6100-911.51-00	8,922	750	2,500	2,500	-	98.00	2,402
Total Development	\$ 192,640	\$ 111,402	\$ 339,980	\$ 527,112	\$ 28,284	\$ 91,363	\$ 407,465
Planning & Administration							
297-6100-911.34-90	106,038	114,019	-	193,140	41,737	103,329	48,074
297-6100-911.34-90	38,430	39,130	40,000	41,800	3,900	1,537	36,363
297-6100-911.34-90	-	-	7,760	7,760	-	-	7,760
Total Directors Expenses	144,468	153,149	155,286	242,700	45,637	104,866	92,197
various (comment)	-	-	-	-	-	-	-
various (comment)	10,924	10,707	15,064	15,077	2,592	842	11,643
297-6100-911.34-90	825	750	900	900	-	905	(5)
297-6100-911.44-10	10,935	10,830	9,000	9,000	4,513	3,610	877
297-6100-911.61-90	-	-	3,500	3,500	-	-	3,500
297-6100-911.68-90	-	-	1,250	1,250	-	-	1,250
297-6100-911.68-90	-	-	14,205	14,205	14,203	-	2
297-6100-980.92-75	464,566	448,590	456,900	456,900	-	-	456,900
Total Planning & Administration	\$ 631,718	\$ 624,026	\$ 656,105	\$ 743,532	\$ 66,945	\$ 110,223	\$ 566,364
Expenditures	\$ 975,689	\$ 887,265	\$ 1,263,001	\$ 1,436,984	\$ 101,725	\$ 230,301	\$ 1,104,958
Contractual Services							
Community Promotions							
Other Operating Expenses							

Financial Statement Summary			FY2021					
	FY2019 Audited	FY2020 Unaudited	Adopted	Amended	Actual	Encumbered	Balance	
Revenue								
296-0000-311.40-00								
Property Tax Capture	\$ 611,157	810,083	\$ 888,400	\$ 888,400	\$ 649,778	\$ -	\$ 238,622	
Brownfield Tax Capture	132,940	208,118	243,700	243,700	-	-	243,700	
Tax Revenue Total:	\$ 744,097	\$ 1,018,201	\$ 1,132,100	\$ 1,132,100	\$ 649,778	\$ -	\$ 482,322	
296-0000-330.05-14								
Local Community Stabilization Authority	25,313	-	25,000	25,000	-	-	25,000	
296-6110-330.01-90								
Farmer's Market Federal Grant	1,424	607	1,500	1,500	-	-	1,500	
296-6110-369.90-00								
Farmer's Market Miscellaneous	18,865	7,265	23,500	23,500	4,200	-	19,300	
296-6100-365.90-00								
Donations from a Private Source	48,348	16,659	52,500	52,500	(3,750)	-	56,250	
296-6100-322.40-10								
Events Revenue	-	6,545	-	-	(4,800)	-	-	
296-0000-361.10-05								
Interest Income	19,928	15,928	15,755	15,755	235	-	15,520	
296-0000-369.90-00								
Miscellaneous Income	6,194	-	-	-	4,669	-	N/A	
Donations & Farmer's Market Total:	\$ 120,072	\$ 47,004	\$ 118,255	\$ 118,255	\$ 554	\$ -	\$ 117,570	
296-0000-391.91-01								
Contributions from the General Fund	37,913	35,000	35,105	35,105	11,700	-	23,405	
General Fund Contribution Total:	37,913	35,000	35,105	35,105	11,700	-	23,405	
Total Revenues:	\$ 902,082	1,100,205	\$ 1,285,460	\$ 1,285,460	\$ 662,032	\$ -	\$ 623,297	
Expenditure								
296-6100-911.10-20								
Part-time Wages	81	-	\$ -	\$ -	\$ -	\$ -	\$ -	
296-6100-911.22-00								
City Share of FICA & Medicare	6	-	-	-	-	-	-	
296-6100-911.26-00								
Workers Compensation Contribution	-	-	-	-	-	-	-	
296-6100-911.30-40								
Audit Services	382	400	400	400	-	-	400	
296-2972-463.34-90								
Sanitation Contractual Services	25,920	19,620	25,920	25,920	-	540	25,380	
296-6100-911.34-90								
Development Contractual Services	399,227	381,813	522,540	564,425	69,159	134,344	360,922	
296-6110-911.34-90								
Farmer's Market Contractual Services	16,509	10,924	20,000	20,000	14,405	3,937	1,658	
296-6100-911.41-75								
WATER/SEWAGE	-	683	-	3,190	1,458	1,732	-	
296-6100-911.43-82								
Copier Repair & Maintenance Services	362	-	375	375	-	-	375	
296-6100-911.44-10								
Building Rental	10,935	10,830	9,000	9,000	4,512	3,610	878	
296-6100-911.51-00								
Community Promotion	264,955	175,184	241,225	391,187	34,266	46,000	310,921	
296-6100-911.52-10								
Insurance	2,670	3,730	5,344	5,344	1,780	-	3,564	
296-6100-911.53-00								
Communications	225	1,011	1,140	1,140	449	691	-	
296-6100-911.58-10								
Training & Transportation	2,836	175	3,500	3,500	-	150	3,350	
296-6100-911.60-10								
Office Supplies	802	395	1,487	1,487	63	-	1,424	
296-6100-911.60-20								
POSTAGE	-	203	350	350	-	-	350	
296-6100-911.61-90								
Non-Capital Equipment	-	-	18,600	18,600	4,426	1,000	13,174	
296-6100-911.62-00								
Repair & Maintenance Supplies	1,400	-	-	-	-	-	-	
296-6100-911.62-40								
Planting Materials	6,798	577	40,000	40,000	-	19,888	20,112	
296-6100-911.65-00								
Memberships	513	435	940	940	-	-	940	
296-6100-911.68-90								
Other Operating Expenses	-	-	1,250	1,250	-	-	1,250	
296-6100-980.92-75								
Transfer to Brownfield Redevelopment Authority	132,940	208,118	243,700	243,700	-	-	243,700	
Total Expenditure	\$ 866,561	\$ 814,098	\$ 1,135,771	\$ 1,330,808	\$ 130,518	\$ 211,892	\$ 988,398	
Revenues Over/(Under) Expenditures	\$ 35,521	\$ 286,107	\$ (268,293)	\$ (45,348)	\$ 531,514	\$ (211,892)	\$ (365,101)	
Balance Sheet								
					Current	Beginning of Year		
Equity in Pooled Cash/Cash Position					\$ 1,083,008	\$ 1,083,008		
Current Assets					18,860	18,860		
Current Liabilities					623,297	230,536		
Current Liabilities					(16,076)	(16,076)		
Encumbrances					(211,892)	(200,138)		
Uncommitted Budget					(988,398)	(349,794)		
Estimated Ending Cash Position	\$ 906,009	1,083,008			\$ 508,799	\$ 766,396		
Expenditure Details								
	FY2018 Audited	FY2019 Unaudited	FY2020					
			Adopted	Amended	Actual	Encumbered	Balance	
Beautification								
296-2972-463.34-90								
Sanitation Contractual Services	\$ 25,920	19,620	\$ 25,920	\$ 25,920	\$ -	\$ 540	\$ 25,380	
296-6100-911.34-90								
Holiday Décor & Installation	17,350	15,017	10,000	10,000	-	-	10,000	
296-6100-911.34-90								
Landscape & Maintenance	55,820	193,459	188,000	225,885	20,040	18,685	187,160	
296-6100-911.34-90								
Snow Removal	38,250	39,678	36,500	36,500	-	63	36,437	
296-6100-911.34-90								
On-Street Bike Racks	516	-	4,000	8,000	-	-	8,000	
296-6100-911.34-90								
Master Plan/Vision, Art in Public Spaces	-	-	10,000	10,000	-	-	10,000	
296-6100-911.62-40								
Planting Materials	6,798	577	40,000	40,000	-	19,888	20,112	
Total Beautification	\$ 144,654	268,351	\$ 314,420	\$ 356,305	\$ 20,040	\$ 39,176	\$ 297,089	

Development

296-6100-911.51-00	General Marketing (banners, printing, social media)	10,258	10,649	\$ 35,000	\$ 35,000	\$ 849	\$ 1,542	\$ 32,609
296-6100-911.51-00	Branding	118,371	84,932	30,000	138,262	14,601	42,364	81,297
296-6100-911.51-00	CTM Brochure Distribution	2,339	438	-	-	2,403	1,202	(3,605)
296-6100-911.51-00	Photography	1,850	963	5,000	5,000	-	-	5,000
296-6100-911.51-00	Metro Mode / Issue Media	18,000	18,000	19,000	25,000	6,000	1	18,999
296-6100-911.51-00	Website, Constant Contacts	226	-	230	230	-	-	230
296-6100-911.51-00	Website Hosting & Domain Registration	801	2,188	1,680	1,680	-	-	1,680
296-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
296-6100-911.51-00	Community Art Enhancement	-	-	4,000	4,000	-	-	4,000
296-6100-911.51-00	Art month, Art Spark, Pocket Park Mural, POP-Studen	5,500	1,000	1,000	1,000	-	-	1,000
296-6100-911.51-00	Fall Promotions	193	-	300	300	-	150	150
296-6100-911.51-00	Holiday Promotions, Holly Berry Brunch Program	16,144	13,590	14,665	14,665	-	300	14,365
296-6100-911.51-00	Shop Small Business Saturday	3,665	6,480	7,000	7,000	-	-	7,000
296-6100-911.51-00	Restaurant week	17,581	1,050	16,500	31,553	-	-	31,553
296-6100-911.51-00	Tunes at Noon	-	3,024	3,700	3,700	-	-	3,700
296-6100-911.51-00	Friday Nites Concert Series & Food Truck Rally	32,876	8,468	38,000	38,000	-	-	38,000
296-6100-911.51-00	Movies In the Park	-	1,488	3,100	3,100	1,726	12	1,362
296-6100-911.51-01	Black History Month	-	-	-	-	-	-	-
296-6100-911.51-00	Ladies Night Out	-	-	3,400	3,400	-	-	3,400
296-6100-911.51-00	Pernennail	-	360	550	550	-	-	550
296-6100-911.51-00	Kids Day	1,457	8,945	12,500	12,500	-	-	12,500
296-6100-911.51-00	Farmer's Market Promotions	3,936	300	-	-	-	-	-
296-6100-911.51-00	Way Finding	-	-	10,000	10,000	-	-	10,000
296-6100-911.51-00	Build Institute Program/Entrepreneur	-	-	10,000	10,000	-	-	10,000
296-6110-911.34-90	Farmer's Market Contractual Services	16,509	13,564	20,000	20,000	14,405	3,937	1,658
296-6100-911.34-90	Building / Business Incentives	-	-	40,000	40,000	-	-	40,000
296-6100-911.51-00	Covid Comeback Marketing	-	-	20,000	36,221	8,687	429	27,105
296-6100-911.51-00	Other Community Development	4,479	798	-	-	-	-	-
	Total Development	\$ 259,784	181,837	\$ 301,225	\$ 446,761	\$ 48,671	\$ 49,937	\$ 348,153

Planning & Administration

296-6100-911.34-90	Pow Strategies	128,820	95,242	193,140	193,140	45,218	113,154	34,768
296-6100-911.34-90	Communications Manager, Public Relations	30,064	40,680	40,000	40,000	3,900	1,537	34,563
	Total Directors Expenses	158,884	135,922	233,140	233,140	49,118	114,691	69,331
various (comment)	Wages & Benefits	87	-	-	-	-	-	-
various (comment)	Other Office Expenses	9,277	7,585	13,536	16,726	3,750	2,573	10,403
296-6100-911.34-90	Office Cleaning	-	975	900	900	-	905	(5)
296-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	4,512	3,610	878
296-6100-911.61-90	Non-Capital Equipment (lighting, repairs)	-	-	18,600	23,026	4,426	1,000	17,600
296-6100-911.68-90	Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	132,940	208,118	243,700	243,700	-	-	243,700
	Total Planning & Administration	\$ 462,123	363,430	\$ 286,986	\$ 294,602	\$ 61,806	\$ 122,779	\$ 343,157

Expenditures \$ 866,561 814,098 \$ 1,135,771 \$ 1,330,808 \$ 130,517 \$ 211,892 \$ 988,399

Contractual Services

Community Promotions

Other Operating Expenses

2021 EDDDA/WDDDA Joint Board Meeting Dates*

Board Meetings:

Third Thursday of Every Month at 8:00am,
at Dearborn Administrative Center, 16901 Michigan Avenue, Dearborn, MI 48126 or held
virtually**

January 21	July 15 - Public Info Session for PA57
February 18	August 19
March 18	September 16
April 15	October 21-Public Info Session for PA57
May 20	November 18
June 17	December 16

*These dates are subject to cancellation

**The meeting location is subject to change, with ample notice

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 EDDDA/WDDDA Schedule of Joint Meetings - EDDDA

Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) meets monthly to handle the economic, planning and financial matters of the downtown district per the requirements of Public Act 197;

WHEREAS: The EDDDA Board wishes to work more closely with the West Dearborn Downtown Development Authority (WDDDA) to better collaborate, share information and opinions, and create a cohesive Dearborn; and

WHEREAS: The EDDDA Board and WDDDA Board select July 15, 2021 and October 21, 2021 to better collaborate, share information and opinions with the public in an open Public Information Meeting, fulfilling the requires of PA57; be it

RESOLVED: The EDDDA Board will continue to meet jointly with the WDDDA on the third Thursday of every month at 8:00 a.m. either in the Dearborn Administrative Center (DAC) or virtually; be it also

RESOLVED: The attached proposed EDDDA/WDDDA joint meeting schedule will be adopted for the 2021 calendar year.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021 WDDDA/EDDDA Schedule of Joint Board Meetings - WDDDA

Adopted:

Motioned by:

Seconded by:

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) meets monthly to handle the economic, planning and financial matters of the downtown district per the requirements of Public Act 197;

WHEREAS: The WDDDA Board wishes to work more closely with the East Dearborn Downtown Development Authority (EDDDA) to better collaborate, share information and opinions, and create a cohesive Dearborn; and

WHEREAS: The WDDDA Board and EDDDA Board select July 15, 2021 and October 21, 2021 to better collaborate, share information and opinions with the public in an open Public Information Meeting, fulfilling the requires of PA57; be it

RESOLVED: The WDDDA Board will continue to meet jointly with the EDDDA on the third Thursday of every month at 8:00 a.m. either in the Dearborn Administrative Center (DAC) or virtually; be it also

RESOLVED: The attached proposed EDDDA/WDDDA joint meeting schedule will be adopted for the 2021 calendar year.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Downtown Dearborn Economic Study - EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Downtown Development Authority (WDDDA) will be coordinating with University of Michigan- Dearborn to conduct an economic study of the Downtown Dearborn districts in order to plan and implement market strategies; and

WHEREAS: The EDDDA and WDDDA will be working with students who will be lead by a teacher to conduct this as a class project at the cost of \$2000, split equally; let it be

RESOLVED:

1. The EDDDA authorizes the expenditure of \$1000 from FYE2021 Contract Services account #297-6100-911-34-90 with University of Michigan - Dearborn to complete an economic study in Downtown Dearborn; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with the University of Michigan - Dearborn, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Downtown Dearborn Economic Study - WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) and the East Dearborn Downtown Development Authority (EDDDA) will be coordinating with University of Michigan- Dearborn to conduct an economic study of the downtown Dearborn districts in order to plan and implement market strategies; and

WHEREAS: The WDDDA and EDDDA will be working with students who will be lead by a teacher to conduct this as a class project at the cost of \$2000; let it be

RESOLVED:

1. The WDDDA authorizes the expenditure of \$1000 from FYE2021 Contract Services account #296-6100-911-34-90 with University of Michigan - Dearborn to complete an economic study in Downtown Dearborn; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the University of Michigan - Dearborn, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Grant Awardees signage - EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA and WDDDA has launched the new branding initiative and recognizes the benefit of Marketing and Promoting businesses and activities in the District, and in pairing with the request to market the Open Dearborn Grant program when businesses are awarded a grant on the business property; and

WHEREAS: A three quote process was completed for 24"x 30" static cling window signs and the lowest bidder was Malko Media; and

WHEREAS: A budget of \$500 is recommended for three grant awardees (1 WDDDA and 2 EDDDA) and two potential awardees (1 WDDDA and 1 EDDDA); so let it be

RESOLVED: The EDDDA authorizes the Manager of the DDDAs to award the contract to the lowest bidder, Malko Media, expending up to \$300 for the production of the static clings from the General Marketing budget line item account #297-6100-911-51-00, subject to review and approval of Corporation Counsel.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Grant Awardees signage - WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA and WDDDA has launched the new branding initiative and recognizes the benefit of Marketing and Promoting businesses and activities in the District, and in pairing with the request to market the Open Dearborn Grant program; and

WHEREAS: A three quote process was completed for 24"x 30" static cling window signs and the lowest bidder was Malko Media; and

WHEREAS: A budget of \$500 is recommended for three grant awardees (1 WDDDA and 2 EDDDA) and two potential awardees (1 WDDDA and 1 EDDDA); so let it be

RESOLVED: The WDDDA authorizes the Manager of the DDDAs to award the contract to the lowest bidder, Rocket Copy and Printing, expending up to \$200 for the production of the static clings from the General Marketing budget line item account #296-6100-911-51-00, subject to review and approval of Corporation Counsel.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Shop Small FYE2021 Amendment II-EDDDA

Adopted:

Motioned by:

Seconded by:

WHEREAS: Small Business Saturday, a movement to encourage people to shop at small, local businesses on the Saturday after Thanksgiving, was initiated by American Express in 2010 and recognized by the U.S. Senate as an official day in 2011; and

WHEREAS: In 2012, American Express launched a national media campaign to promote the day and work with local businesses, and in 2018 over 7,500 neighborhood champions signed on to promote the day which grew exponentially, and in 2019 a new record of \$19.6 billion was spent at small independent businesses on Small Business Saturday; and

WHEREAS: To build a comprehensive marketing plan in Dearborn, the Dearborn Area Chamber of Commerce and both East and West Downtowns plan to continue to partner together to promote Small Business Saturday and holiday shopping through its joint Shop Small marketing campaign in 2020; and

WHEREAS: A photographer, Visual Ronin, is being added to the event for \$600, to be split equally for \$300 per district, and due to a paper size issue, an adjustment to the Beshara passports for an increase of \$33, to be split equally between EDDDA and WDDDA at \$16.50 each district; and

WHEREAS: The EDDDA and WDDDA collectively budgeted \$14,000 for FYE2021; therefore, let it be

RESOLVED:

1. That the EDDDA authorizes the expenditure of up to \$7,000 for the Shop Small marketing campaign from the Community Promotions/Shop Small budget line item account # 297-6100-911-51-00 for 2020; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with the companies listed below for the Shop Small marketing campaign, subject to review and approval by Corporation Counsel.

Service Provider	Item	Total Cost	EDDDA Cost
Beshara	posters	\$100	\$50
Beshara	Passports (qty. 5K)	\$633	\$316.50
Beshara	postcards (\$96.67 WF,	\$290	\$96.67

	\$96.67 SSE, \$96.67 SSW)		
Bewick Publications (Times Herald)	newspaper ad (1 week, 2 issues)	\$150	\$75
Pandora	ads on streaming service	\$1485	\$742.5
Comcast	Cable TV ads	\$2999	\$1499.50
WDIV	TV ads	\$7000	\$3500
Visual Ronin (Michael Keuntz)	Photography	\$600	\$300

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Shop Small FYE2021- Amendment II - WDDDA

Adopted:

Motioned by:

Seconded by:

WHEREAS: Small Business Saturday, a movement to encourage people to shop at small, local businesses on the Saturday after Thanksgiving, was initiated by American Express in 2010 and recognized by the U.S. Senate as an official day in 2011; and

WHEREAS: In 2012, American Express launched a national media campaign to promote the day and work with local businesses, and in 2018 over 7,500 neighborhood champions signed on to promote the day which grew exponentially, and in 2019 a new record of \$19.6 billion was spent at small independent businesses on Small Business Saturday; and

WHEREAS: To build a comprehensive marketing plan in Dearborn, the Dearborn Area Chamber of Commerce and both East and West Downtowns plan to continue to partner together to promote Small Business Saturday and holiday shopping through its joint Shop Small marketing campaign in 2020; and

WHEREAS: A photographer, Visual Ronin, is being added to the event for \$600, to be split equally for \$300 per district, and due to a paper size issue, an adjustment to the Beshara passports for an increase of \$33, to be split equally between EDDDA and WDDDA at \$16.50 each district; and

WHEREAS: The EDDDA and WDDDA collectively budgeted \$14,000 for FYE2021; therefore, be it

RESOLVED:

1. That the WDDDA authorizes the expenditure of up to \$7,000 for the Shop Small marketing campaign from the Community Promotions/Shop Small budget line item account # 296-6100-911-51-00 for 2020; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the companies listed below for the Shop Small marketing campaign, subject to review and approval by Corporation Counsel.

Service Provider	Item	Total Cost	WDDDA Cost
Beshara	posters	\$100	\$50
Beshara	Passports (qty. 5K)	\$633	\$316.50
Beshara	postcards (\$96.67 WF, \$96.67 SSE,	\$290	\$96.67

	\$96.67SSW)		
Bewick Publications (Times Herald)	newspaper ad (1 week, 2 issues)	\$150	\$75
Pandora	ads on streaming service	\$1485	\$742.5
Comcast	Cable TV ads	\$2999	\$1499.50
WDIV	TV ads	\$7000	\$3500
Visual Ronin (Michael Keuntz)	Photography	\$600	\$300

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Essential IT Web Services for DRW and Downtown Dearborn websites - EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) promotes its districts and provides resources to the community and businesses through its collaborative websites; and

WHEREAS: The EDDDA and WDDDA uses Essential IT for the Dearborn Restaurant Week (DRW) website to provide web hosting and web maintenance services for a 12-month period for DRW from September 1, 2020- August 31, 2021 for a total of \$360, split evenly; and

WHEREAS: The EDDDA and WDDDA uses Essential IT for the Downtown Dearborn website to provide web hosting and web maintenance services for a 12-month period from July 1, 2020- June 30, 2021 for a total of \$1068, split evenly, creating a total of \$1428, to be split equally at \$714 per district; therefore, be it

RESOLVED:

1. The EDDDA authorizes the expenditure of \$714.00 to Essential IT for web hosting and maintenance from September 1, 2020 - August 31, 2021 for Dearborn Restaurant Week and for the Downtown Dearborn website from July 1, 2020 - June 30, 2021, expending from account # 297-6100-911-51-00; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA for Essential IT, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Essential IT Web Services for DRW and Downtown Dearborn websites - WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) and East Dearborn Downtown Development Authority (EDDDA) promotes its districts and provides resources to the community and businesses through its collaborative websites; and

WHEREAS: The WDDDA and EDDDA uses Essential IT for the Dearborn Restaurant Week (DRW) website to provide web hosting and web maintenance services for a 12-month period for DRW from September 1, 2020- August 31, 2021 for a total of \$360, split evenly; and

WHEREAS: The WDDDA and EDDDA uses Essential IT for the Downtown Dearborn website to provide web hosting and web maintenance services for a 12-month period from July 1, 2020- June 30, 2021 for a total of \$1068, split evenly, creating a total of \$1428, to be split equally at \$714 per district; therefore, be it

RESOLVED:

1. The WDDDA authorizes the expenditure of \$714.00 to Essential IT for web hosting and maintenance from September 1, 2020 - August 31, 2021 for Dearborn Restaurant Week and for the Downtown Dearborn website from July 1, 2020 - June 30, 2021, expending from account # 296-6100-911-51-00; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA for Essential IT, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Sprout Social Media Analytics - EDDDA

Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Downtown Development Authority (WDDDA) have an active and engaging presence online and utilize multiple social media channels; and

WHEREAS: It is recommended that the DDDAs manage its own reporting and social media analytics so they can pivot and react quickly to received data, helping to increase proper social media utilization and community engagement; and

WHEREAS: Sprout Social was selected due to its robust reporting, analytics, customer relationship management features, and ability to schedule posts; and

WHEREAS: This reporting and analytics are key ingredients to provide administration and sponsors important data to be able to guide decisions and scheduling posts and allow for better time management; and

WHEREAS: The cost of Sprout Social Professional package is \$149 a month per user for up to ten social profiles, split equally between the East and West DDDAs; therefore, let it be

RESOLVED:

1. That the EDDDA authorizes the expenditure of up to \$74.50 per month for the Sprout Social Professional from the Community Promotions account # 297-6100-911-51-00; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with Sprout Social, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Sprout Social Media Analytics - WDDDA

Adopted:

Motioned by:

Seconded by:

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) and the East Dearborn Downtown Development Authority (EDDDA) have an active and engaging presence online and utilize multiple social media channels; and

WHEREAS: It is recommended that the DDDAs manage its own reporting and social media analytics so they can pivot and react quickly to received data, helping to increase proper social media utilization and community engagement; and

WHEREAS: Sprout Social was selected due to its robust reporting, analytics, customer relationship management features, and ability to schedule posts; and

WHEREAS: This reporting and analytics are key ingredients to provide administration and sponsors important data to be able to guide decisions and scheduling posts and allow for better time management; and

WHEREAS: The cost of Sprout Social Professional package is \$149 a month per user for up to ten social profiles, split equally between the East and West DDDAs; therefore, let it be

RESOLVED:

1. That the WDDDA authorizes the expenditure of up to \$74.50 per month for the Sprout Social Professional from the Community Promotions account #296-6100-911-51-00; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with Sprout Social, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Winterfest 2020_Amendment II - WDDDA

Adopted:
Motioned by:
Seconded by:

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) and East Dearborn Downtown Development Authority (EDDDA) jointly promote and organize events to drive consumer traffic to their districts and create a vibrant environment during the holidays; and

WHEREAS: The Promotions Committee has scheduled the Winterfest holiday shopping and family fun event on December 12, 2020; and

WHEREAS: The WDDDA budgeted \$15,000 from Community Promotions fund / Holiday Promotions line item in account #296-6100-911-51-00 for activities and performances at the Winterfest Market; and

WHEREAS: Additional vendors have been secured for event and listed below for approval; therefore, be it

RESOLVED:

1. That the WDDDA authorizes the expenditure of up to \$28,000 for the Winterfest event from the Community Promotions/Holiday Promotions budget line item account # 296-6100-911-51-00 for 2020; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the companies listed below for the Winterfest event, subject to review and approval by Corporation Counsel.

Vendor	Item	Total Cost
Beshara	Banner	\$55
Reflections of You, LLC	Mirror Me Photo Booth	\$700
Amy Loskowski (AJ Lynn)	musical entertainment	\$500
Henry Ford College	ice sculptures (3 precarved/3 live demo)	\$375
S&R Tent Rental	tent/heat/generators	\$12,685
Reindeer Ranch	Two live reindeer, 3 hours	\$2999
TBD	Santa	\$600

Beshara	postcards (\$96.67 WF, \$96.67 SSE, \$96.67 SSW)	\$96.67
Beshara	posters (qty. 100)	\$100
Bewick Publications (Dearborn Times Herald)	two ads in one week	\$150
Al Seder (Santa)	Breakfast w/ Santa (4 hours)	\$400
Visual Ronin (Michael Keuntz)	Photographer at Breakfast w/ Santa	\$600
S&R Tent Rental	8 high top tables	\$150
Jean Smith	4 propane fire pits	\$1256
Jean Smith	4 propane heaters	\$1000
Jean Smith	8 propane refillable tanks	\$800
TBD	4 igloos for Wagner Park	\$2600
Jean Smith	4 portable heaters	\$800
Nickel & Saph	Insurance	TBD

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Farmers Market Extension 2020_Service Providers_ Amendment II_WDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

WHEREAS: The Promotions Committee recommends extending the Farmers Market until the end of October 2020 to create a welcoming environment for the fall season and encourage consumers to visit the downtown; and

WHEREAS: The Farmers Market started five weeks later than usual for 2020 due to Covid-19 reducing the overall costs, therefore, funding is available and vendors have agreed to participate in an extended Dearborn Farmers & Artisans Market; and

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

WHEREAS: The WDDDA authorized the expenditure of up to \$1510 for the Farmers & Artisans Market extension from the Farmers Market budget line item account # 296-6110-911-34-90 for 2020 at the September 2020 board meeting; and

WHEREAS: In order to provide fresh fruits and vegetables at the market, a partnership with Eastern Market Corporation for a booth onsite was approved October 15, 2020, for \$400 per market day for a total of \$1600 for participating on October 9, 16, 23, and 30, 2020; and

WHEREAS: Beshara was approved for \$60 to produce six yard signs to advertise the Farmers Market extension, the cost had increased to \$80 this year, so a request for an additional \$20 is needed; so let it be

RESOLVED:

1. The WDDDA authorizes the expenditure of an additional \$20 to Beshara for the Farmers & Artisans Market extension from the Farmers Market budget

line item account # 296-6110-911-34-90 for 2020; and

2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the companies listed below for the extended Farmers & Artisans, 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
Lawrence Arbor Dates: 7/17/20, 8/21/20 Visual Ronin Media (Michael Kuentz) Dates: 9/18/20, 9/25/20 Dearborn School of Music Dates: 7/24/20, 8/28/20, 9/4/20 One Man Music Band Date: 7/31/20, 8/7/20 Amy Loskowski Dates: 7/10/20, 8/14/20, 9/11/20	Entertainment at market (\$150 per performance, with exception of One Man Music Band for \$135) EXTENSION: Five more dates of music with Larry Arbour (\$150), Amy Loskowski (\$150), TBD, TBD and TBD for a total of \$750 budgeted.	\$2500.00
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.	cooking demo supplies, caution tape, tables, a-frame signs	\$700.00
Brendel's	Portajohns, sinks, and hand sanitizer stands	\$2940
Malko Media	Yard signs - Safety reminders and FM specific	\$300

	(\$9.50ea - qty. 30 signs total)	
Malko Media	A-frame signs (\$120 ea.) qty. 4 plus signage (8 signs at \$23ea.)	\$680
Epiccrowdcontrol.com	floor/ground stickers (\$17/ 6pk) qty 3 sets	\$51
Press & Guide	monthly newspaper - 4 ads in June	\$600
Arab American News	4 weeks of ads	\$900
Mama Mia	postcard printing and distribution	\$2990.00
Beshara	EXTENSION - posters	\$100
Brendel's	EXTENSION - portajohn/sinks	\$450
Bewick Publications (Times-Herald)	EXTENSION - newspaper ad - one week	\$150
Beshara	EXTENSION - yardsigns (qty. 6)	\$80
Eastern Market Corporation	EXTENSION- fruit/vegetable stand	\$1600

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

MDA Annual Conference 2020 - Amendment I - EDDDA

Adopted:

Motioned by:

Seconded by:

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

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

WHEREAS: The EDDDA and WDDDA sponsored the MDA annual conference held virtually on November 5-6, 2020, in the amount of \$300 which included three conference registrations and marketing opportunities; and

WHEREAS: Three board members from the EDDDA and one board member from the WDDDA were able to attend the MDA annual conference ; and

WHEREAS: An additional cost of \$75 for the extra conference registration was incurred; therefore, be it

RESOLVED:

1. The EDDDA authorizes the expenditure of an additional \$75 for an additional EDDDA board member participant at the 2020 Virtual MDA Annual Conference from the Training/Transportation budget line item account # 297-6100-911-58-10; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA for the MDA Annual Conference, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

Applications may take up to 90 days for processing depending on the applicants readiness. Work cannot begin without DDDA Board approval.

Grant payments will be made within 30 days upon receipt of all paid invoices and approved City of Dearborn building inspection and/or occupancy permit.



APPLICATION

Application Date ____/____/____

Business Name_____

Property Address_____

Business

Owner Dearborn Investments, LLC

Business Owner

Address One Towne Square, Suite 1202, Southfield, MI 48076

Business Owner Gabriella Karp

Business Owner Phone 586-524-2135 Email JStrang@SignatureAssociates.com

Property Owner Gabriella Karp

Property Owner Address _____

Property Owner Phone Same Email _____

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

Is this business expanding? Yes ☐ No ☒

Amount of square footage to be added to building None

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

If relocating, when was this business established? No

If relocating, please list current address N/A

Estimated start date of project 12, 1, 2020

Estimated completion date of project 3, 30, 2021

Total cost of project \$ 400,000 (Est) Amount requested \$ 10,000

APPLYING FOR:

☐ Level 1 Grant

- ☐ Level 2 Grant
☒ Level 3 Grant

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

Julie Strong
Signature of Applicant

10-23-2020.

Date

Agent for Dearborn Investments, LLC.

MANDATORY CHECKLIST

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

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

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

SUBMIT

Please return grant application and supporting documentation to:

Dearborn Downtown Development Authorities
13615 Michigan Avenue, Suite B-2
Dearborn, MI 48126
info@downtowndearborn.org
313-943-3141

For more info about Downtown Dearborn events and projects visit www.downtowndearborn.org.

Open Door Dearborn Grant/Outdoor Seating

The property owners, Dearborn Investment Company, LLC will be leasing the property at 22250 Michigan Avenue to Better Health. Better Health has several grocery store facilities in the Detroit Metro area and surrounding communities. The project Dearborn Investment Company will be undertaking will be a complete renovation of the interior premises, exterior roof, and front concrete pad per the plans provided. As you are aware, Merchant of Wine had been a longstanding tenant of the community for 25 years and a renovation of the premises is needed. The owners will be providing the new tenant with the outlined improvements.

The project construction will include flooring work, walls, lighting upgrades, bathroom upgrades, new roof, door work/replacement, and the outside front concrete replacement. The upgrade to the interior and exterior of a 25 year plus building will certainly provide a needed revitalization for Better Health and bring excitement to the district. The repairs along the front concrete pad will allow for Better Health to petition for some outdoor seating. This area will also be an inviting location along Michigan Avenue for residents and customers alike in the area to sit and/or enter the new store off Michigan Avenue.

The architectural plans included with the grant application, show all work being performed including the new roof and concrete. Dearborn Investment Company, LLC will be responsible for the expenses outlined on these plans. You will see the requested grant application incorporates the roofing and concrete projects, both of which combined are over \$71,000 (Ashmark Construction's bid), and the overall project cost is over \$400,000.

It is our belief, with the complete renovation of the interior, the longevity of a new roof system, the replacement of the front crumbling concrete pad and the placement of the new long-term tenant, Better Health, the West DDA will benefit with a new and improved highly visible building and successful tenant. Improvements such as those being presented will bring a sense of newness and cleanliness to the location. Residents in the district will be encouraged by the construction and opportunities a new business will provide. Not only the potential for a new place to shop but added jobs for the community.

We appreciate your consideration of our West DDA Open Door Grant Application and look forward to working with you on this project.

Proposal-Contract

CEI Michigan LLC

Commercial Roofing and Sheet Metal

P.O. Box 310 Hamburg, MI 48139

PH: 517-548-0039 FAX: 517-548-0182

Customer's Name/Address	Date: November 9, 2020
Signature Associates	
1 Towne Square	
Southfield, MI 48076	
Attention: Julie Strong	
Ph/Email: 586-524-2135/jstrong@signatureassociates.com	

Job Name: Roof Replacement Michigan Ave. Property
Job Address: 22250 Michigan Ave., Dearborn, MI
Job Contact: Julie Strong
Ph/Email: 586-524-2135/jstrong@signatureassociates.com
Proposal ID: 22250MICH

Scope of work: Roof Replacement (approx. 16,000 sqft)

We will:

- Remove the existing roof ballast and roof composition down to the metal deck and dispose of
- The metal deck will be inspected. Deteriorated decking will be replaced at the additional unit cost listed below
- Remove and dispose of existing perimeter metal and counter flashing
- Two layers of 2.6" polyisocyanurate insulation (R-30) will be secured to the deck
- Fully adhere a 60 mil EPDM (rubber) roof system
- Fabricate and install new perimeter metal and counterflashing (24 gauge/color to be chosen by owner)
- Complete all details as required to meet 15-year manufacturer warranty

\$156,580.00

Unit costs:

a) Metal decking.....\$8.00/sqft

Terms and Conditions:

This proposal agreement is subject to the terms, conditions and instructions appearing on the face hereof and the attached page. Warranty (in paragraph 6) ☒ included ☐ excluded (check one). This Proposal may be withdrawn by us if not accepted within 30 days.

The above price, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined herein.

Company's
Authorized
Signature: _____

Customer's
Signature: _____

Print Name: David Rosiek Title: Service Manager

Print Name: _____ Title: _____

Date: November 9, 2020

Date: _____

TRADEMARK

CONSTRUCTION SERVICES

4916 Leafdale Blvd
Royal Oak, MI 48073

Estimate

Date 11/6/2020
Estimate # 6390

Name / Address

Signature Associates
One Towne Square, Suite 1200
Southfield, MI 48076

P.O. # 22250 Michigan Ave.
Terms 1/2 Down 1/2 Upon Completion

Item	Description	Qty	Rate	Total
CONCRETE	Remove and replace 4" thick concrete at entrance door area on Michigan Ave South entrance Job Address: 22250 Michigan Ave. Dearborn, MI	1	7,100.00	7,100.00
Total				\$7,100.00

TERMS OF THIS CONTRACT: All labor and material which are provided "AS-IS" will be warranted one (1) year from the date of substantial completion. All other materials and equipment will be warranted per the manufacturer's warranty. All work will be completed in a workmanlike manner in accordance with any and all drawings, blueprints or other plans agreed to by the parties, and will be warranted for one (1) year from the date of substantial completion. All warranties become null and void should transfer of property ownership occur or if the property is leased out to a third party. Payment will be submitted according to the terms here after, material deposit at commencement of contract for material procurement then monthly AIA billing based on percentage complete, without set off or other deductions, within 15 days of invoice. If payment is not received when required by this contract, however, all warranties will be null and void and a 1 1/2% per month interest charge will accrue and you will pay all costs related to collection of the amount including reasonable attorney's fees and court costs. Any alteration or deviation from above specifications involving extra costs other than the proposed above, will be executed only upon written orders and will become an extra charge over and above this estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. This contract contains all of the terms and conditions agreed to by the parties. NO OTHER REPRESENTATION, WARRANTIES OR AGREEMENTS, EXPRESSED OR IMPLIED, ARISING BY OPERATION OF LAW OR OTHERWISE, SHALL VARY THE TERMS OF THIS CONTRACT. OWNER'S SOLE AND EXCLUSIVE REMEDY FOR BREACH OF ANY WARRANTY HERE UNDER SHALL BE LIMITED TO CORRECT PERFORMANCE OR REFUND OF THE PRICE PAID, IN NO EVENT SHALL TRADEMARK CONSTRUCTION SERVICES, LLC (TRADEMARK) LIABILITY TO OWNER, EXCEED THE PRICE PAID BY OWNER. IN NO EVENT SHALL TRADEMARK BE LIABLE TO OWNER FOR INDIRECT, SPECIAL, EXEMPLARY, CONSEQUENTIAL, INCIDENTAL OR PUNITIVE DAMAGES, EVEN IF TRADEMARK HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

Phone #	Fax #	E-mail
248-220-4906	248-220-4938	accounting@trademarkmi.com

Approval: _____

Date: _____

TRADEMARK

CONSTRUCTION SERVICES

CONSTRUCTION BUDGET SUMMARY

Presented To:

Signature & Associates
Attn: Julie Strong
One Town Square, Suite 1200
Southfield, MI 48076

Project:

22250 Michigan Avenue
Dearborn, MI 48124

	Preliminary Estimate 6-19-20	Budget Range	Budget Range
	DESCRIPTION - Interior demolition and white box build out	Low	High
1	ACOUSTICAL CEILINGS -		
	Supply and install all 9/16 grid with sand micro ceiling tiles through out (2x4 verse 2x2 sized tile for budget range)	\$32,906	\$43,337
2	ARCHITECTURAL DRAWINGS -	By Owner	By Owner
	Stamped drawings needed for permits by Owner		
3	CABINERY & COUNTERTOPS	\$0	\$0
	No new interior finishes figured in the white box estimate		
4	CONCRETE -	\$5,000	\$15,000
	Patch and repair allowance of existing concrete after vinyl tile is removed		
5	DEMOLITION -	\$22,000	\$28,000
	Demolition of entire interior space partition walls, flooring, ceiling tiles, ductwork, and lighting		
6	DOORS - INTERIOR	\$0	\$0
	No new interior finishes figured in the white box estimate		
7	METAL STUD FRAMING & DRYWALL-		
	Install new perimeter wall framing to 14' for 10' ceiling with 5/8" drywall finished and ready for paint. Higher range number includes divider wall for two tenants	\$35,450	\$45,450
8	ELECTRICAL-		
	Allowance for installation of (150) new 2x4 LED panel lighting per specification / emergency lighting / outlets / signage circuits / wiring or (4) new roof top HVAC units / conduit and raceway Does not include or figure move existing electrical service panel location (higher range include reworking service for (2) services and other systems for two tenants.	\$75,000	\$115,000
9	ENGINEERING FEES-	\$3,000	\$5,000
	HVAC and electrical engineering and review Allowance		
10	FIRE ALARMS -		
	Design, supply and install fire alarm system (No existing fire alarm system) Includes HAC roof top unit smoke detectors for code compliance (Vigilante)	\$18,000	\$25,000
11	FIRE SUPPRESSION -		
	Installation of fire suppression not figured	\$0	\$0
12	GENERAL CONDITIONS		
	Dumpsters, debris removal, floor protection, general labor, safety, equipment rental, port a jon and cleaning	\$8,500	\$15,000
13	GLASS ENTRANCE DOORS & STOREFRONT		
	Replace North and South aluminum and glass entrance doors and storefront glass / add second entrance for (2) tenants -ADD \$20,000 - \$28,000		
14	HVAC	\$85,000	\$105,000
	Remove old 40 ton roof top HVAC unit and associated ductwork. Supply and install (4) new 10 ton equally spaced units to service building Includes removal of old unit and kitchen equipment on roof. Install new roof curbs, setting with crane. Design of all new duct work distribu and thermostats for (4) systems Installing (4) new 10 tons units is more cost effective and flexible for multiple tenants (Versatile)		
15	MASONRY	\$0	\$0
	Removal and block in at existing over head doors at North side of building - ADD \$8,500		
16	PAINTING	\$2,400	\$5,000
	Prime all new interior perimeter and dividing wall if space is split for two tenants		

