



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

THURSDAY, OCTOBER 15, 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

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

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

- I. **Call to Order** Chairwoman Kapilango
- II. **Roll Call** Secretaries Merino & Lynch
- III. **Joint Meeting Chair for October 2020: Julia Kapilango**
- IV. **Approval of the September 2020 Meeting**
- V. **Treasurer's Report** Finance/Treasurers
- VI. **P.A. 57 Info Session #2** 20 min.
- VII. **Discussion Items** 15 min.
  - A. Purchasing Policy Update/Goal Survey
  - B. Temporary Signage/Enforcement
- VIII. **Action Items** (30 min.)
  - A. **Regular Action Items**
    - 1. **Joint Board Actions**
      - a) Shop Small/Holiday Advertising
      - b) Holiday Décor
      - c) Banners
      - d) Welcome Back Campaign Amendment
    - 2. **WDDDA Actions Only**
      - a) Farmers & Artisans Market Partnership with Eastern Market
      - b) Winterfest Market Amendment
      - c) Additional Trash Receptacle Service
      - d) Shrub Replacements
    - 3. **EDDDA Actions Only**
      - a) Landscape & Maintenance Contract Amendment
- IX. **Committee Reports** (15 min.)
- X. **DDDA Executive Management Team & ECD Reports**
- XI. **Call to Board of Directors**
- XII. **Call to Audience** 3 min./guest
- XIII. **Adjournment**

# AGENDA OVERVIEW

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## JOINT ACTIONS

### Shop Small/Holiday Advertising

The DDDAs budget \$14,000 collectively for Shop Small and holiday advertising annually. It is recommended by the Promotions Committee to modify the mediums used this year due to the shift in consumer behaviors and habits to streaming and viewing. In previous years, the DDDAs have advertised with WNIC the holiday radio station and the WDIV 12 Days of Christmas promotion. WDIV is not producing the 12 Days of Christmas promotion this year, but continuing advertising with WDIV is recommended through Click on Detroit and TV commercials. Below is the recommended advertising plan and a resolution is attached to execute contracts based on this plan:

#### WDIV Promotion: Budget \$7000

An on-air campaign via WDIV-TV Local 4, digital campaigns on ClickOnDetroit.com, and a Homepage Pushdown Ad.

- WDIV-TV 4 / On-Air Campaign
  - Eighteen (18) :30 second messages to air over the course of two weeks. Over a one month campaign, a 30 second commercial will be aired on both prime and non-prime time stations including, but not limited to:
    - Live in the D
    - Saturday Local 4 News
    - NBC Today Show
    - Daytime rotator- NBC Today Show, Noon News, Days of Our Lives, Rachael Ray, Ellen
    - The Tonight Show with Jimmy Fallon
    - Saturday Night Live
- ClickOnDetroit.com /Digital Campaign
  - One month Digital Campaign with both mobile and desktop impressions, and will include:
    - 150,000 ad impressions per event (300,000 total impressions)
    - One (1) Homepage Pushdown Ad per event (Two (2) Total) Dates TBD
    - Leaderboard Ads
    - Medium Rectangle Ads
    - Mobile Ads
    - PUSHDOWN Ad with video on the Homepage of ClickOnDetroit.com
      - Ad will run for 24 hours on date TBD
      - Fixed mobile ad will also be included on this date

#### Comcast: Budget \$2992.75

Downtown Dearborn's holiday promotions will be aired both during Broad and Prime rotators time slots. Prime times include from 8pm to 11pm. These include during holiday movies and programs on Freeform and Hallmark, HGTV, Bravo, and FOOD Network.

- HGTV & FOOD- 11/12 - 12/11 in all time zones.
- Bravo- 11/16 - 12/6 in Dearborn & Downriver Dearborn zones only.
- Freeform & Hallmark- 11/23 - 12/11 Holiday programming in Dearborn & Downriver Dearborn zones only.
- Includes 494 TV commercials in total to be aired.
- Demographic's
- Women 35+ over 64K impressions
- Xfinity zones include: Dearborn, Taylor, Dearborn- Downriver WOW!, Western Wayne WOW!, Dearborn- Detroit AT&T U-verse

#### Pandora Promotion: Budget \$1485

While many individuals are working remotely, another source of entertainment is through live streaming music. Through live streaming we anticipate the following results (these numbers were gathered via Pandora Audiogo campaign builder utilizing the budget amount provided).

- ESTIMATED UNIQUE LISTENERS: 59K estimated reach.
- ESTIMATED IMPRESSIONS: 82.5K
- Ads played out of a potential of 13.3M.

## **Holiday Decor**

A bid is being solicited for replenishing items within our holiday décor inventory, as well as adding items that help to bring vibrancy and attention to Michigan Avenue in both districts. Bid is expected to be back in two weeks. The DDDA Boards have budgeted \$10,000 each for holiday décor this fiscal year. The resolution attached authorizes the Manager of the DDDAs to award the bid to the lowest bidder for the purchase of the product.

## **Banners**

New branded banners for the East and West Downtown districts have been carried forward in the budget for FYE2021 in amount of \$4250 for the West and \$1500 for the East. There is still funding available this year in addition to this carried forward amount that can be utilized for this initial purchase. In total, it is a purchase of 196 banners for both districts. Based on previous years' purchase costs, it's estimated to be a total of \$5410. The resolution attached authorizes the Manager of the DDDAs to award the bid to the lowest bidder for the purchase of the product.

## **Welcome Back Campaign Amendment**

Two gateway banners are needed for the East Downtown, which have been added to the amendment, as well as modifying the purchase of the Adirondack chairs, picnic tables and tent for the East Downtown. The plastic Adirondack chairs were out of stock at multiple suppliers, as well as the picnic benches. Due to this, the tent for City Hall Park was not necessary and never purchased, leaving funds available. It is recommended to utilize the remaining funds for the purchase of sturdy, composite Adirondack chairs for future park use. Funds remaining are \$5263 for the East Downtown and \$2466 for the West Downtown. A bid will be solicited for this.

## **WEST DDDA ACTION ITEMS ONLY**

### **Farmers Market Partnership with Eastern Market**

In the summer of 2009, Eastern Market embarked on a journey to sell fresh produce and provide nutritional education in the City of Detroit by establishing small pop-up mobile markets. These satellite locations evolved into today's Eastern Market Farm Stand Program. Each season, a cohort of Food & Health Fellows brings a snapshot of Eastern Market to people throughout metropolitan Detroit.

Eastern Market Farm Stand Program's mission is to:

- Provide fresh, healthy food at partner organization sites;
- Engage people in conversations about the lifelong benefits of healthy food choices;
- Cultivate a cohort of Food & Health Fellows to be ambassadors of Eastern Market and advocates of a good food system.

Through relationships with community development organizations, corporate entities, health care systems, neighborhood farmers markets, and schools, the Farm Stand seeks to promote a culture of wellness in the City of Detroit and Southeast Michigan.

In an effort to bring local produce to the Farmers Market while supporting a worthy cause, it is recommended to partner with Eastern Market Farm Stand for the remainder of the Farmers Market season (end of October) for 2020 from 11:00 a.m. to 4:00 p.m. each Friday. The cost is \$1600 for the remainder of the season.

### **Winterfest Market Amendment - Additional Service Providers**

The bids for the tent and heater are anticipated to be completed this coming week prior to the Board meeting. The service provider selection will be presented at the table. There are still a few more service providers being finalized in addition to the tent which will come in November.

### **Shrub Replacements**

Two areas in the downtown need shrub replacements because the existing plant material has died out, including the pocket park and east of the west parking deck. Cost is \$4515 for removal and replacement.

## **EAST DDDA ACTION ITEMS ONLY**

### **Landscape & Maintenance Contract Amendment**

As duly noted on numerous occasions by the EDDDA Board and Executive Management Team, the increase of litter and debris, and lack of the service provider meeting the expectations for the district are impacting the visitor experience and economics on the downtown.

The current contract with WH Canon, which is a first of four renewals, for the landscape and maintenance from April 1, 2020-March 31, 2021, is a base rate of \$104,380 annually plus \$12,000 for additional materials/services, including:

- 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.

Within this amount, litter pick-ups were increased to 2.5 days per week (at an additional cost of \$4500 annually to the base services), and an annually powerwash of the sidewalks in the spring of 2020 was included at no additional cost. As a comparison, Fairlane Grounds provides services for the WDDDA six days per week. The Executive Management Team recommends at this point an increase to a minimum of four days per week (three weekdays and one weekend day).

While no litter and maintenance program will ever be perfect, there is definitely room for improvement with the EDDDA services. This week, a meeting is being held with WH Canon to discuss the areas of concern and determine a plan to move forward. If a solution is not attainable, we will pursue other options. A draft resolution is included in the event that it is determined to amend the contract to include any additional services.

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

**September 17, 2020**  
Virtual Meeting via Zoom

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

Meeting ID: 433 224 302

Password: 844577

One tap mobile

+13126266799,,433224302# US (Chicago)

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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, Director Janice Cislo, Director Matthew Dietz, Director Mark Guido, Director Mary O'Bryan, Director Kamal Turfah, and Director Eric Woody.

WEST DDA : Chairperson Sam Abbas, Vice-Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Director Thomas L. Clark, Mayor Jack O'Reilly, Director Mark Guido, Director Jackie Lovejoy, Director John McWilliams, and Director Karen Nigolian.

## **MEMBERS ABSENT**

EAST DDA : Secretary-Treasurer Heidi Merino and Director Jay Kruz

WEST DDA : Director Audrey Ralko

## **NON-MEMBERS PRESENT :**

CITY OF DEARBORN : Jeff Watson (ECD), Licia Yangouyan (Legal), Moe Almaliky (Finance), Hassan Sheikh (ECD), Zeinab Hachem (Council Office), Leslie Herrick (City Council), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA) Steve Deisler (DDDA), and Janet Bloom (DDDA)

OTHERS : N/A

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

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

### **II. Roll Call**

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

EDDDA: A quorum was present.

WDDDA: A quorum was present.

### **III. Joint Meeting Chair for September 2020: Chairperson Sam Abbas**

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

For EDDDA, the minutes from the Regular August 2020 Board meeting were presented for approval. It was moved by Director Kal Turfah and it was 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 Kal Turfah - yes, and Director Eric Woody - yes. Motion passed and minutes were recorded and filed.

For the WDDDA, the minutes from the Regular August 2020 Board meeting were presented for approval. It was moved by Mayor Jack O'Reilly and it was 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, Director John McWilliams - yes, and Director Karen Nigosian - 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 August 31, 2020. Revenue to date totaled \$3,770. Total expenditures totaled \$44,264. 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 \$723,456.

WDDDA: Moe Almaliky reviewed the financial statement dated August 31, 2020. Revenue to date totaled \$8,370. Total expenditures totaled \$58,008. 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 \$1,285,119.

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

## **VI. Action Items**

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

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

##### **a) PR Contract 2020/21**

PR RFP Selection Committee reviewed all nine submitted proposals and interviewed the top three. The top firm was One Magnify with a total annual contract cost of \$243,204 plus a one-time set up fee of \$39,730 and expenses/travel of up to \$60,000. The DDDA's collectively budgeted \$80,000 (\$40,000 each district). The boards decided to table the resolution due to the additional negotiations that will need to take place to select final candidate.

For the EDDDA, motion to table by Chairperson Julia Kapilango and seconded by Director Dan Merritt. 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 Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For the WDDDA, motion to table by Director Thomas Clark and 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, Director John McWilliams - yes, and Director Karen Nigosian - yes. Motion passed.

##### **b) Snow Removal Contract 2020/21**

The EDDDA and WDDDA recognize the need to maintain safe and accessible downtown areas. The EDDDA authorized a budget for



\$25,000 for snow removal services for FYE2021. The WDDDA authorized a budget of \$36,500 for snow removal services for FYE2021. Premium Lawn was awarded a bid for a term of one season starting November 1, 2019 - March 31, 2020, with up to three, one-year renewal options. The EDDDA and WDDDA authorize the Manager of the DDDAs to execute the year one of the renewal contract not to exceed \$25,000 for East nor exceed \$36,500 in West using EDDDA account #297-6100-911-34-90 and WDDDA account #296-6100-911-34-90. It was requested to go to bid summer of 2021.

For EDDDA, motion to approve by Vice Chairperson Dan Merritt, 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 Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to approve by Secretary-Treasurer Jeff Lynch, seconded by Mayor Jack O'Reilly. 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, Director John McWilliams - yes, and Director Karen Nigosian - yes. Motion passed.

**c) Adopt- a-Tree Well Signage**

The EDDDA and WDDDA strives for festive displays throughout the downtown districts. The use of Adopt-a-Tree Well signs is used in the decorated tree wells. The EDDDA authorized up to \$325 to Beshara for signage from account #297-6100-911-51-00. The WDDDA authorized up to \$325 to Beshara for signage from account #296-6100-911-51-00. The WDDDA Board requested an additional \$4500 in mums, haybales and cornstalks from landscape/maintenance contractor, Fairlane Grounds. Both boards requested DDDAs be added to the signage.

For EDDDA, motion to approve by Mayor Jack O'Reilly, and seconded by Chairperson Julia Kapilango. 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 Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to approved by Director Thomas Clark, seconded by Director Jackie Lovejoy. 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, Director John McWilliams - yes, and Director Karen Nigosian - yes. Motion passed.

**d) Shop Small**

Both EDDDA and WDDDA build a comprehensive marketing plan to promote Small Business Saturday and holiday shopping through Shop Small. The EDDDA and WDDDA collectively budgeted \$14,000 for the FYE 2021. The EDDDA and WDDDA authorize the purchase of posters (\$100 to be split 50/50 for East and West) and passports (\$1200 to be split 50/50 for East and West) from Beshara using EDDDA account #297-6100-911-51-00 and WDDDA account #296-6100-911-51-00.

For EDDDA, motion to approve by Vice Chairperson Dan Merritt, 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 Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to approve by Chairperson Sam Abbas, seconded by Director Thomas Clark. 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, Director John McWilliams - yes, and Director Karen Nigosian - yes. Motion passed.

**e) Board of Directors Dishonesty Bond**

The City of Dearborn Legal Department recommends the EDDDA and WDDDA secure a Dishonesty Bond for protection of its assets. The City of Dearborn insurer Nickel & Saph, Inc. Insurance Agency, quoted \$285 for the bond premium with coverage effective 8/17/2020-8/17/2023 for EDDDA and \$285 for the bond premium for WDDDA for the same time period. The EDDDA and WDDDA authorized expending \$285 per district to Nickel and Saph for the Dishonesty Bond using account #297-6100-911-51-00 for East and account #296-6100-911-51-00 for West.

For EDDDA, motion to approve Chairperson Julia Kapilango, seconded by Director Mark Guido. 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 Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to approve by Vice Chairperson Mohammed Hider, seconded by Director Karen Nigosian. 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, Director John McWilliams - yes, and Director Karen Nigosian - yes. Motion passed.

**f) CTM Brochure Printing**

The EDDDA, WDDDA, Dearborn Area Chamber of Commerce and the City of Dearborn partner together to create “rack cards” that are distributed throughout Metro Detroit via CTM. Printing is to be done by Shear Color Printing to create 10,000 for September 18, 2020 to November 30, 2020. The partners will share the cost equally at \$103.75 max per organization. The EDDDA and WDDDA authorizes brochure printing with Shear Color Printing not to exceed \$415 to be shared equally, using account #297-6100-911-51-00 for EDDDA and account #296-6100-911-51-00 for WDDDA.

For EDDDA, motion to approve by Mayor Jack O'Reilly, seconded by Chairperson Julia Kapilango. 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 Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

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

**g) MDA Annual Conference**

The EDDDA and WDDDA collaborate with state-level organizations which focus on downtown revitalizations. The Michigan Downtown Association is hosting an annual conference virtually November 5-6, 2020. They are offering a sponsor package of \$300 which includes three conference registrations and marketing opportunities. Board attendees to date are Chairperson Julia Kapilango and Director Matthew Dietz. The EDDDA and WDDDA authorize the expenditure of up to \$150 per district for sponsorship of the 2020 Virtual MDA Annual Conference, utilizing account # 297-6100-911-58-10 for EDDDA and #296-6100-911-58-10 for WDDDA.

For EDDDA, motion to approve by Mayor Jack O'Reilly, seconded by Director Kamal Turfah. 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 Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Secretary Jeff Lynch. Roll call vote: Chairperson Sam Abbas - yes,

Vice-Chairperson Mohammed Hider - yes, Secretary-Treasurer Jeff Lynch - yes, Director Thomas Clark - yes, Director Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes, and Director Karen Nigosian - yes. Motion passed.

**h) Vision Plan Flyer Mailing**

The EDDDA and WDDDA will be launching a Vision Planning project this Fall obtaining input from community stakeholders, business owners and residents on the future vision of Downtown Dearborn. The printing costs of \$150 are to be split equally. The postcards are to be mailed to each business in both districts, with an estimated cost of postage and labels of \$200, to be split equally. The EDDDA and WDDDA authorize expending up to \$100 per district for labels and postage for the Vision Plan Flyer Mailing, utilizing account #297-6100-911-51-00 for EDDDA and account #296-6100-911-51-00 for WDDDA.

For EDDDA, motion to approve by Chairperson Julia Kapilango, 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 Mary O'Bryan - yes, Director Kal Turfah - yes, and Director Eric Woody - yes. Motion passed.

For WDDDA, motion to approve by Mayor Jack O'Reilly, 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, Director John McWilliams - yes, and Director Karen Nigosian - yes. Motion passed.

**2. WDDDA Actions Only**

**a) Farmers & Artisans Market Extension**

The WDDDA is extending the Dearborn Farmers Market through October 30, 2020, calling it Fall Harvest Market. The extension creates added expenditures. An additional five dates of musical entertainment for a total of \$750, additional posters from Beshara for \$100, Brendel's portajohn and sink for \$450, newspapers ads in Bewich Publications for \$150, and Beshara for additional yard signs for \$60. The WDDDA authorizes the expenditure of up to \$1060 for the Farmers Market extension 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, Secretary-Treasurer Jeff Lynch - yes, Mayor Jack O'Reilly - yes, Director Thomas Clark - yes, Director

Mark Guido - yes, Director Jackie Lovejoy - yes, Director John McWilliams - yes, and Director Karen Nigosian - 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. At this time, expenses authorized are \$300 for postcards from Rocket and \$100 for posters from Beshara.

For WDDDA, motion to approve by Director Jackie Lovejoy, seconded by Director 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, Director John McWilliams - yes, and Director Karen Nigosian - yes. Motion passed.

**3. EDDDA Board Actions**

**No Actions at this time.**

**VII. Committee Reports**

Committee minutes are in Supplemental Materials in digital board packet.

**A. Promotion Committee - Jean Smith**

No Trick or Treat this year due to Covid. No Winterbreeze due to timing, space and location.

**B. Design Committee - Cristina Sheppard-Decius**

More applications coming in for Business Assistance Team. M Cantina and Biergarten opened outdoor dining. Yoga events have also started in outdoor locations. Tree well specs are expected today or latest tomorrow.

Steve Deisler shared Open Dearborn is working with three businesses for marketing, supporting online beauty and launching a consulting business. Also reaching out to 11-12 Artspace residents who expressed need for support.

**C. Steering Committee - Cristina Sheppard-Decius**

Started on Michigan Main Street Application and was told by organization they have extended deadline to February 2021 due to Covid. Cristina has also set up meeting with Urban Main Street.

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

**A. DDDA Executive Management Team - Cristina Sheppard-Decius**

The Michigan Downtown Association received a Gov. proclamation to declare September 26 at Downtown Day. It will be an annual event. It celebrates MDA's

40th anniversary so taking 40 days to celebrate.

Vision plan community engagement will be beginning soon. It will be on social channels and website. Survey will be available month of October. Currently pulling together advisory committee.

**B. ECD Reports - Hassan Sheikh**

Census #'s: Dearborn holds at 73.4%. Wayne County at 65.7%, Michigan at 70.7%.

Robocall to over 22,000 houses and ads and mailers have gone out.

Hassan will provide development report to forward to board members.

**IX. Call to Board of Directors**

Director Karen Nigosian inquired if new code takes effect when tenant moves out and new one moves in. A title company left a location and an attorney moved in and was wondering if it should have become retail space. Oakman and Michigan parking lot rented out for equipment. People start using Nigosian Rug lot. She also stated that she doesn't support closure of West Village Dr. by Wagner Deck.

Director John McWilliams inquired about bike lane on Monroe and cars parking in the lanes. Cristina Sheppard-Decius stated there is no parking in bike lanes and signs will come down in that area as construction continues.

Chairperson Sam Abbas stated Mike Hamame's group needs to remove old signage and needs to be reviewed by city ordinance. He requested list of approved banners and a list of those not approved. Request was suggested to go to the PMDS department.

Director Jackie Lovejoy stated a Virtual 5K is happening in the month of October by the Chamber.

Director Thomas Clark stated areas around his shop are littered and not swept. DDDAs will follow up with landscape and maintenance contractor and city services.

**X. Call to Audience**

No comments.

**XI. Adjournment**

Motion to adjourn by Director Eric Woody and seconded by Director Julia Kapilango.

Meeting adjourned at 9:40 am.

Approved by:

Heidi Merino, Secretary-Treasurer, EDDDA

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Jeff Lynch, Secretary-Treasurer, WDDDA

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Financial Statement Summary			FY2019	FY2020	FY2021				
			Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Revenue									
296-0000-311.40-00	Property Tax Capture		\$ 570,692	769,618	\$ 888,400	\$ 888,400	\$ -	\$ -	\$ 888,400
	Brownfield Tax Capture		132,940	248,583	243,700	243,700	-	-	243,700
	Tax Revenue Total:	\$	703,632	\$ 1,018,201	\$ 1,132,100	\$ 1,132,100	\$ -	\$ -	\$ 1,132,100
296-0000-330.05-14	Local Community Stablization 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	2,960	-	20,540
296-6100-365.90-00	Donations from a Private Source		48,348	16,659	52,500	52,500	-	-	52,500
296-6100-322.40-10	Events Revenue		-	6,545	-	-	-	-	-
296-0000-361.10-05	Interest Income		19,928	14,219	15,755	15,755	-	-	15,755
296-0000-369.90-00	Miscellaneous Income		6,194	-	-	-	-	-	-
	Donations & Farmer's Market Total:	\$	120,072	\$ 45,295	\$ 118,255	\$ 118,255	\$ 2,960	\$ -	\$ 115,295
296-0000-391.91-01	Contributions from the General Fund		37,913	35,000	35,105	35,105	8,775	-	26,330
	General Fund Contribution Total:		37,913	35,000	35,105	35,105	8,775	-	26,330
	Total Revenues:	\$	861,617	1,098,496	\$ 1,285,460	\$ 1,285,460	\$ 11,735	\$ -	\$ 1,273,725
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	360,287	522,540	564,425	34,413	159,034	370,978
296-6110-911.34-90	Farmer's Market Contractual Services		16,509	10,624	20,000	20,000	11,522	3,417	5,061
296-6100-911.41-75	WATER/SEWAGE		-	534	-	-	-	-	-
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	2,708	5,415	877
296-6100-911.51-00	Community Promotion		264,955	173,821	241,225	391,187	19,200	58,730	313,257
296-6100-911.52-10	Insurance		2,670	3,730	5,344	5,344	1,335	-	4,009
296-6100-911.53-00	Communications		225	1,010	1,140	1,140	365	775	-
296-6100-911.58-10	Training & Transportation		2,836	175	3,500	3,500	-	-	3,500
296-6100-911.60-10	Office Supplies		802	395	1,487	1,487	-	-	1,487
296-6100-911.60-20	POSTAGE		-	203	350	350	-	-	350
296-6100-911.61-90	Non-Capital Equipment		-	-	18,600	18,600	-	5,426	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	-	17,916	22,084
296-6100-911.65-00	Memberships		513	148	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	248,583	243,700	243,700	-	-	243,700
	Total Expenditure	\$	866,561	\$ 830,937	\$ 1,135,771	\$ 1,327,618	\$ 69,543	\$ 251,253	\$ 1,006,822
	Revenues Over/(Under) Expenditures	\$	(4,944)	\$ 267,559	\$ (268,293)	\$ (42,158)	\$ (57,808)	\$ (251,253)	\$ 266,903
Balance Sheet									
							Current	Beginning of Year	
Equity in Pooled Cash/Cash Position							\$ 1,083,008	\$ 1,083,008	
Current Assets							18,860	18,860	
Unearned Income							1,273,725	230,536	
Current Liabilities							(16,076)	(16,076)	
Encumbrances							(251,253)	(200,138)	
Uncommitted Budget							(1,006,822)	(349,794)	
Estimated Ending Cash Position							\$ 906,009	1,083,008	
Expenditure Details									
			FY2018	FY2019	FY2020				
			Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Beautification									
296-2972-463.34-90	Sanitation Contractual Services	\$	25,920	19,620	\$ 25,920	\$ 25,920	\$ -	\$ 540	\$ 25,380
296-6100-911.34-90	Holiday Décor & Installation		17,350	11,861	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	-	17,916	22,084
	Total Beautification	\$	144,654	265,195	\$ 314,420	\$ 356,305	\$ 20,040	\$ 37,204	\$ 299,061



**Development**

296-6100-911.51-00	General Marketing (banners, printing, social media)	10,258	10,147	\$ 35,000	\$ 35,000	\$ 899	\$ 122	\$ 33,979
296-6100-911.51-00	Branding	118,371	84,932	30,000	138,262	-	56,964	81,298
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	-	-	300
296-6100-911.51-00	Holiday Promotions, Holly Berry Brunch Program	16,144	13,590	14,665	14,665	-	-	14,665
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	-	658	3,100	3,100	1,210	12	1,878
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	11,522	3,417	5,061
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	180,505	\$ 301,225	\$ 446,761	\$ 30,721	\$ 62,147	\$ 353,893

**Planning & Administration**

296-6100-911.34-90	Pow Strategies	128,820	79,272	193,140	193,140	12,573	138,300	42,267
296-6100-911.34-90	Communications Manager, Public Relations	30,064	38,430	40,000	40,000	1,800	1,537	36,663
	Total Directors Expenses	158,884	117,702	233,140	233,140	14,373	139,837	78,930
various (comment)	Wages & Benefits	87	-	-	-	-	-	-
various (comment)	Other Office Expenses	9,277	7,297	13,536	13,536	1,700	775	11,061
296-6100-911.34-90	Office Cleaning	-	825	900	900	-	450	450
296-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	2,708	5,415	877
296-6100-911.61-90	Non-Capital Equipment (lighting, repairs)	-	-	18,600	23,026	-	5,426	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	248,583	243,700	243,700	-	-	243,700
	Total Planning & Administration	\$ 462,123	385,237	\$ 286,986	\$ 291,412	\$ 18,781	\$ 151,903	\$ 353,868

Expenditures \$ 866,561 830,937 \$ 1,135,771 \$ 1,327,618 \$ 69,542 \$ 251,254 \$ 1,006,822

Contractual Services

Community Promotions

Other Operating Expenses

Financial Statement Summary		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
<b>Revenue</b>								
297-0000-311.40-00	Property Tax Capture	\$ 359,405	\$ 366,558	\$ 386,700	\$ 386,700	\$ -	\$ -	\$ 386,700
	Brownfield Tax Capture	464,099	448,590	456,900	456,900	-	-	456,900
	<b>Tax Revenue Total</b>	<b>\$ 823,504</b>	<b>\$ 815,148</b>	<b>\$ 843,600</b>	<b>\$ 843,600</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 843,600</b>
297-0000-330.05-14	Local Community Stabilization Authority	23,733	26,223	26,000	26,000	-	-	26,000
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	-	-	46,000
297-0000-361.10-05	Interest Income	27,156	16,682	18,200	18,200	-	-	18,200
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
	<b>Donation Revenue Total</b>	<b>\$ (49,290)</b>	<b>\$ 71,307</b>	<b>\$ 107,405</b>	<b>\$ 107,405</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 107,405</b>
297-0000-391.96-97	Workers Compensation Fund	0	155	0	-	-	-	0
297-0000-391.91-01	Contributions from the General Fund	11,794	11,310	22,620	22,620	5,655	-	16,965
	<b>Contribution Total</b>	<b>\$ 11,794</b>	<b>\$ 11,465</b>	<b>\$ 22,620</b>	<b>\$ 22,620</b>	<b>\$ 5,655</b>	<b>\$ -</b>	<b>\$ 16,965</b>
	<b>Total Revenue</b>	<b>\$ 786,008</b>	<b>\$ 897,920</b>	<b>\$ 973,625</b>	<b>\$ 973,625</b>	<b>\$ 5,655</b>	<b>\$ -</b>	<b>\$ 967,970</b>
<b>Expenditure</b>								
297-6100-911.10-20	Part-time Wages	\$ 505	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.22-00	City Share of FICA & Medicare	\$ 39	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.25-00	Unemployment Compensation	\$ -	\$ 5,068	\$ 2,200	\$ 2,200	\$ -	\$ -	\$ 2,200
297-6100-911.26-00	Workers Compensation Contribution	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.30-40	Audit Services	\$ 763	\$ 800	\$ 800	\$ 800	\$ -	\$ -	\$ 800
297-2972-463.34-90	Sanitation Contractual Services	\$ 11,794	\$ 2,600	\$ 22,620	\$ 22,620	\$ 1,575	\$ 2,825	\$ 18,220
297-6100-911.30-90	Other Professional Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.34-90	Development Contractual Services	\$ 265,527	\$ 282,713	\$ 426,610	\$ 512,077	\$ 18,168	\$ 154,101	\$ 339,808
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	\$ 2,708	\$ 5,415	\$ 877
297-6100-911.51-00	Community Promotion	\$ 190,668	\$ 111,401	\$ 270,860	\$ 355,950	\$ 13,175	\$ 104,674	\$ 238,101
297-6100-911.52-10	Insurance	\$ 4,110	\$ 6,260	\$ 6,234	\$ 6,234	\$ 1,560	\$ -	\$ 4,674
297-6100-911.53-00	Communications	\$ 281	\$ 1,199	\$ 1,128	\$ 1,141	\$ 365	\$ 776	\$ -
297-6100-911.58-10	Training & Transportation	\$ 2,539	\$ 1,397	\$ 3,500	\$ 3,500	\$ -	\$ -	\$ 3,500
297-6100-911.60-10	Office Supplies	\$ 802	\$ 401	\$ 1,487	\$ 1,487	\$ -	\$ -	\$ 1,487
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	\$ 148	\$ 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	\$ -	\$ 14,203	\$ 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	903,649	1,263,001	1,436,984	51,754	267,791	1,117,439
	Total Capital Expenditures	-	-	-	-	-	-	-
	<b>Total Expenditure</b>	<b>\$ 972,946</b>	<b>\$ 903,649</b>	<b>\$ 1,263,001</b>	<b>\$ 1,436,984</b>	<b>\$ 51,754</b>	<b>\$ 267,791</b>	<b>\$ 1,117,439</b>
	Revenues Over/(Under) Expenditures	\$ (186,938)	\$ (5,729)	\$ (237,538)	\$ (463,359)	\$ (46,099)	\$ (267,791)	\$ (149,469)
<b>Balance Sheet</b>								
Equity in Pooled Cash	Cash Position					Current	Beginning of Year	
						\$ 994,168	\$ 994,168	
Current Assets	Current Receivables					10,750	10,750	
	Unearned Income					967,970	148,339	
Current Liabilities	Current Liabilities					(29,154)	(29,154)	
	Encumbrances					(267,791)	(356,384)	
	Uncommitted Budget					(1,117,439)	(335,399)	
	Estimated Ending Cash Position	\$ 1,042,608	\$ 994,168			\$ 558,504	\$ 432,320	

Expenditure Details		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
<b>Beautification</b>								
297-2972-463.34-90	Sanitation Contractual Services	\$ 11,794	\$ 2,600	\$ 22,620	\$ 22,620	\$ 1,575	\$ 2,825	\$ 18,220
297-6100-911.34-90	Holiday Décor & Installation	\$ 17,256	\$ 14,440	10,000	10,000	-	-	10,000
297-6100-911.34-90	Landscape & Maintenance	\$ 62,470	\$ 44,841	74,070	90,737	4,921	25,890	59,926
297-6100-911.34-90	Snow Removal	\$ 38,536	26538	25,000	25,000	-	-	25,000
297-6100-911.34-90	On-Street Bike Racks	\$ -	0	-	15,000	-	-	15,000
297-6100-911.34-90	Artspace, Public Space Design		\$ 34,581	10,000	30,000	-	-	30,000
297-6100-911.34-90	Streetscape Enhancements		\$ 8,415	16,000	48,000	-	-	48,000
297-6100-911.34-90	Master Plan/Vision, Art in Public Spaces			10,000	10,000	-	-	10,000
297-6100-911.62-40	Planting Materials	\$ 18,455	\$ 17,825	30,000	30,000	-	-	30,000
	Total Beautification	\$ 151,331	\$ 151,836	\$ 197,690	\$ 281,357	\$ 6,496	\$ 28,715	\$ 246,146
<b>Development</b>								
297-6100-911.51-00	General Marketing (banners, printing, social media)	\$ 4,705	\$ 4,976	\$ 30,000	\$ 30,000	\$ 1,203	122.00	\$ 28,675
297-6100-911.51-00	Branding	34,210	35,568	120,000	260,079	-	104,012.00	156,067
297-6100-911.51-00	Graphic Design	490	220	5,000	5,000	-	-	5,000
297-6100-911.51-00	Photography	1,125	963	5,000	5,000	-	-	5,000
297-6100-911.51-00	Metro Mode / Issue Media	18,000	18,000	24,000	30,000	6,000	1.00	23,999
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	438	4,250	4,250	-	-	4,250
297-6100-911.51-00	Website, Constant Contacts	226		230	230	-	-	230
297-6100-911.51-00	Website Hosting & Domain Registration	801	1,828	1,350	1,350	-	-	1,350
297-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
297-6100-911.51-00	Community Art Enhancement	-	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	Dearborn Community Fund Sculpture Initiative	5,900		6,000	6,000	-	-	6,000
297-6100-911.51-00	Art Month	4,480	1,000	1,000	1,000	-	-	1,000
297-6100-911.51-00	Pocket of Perception (student art project)	8,000		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	8,486	15,000	15,000	-	-	15,000
297-6100-911.51-00	Shop Small Business Saturday	4,581	5,565	7,000	7,000	-	-	7,000
297-6100-911.51-00	Restaurant Week	15,583	1,050	16,500	31,553	-	-	31,553
297-6100-911.51-00	Black History Month	-	43	-	-	-	-	-
297-6100-911.51-00	Big Read	-	-	1,000	1,000	-	-	1,000
297-6100-911.51-00	Movies in the Park	2,582	1,511	2,000	2,000	2,077	12.00	(89)
297-6100-911.51-00	Music in the Park	5,177	316	-	-	-	-	-
297-6100-911.51-00	Tunes at Noon	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	51,136	25,088	55,000	55,000	-	-	55,000
297-6100-911.51-00	Eastborn Clean Up	448	-	1,500	1,500	-	-	1,500
297-6100-911.51-00	Covid Comeback Marketing	-	-	20,000	26,000	3,895	429.00	21,676
297-6100-911.51-00	Other Community Development	8,922	750	2,500	2,500	-	98.00	2,402
	Total Development	\$ 192,640	\$ 111,402	\$ 339,980	\$ 527,112	\$ 13,175	\$ 104,674	\$ 409,263
<b>Planning &amp; Administration</b>								
297-6100-911.34-90	Pow Strategies	106,038	114,019	-	193,140	11,448	126,225	55,467
297-6100-911.34-90	Communications Manager, Public Relations	38,430	39,130	40,000	41,800	1,800	1,537	38,463
297-6100-911.34-90	Building/Business Incentive	-	-	7,760	7,760	-	-	7,760
	Total Directors Expenses	144,468	153,149	155,286	242,700	13,248	127,762	101,690
various (comment)	Wages & Benefits	-	-	-	-	-	-	-
various (comment)	Other Office Expenses	10,924	10,419	15,064	15,077	1,925	776	12,376
297-6100-911.34-90	Office Cleaning	825	750	900	900	-	450	450
297-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	2,708	5,415	877
297-6100-911.61-90	Non-Capital Equipment (light poles)	-	-	3,500	3,500	-	-	3,500
297-6100-911.68-90	Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250
297-6100-911.68-90	DCC Gun Range ArtSpace Loan Payment	-	14,203	14,205	14,205	14,203	-	2
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	464,566	448,590	456,900	456,900	-	-	456,900
	Total Planning & Administration	\$ 631,718	\$ 637,941	\$ 656,105	\$ 743,532	\$ 32,084	\$ 134,403	\$ 577,045
Expenditures		\$ 975,689	\$ 901,179	\$ 1,263,001	\$ 1,436,984	\$ 51,755	\$ 267,792	\$ 1,117,437
	Contractual Services							
	Community Promotions							
	Other Operating Expenses							

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Shop Small FYE2021 Amendment I-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:** Additional products are being added to event: Beshara for postcards, Bewick Publications for newspaper ads, Pandora, Comcast and WDIV for additional media exposure; 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)	\$600	\$300
Beshara	postcards (\$96.67 WF, \$96.67 SSE, \$96.67	\$290	\$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

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Shop Small FYE2021- Amendment I - 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:** Additional products are being added to event: Beshara for postcards, Bewick Publications for newspaper ads, Pandora, Comcast and WDIV for additional media exposure; 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)	\$600	\$300
Beshara	postcards (\$96.67 WF, \$96.67 SSE, \$96.67SSW)	\$290	\$96.67

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

Yes:

No:

Abstained:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## Holiday Décor FYE2021

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The East Dearborn Downtown Development Authority authorized a budget of \$10,000 for the purchase of holiday decorations in FYE2021;

**WHEREAS:** A competitive bid solicitation for the lowest bidder is in the process of being conducted; therefore, let it be

**RESOLVED:** The EDDDA authorizes up to \$10,000 in expenditures for the purchase of holiday decor, including shipping and handling, from the Contract Services budget 297-6100-911-34-90; be it further

**RESOLVED:** The Manager for the DDDAs is authorized to award to the lowest bidder and to administer, sign contracts and expend the funds for the holiday decor as authorized, subject to review and approval of Corporation Counsel.

Yes:

No:

Abstained:

Absent:



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Holiday Décor FYE2021

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The West Dearborn Downtown Development Authority authorized a budget of \$10,000 for the purchase of holiday decorations in FYE2021; therefore, let it be

**WHEREAS:** A competitive bid solicitation for the lowest bidder is in the process of being conducted; therefore, let it be

**RESOLVED:** The WDDDA authorizes up to \$10,000 in expenditures for the purchase of holiday decor, including shipping and handling, from the Contract Services budget 296-6100-911-34-90; be it further

**RESOLVED:** The Manager for the DDDAs is authorized to award to the lowest bidder and to administer, sign contracts and expend the funds for the holiday decor as authorized, subject to review and approval of Corporation Counsel.

Yes:

No:

Abstained:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## Branded Banners Bid Award - 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 that using street pole banners are an effective way to market and identify the district with the new branding elements; and

**WHEREAS:** The EDDDA carried forward \$1500 for the design, production and shipping of branded banners that will be placed throughout the EDDDA district; and

**WHEREAS:** The City of Dearborn purchasing department is conducting a competitive bid process for the lowest bidder; so let it be

**RESOLVED:** The EDDDA authorizes the Manager of the DDDAs to award the contract to the lowest bidder, expending up to \$1750 for the design, production and shipping of the branded banners 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

---

## Branded Banners Bid Award - 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 that using street pole banners are an effective way to market and identify the district with the new branding elements; and

**WHEREAS:** The WDDDA carried forward \$4250 for the design, production and shipping of branded banners that will be placed throughout the WDDDA district; and

**WHEREAS:** The City of Dearborn purchasing department conducted a competitive bid process for the lowest bidder; so let it be

**RESOLVED:** The WDDDA authorizes the Manager of the DDDAs to award the contract to the lowest bidder, expending up to \$4250 for the design, production and shipping of the branded banners 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

---

Welcome Back Campaign Items 2020 Amendment II-EDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

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

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

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

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

**RESOLVED:** The EDDDA obligates to pay \$202.50 per banner for a total of \$405 to Beshara for the adjusted order; and let it be

**RESOLVED:** The EDDDA obligates an additional \$5,263 for adirondack chairs; and let it be

**RESOLVED:** That the Manager of the DDDAs is authorized to execute contracts with the listed service providers on behalf of the EDDDA, subject to the review and approval by Corporation Counsel.

<b>Vendor</b>	<b>Purpose</b>	<b>Amount</b>
Malko Media	covid-19 safety yardsigns (\$9.50 ea) qty 50	\$475
Beshara	posters (3 sets)	\$300
Rocket	40 qty. 24" branded outdoor stickers (\$50/ea)	\$2000
Rocket	10 qty. 24" branded outdoor stickers (DFM) \$26.25/ea.	\$262.50
Press & Guide	newspaper ads	\$600
Times Herald	newspaper ads	\$600
Epiccrowdcontrol.com	Distance Street decals (\$17/6 items) 10 sets	\$170
Beshara	starter info flyer	\$300
Rocket	14 vinyl posters (18"x60") for businesses	\$262.50
Rocket	50 vinyl banners (3'x5') for businesses	\$1347.50
Rocket	Feather banners (qty 40);includes hardware qty: 20 per district; \$99.10/ea	\$3964
<b>Beshara</b>	<b>5 gateway banners (36"x240") vinyl \$202.50/ea (3 WDDDA; 2 EDDDA)</b>	<b>\$1012.50</b>
<b>Downriver Tents</b>	<b>20x20 tent - 1 WDDDA (\$4225 each) at 13 week use.</b>	<b>\$4225</b>
Janet Bloom	stakes and chains for foldable picnic tables (\$25/table) qty= 20 tables	\$500
<b>TBD</b>	<b>Adirondack chairs - EDDDA: (\$5263); WDDDA: (\$2466)</b>	<b>\$7729</b>

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Welcome Back Campaign Items 2020-amendment II - WDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

**WHEREAS:** The WDDDA obligated at May 2020 board meeting to pay 50% of the cost of \$4595 for the purchase of supplies for a Welcome Back campaign expending \$2297.50 for the WDDDA from account #296-6100-911-51-00; and

**WHEREAS:** Modifications to service providers for cost savings were secured, as well as window display, gateway and sail signage for businesses, and tents and picnic tables for W. Village Drive and City Hall Park public seating areas; and

**WHEREAS:** The previous amendment recommended moving five picnic tables from the EDDDA and relocate to the WDDDA and adjusting the cost so \$750 comes off the EDDDA total and adds \$750 to the WDDDA total; and

**WHEREAS:** The current amendment is to move \$2250 previously reserved for picnic tables, at \$150 each for 15 tables, to adirondack chairs, so let it be

**RESOLVED:** The WDDDA obligates to pay 50% of the cost of \$23,343 for the purchase of Welcome Back campaign supplies and materials for a total cost of \$12,421.50 from account #296-6100-911-51-00; and let it be

**RESOLVED:** The WDDDA obligates an additional \$2250 for adirondack chairs; and let it be

**RESOLVED:** That the Manager of the DDDAS is authorized to execute contracts with the listed service providers on behalf of the WDDDA, subject to the review and approval by Corporation Counsel.

<b>Vendor</b>	<b>Purpose</b>	<b>Amount</b>
Malko Media	covid-19 safety yardsigns (\$9.50 ea) qty 50	\$475
Beshara	posters (3 sets)	\$300.00
Rocket	40 qty. 24" branded outdoor stickers (\$50/ea)	\$2000
Rocket	10 qty. 24" branded outdoor stickers (DFM) \$26.25/ea.	\$262.50
Press & Guide	newspaper ads	\$600
Times Herald	newspaper ads	\$600
Epiccrowdcontrol.com	Distance Street decals (\$17/6 items) 10 sets	\$170
Beshara	starter info flyer	\$300
Rocket	14 vinyl posters (18"x60") for businesses	\$262.50
Rocket	50 vinyl banners (3'x5') for businesses	\$1347.50
Rocket	Feather banners (qty 40);includes hardware qty: 20 per district; \$99.10/ea	\$3964
<b>Beshara</b>	<b>5 gateway banners (36"x240") vinyl \$202.50/ea (3 WDDDA; 2 EDDDA)</b>	<b>\$1012.50</b>
<b>Downriver Tents</b>	<b>20x20 tent - 1 WDDDA (\$4225 each) at 13 week use.</b>	<b>\$4225</b>
Janet Bloom	stakes/metal bars and chains for foldable picnic tables	\$500
<b>TBD</b>	<b>Adirondack chairs - EDDDA: (\$5263); WDDDA: (\$2466)</b>	<b>\$7729</b>

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Farmers Market Extension 2020\_Service Providers\_ Amendment I\_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 is proposed for \$400 per market day for a total of \$1600 for participating on October 9, 16, 23, and 30, 2020; so let it be

**RESOLVED:**

1. The WDDDA authorizes the expenditure of \$1600 to Eastern Market Corporation 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.



<b>Vendor</b>	<b>Purpose</b>	<b>Amount</b>
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
<p>Lawrence Arbor Dates: 7/17/20, 8/21/20</p> <p>Visual Ronin Media (Michael Kuentz) Dates: 9/18/20, 9/25/20</p> <p>Dearborn School of Music Dates: 7/24/20, 8/28/20, 9/4/20</p> <p>One Man Music Band Date: 7/31/20, 8/7/20</p> <p>Amy Loskowski Dates: 7/10/20, 8/14/20, 9/11/20</p>	<p>Entertainment at market (\$150 per performance, with exception of One Man Music Band for \$135)</p> <p>EXTENSION: Five more dates of music with Larry Arbour (\$150), Amy Loskowski (\$150), TBD, TBD and TBD for a total of \$750 budgeted.</p>	\$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 (\$9.50ea - qty. 30 signs total)	\$300
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)	\$60
<b>Eastern Market Corporation</b>	<b>EXTENSION- fruit/vegetable stand</b>	<b>\$1600</b>

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Winterfest 2020\_Amendment I - 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 \$15,000 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
TBD	Photo Booth	\$600
Amy Loskowski (AJ Lynn)	musical entertainment	\$500
TBD	ice sculptures	\$500
<b>TBD</b>	<b>tent/heat/generators</b>	<b>BID- TBD</b>
Reindeer Ranch	Two live reindeer, 3 hours	\$2999
TBD	Santa	\$600

Beshara	postcards (\$96.67 WF, \$96.67 SSE, \$96.67 SSW)	\$96.67
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Yes:  
No:  
Abstained:  
Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Trash Receptacle Collection Costs 2020 - WDDDA

Adopted:  
Motioned by:  
Seconded by:

## DRAFT

- WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) advocates and promotes a clean, safe and attractive downtown; and
- WHEREAS:** As of September 2020, fifteen trash receptacles have been added for the Connector Streetscape Project and five have been added along West Village Drive to address the increase in litter in that area; and
- WHEREAS:** The WDDDA will need to cover the cost of the collection for these additional 20 trash receptacles due to a cap on the current City of Dearborn sanitation contract, at a cost of \$30 per trash receptacle per month, for a monthly total of \$600 a month; so let it be
- RESOLVED:** The WDDDA authorizes the expenditure of up to \$600 per month for trash receptacle sanitation service to the City of Dearborn for FYE2021 for the additional trash receptacles installed this year.

Yes:  
No:  
Abstain:  
Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Fairlane Grounds - West Downtown Pocket Park and East of the Parking Deck - WDDDA

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) wishes to promote a vibrant and attractive downtown; and

**WHEREAS:** Removal and replacement of shrubs and evergreens is needed at the West Downtown Pocket Park, and between the East Parking Deck and West Village Condos, totaling \$4515 by Fairlane Grounds, the WDDDA landscape and maintenance contractor; so let it be

**RESOLVED:** The WDDDA Board authorizes \$4515 to Fairlane Grounds for the removal and replacement of landscape materials at the the West Downtown Pocket Park, and between the East Parking Deck and West Village Condos; furthermore, let it be

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

Yes:

No:

Abstain:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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WH Canon Landscape/Maintenance Contract Amendment I- 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 included: 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 was 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 was 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 was recommended to annually powerwash the sidewalks in spring of 2020 at no additional cost; and

**WHEREAS:** The EDDDA authorized 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; and

**WHEREAS:** The EDDDA recommends adding an additional day of litter/debris pickup and sweeping for an additional fee of \_\_\_\_\_ which is outside the current contract; so let it be

**RESOLVED:** The EDDDA Board authorizes the additional litter/debris pick-up and sweeping fee of \_\_\_\_\_ with WH Canon; furthermore,

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

Yes:

No:

Abstain:

Absent:





**DEARBORN**  
Downtown



# What is your **vision** for Downtown Dearborn?

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How can it be more  
**innovative**, connected,  
diverse?

Share your  
ideas –  
join the  
conversation  
online or  
**take the  
survey.**

[downtowndearborn.org](http://downtowndearborn.org) f t i 313-943-3141



# MOBILITY COMMITTEE MEETING



September 24, 2020

**10 a.m.**

**Attendees: Dave Norwood, Tracy Besek, Chris Small, Steve Deisler, Timothy Harrison, Joseph Koo, Hassan Sheikh, Idrees Mutahr, Cristina Sheppard-Decius, and Janet Bloom**

Michigan Ave.-Review Kalamazoo PAL information. Steve D. to send a draft to Dave Norwood.

## I. Bike Share RFP

### a. Timeline

Draft meeting – Early October, pending coordination of schedules with outside members

- RFP Posted – Mid October
- RFP Deadline – Mid November
- Evaluation Meeting – Late November
- Second Step Evaluation (if deemed necessary) – early December
- Award – Mid/Late December

### b. Selection Committee

Voting Members:

Tracy Besek  
Kaileigh Bianchini  
Marc Brigolin  
Tim Harrison  
George Moroz  
Dave Norwood  
Cristina Sheppard-Decius

Resource Members:

Steve Deisler  
Travis Grubb  
Joseph Koo  
Jackie Lovejoy  
Jeff Lynch



Idrees Mutahr  
Yassin Osman  
Debra Walling  
Kari Wolosyzk

RFP will be posted on MITN, but there are also 15 vendors to send RFP directly to. Steve D. asked to include Lyft – they are currently operating in Chicago.

Steve D. suggested an onsite visit for bidders to view area and needs. Cristina shared her concern that if it is a mandatory pre-bid meeting some companies pull out.

Travis will be point of contact for bidders. He will provide a deadline for questions which he will then aggregate and send to Dave for response. Those responses will then be sent to all bidders.

## II. Bike Share Survey

Edited six questions on survey.

Distribution: Marc B. will distribute to University of Michigan - Dearborn. Unable to get rider detail from Zagster. Push to: Bike Henry Ford College, Neighborhood Associations (DFNA), DPI - Next Door, ACCESS, AANM, Greenways, City of Detroit (Prasad), and Carhartt. Check with Eric W. for releasing link to Beaumont employees. Chris stating it might be confusing to send to Ford employees since they are remote.

Include general map with survey. Dave to check with Norm - see if people can add to map digitally.

## III. Bike Facilities Education/Communication

Create a notice that police can leave behind to educate residents of no parking in bike lanes. Cristina, Dave and Mary from DPI to meet on bike communication piece. It can include other bike items to know such as 5 ft law.

Cristina requested other community communication and signage examples be sent to her for review.

Tracy asked that it stays simple and covers top two issues: safe passing and no parking in the bike lane.

**TO: Purchasing Agent**  
**FROM: Mayor John B. O'Reilly, Jr.**  
**SUBJECT: Evaluation Team for Bike Share**  
**DATE: August 26, 2020**

I have appointed the following persons to an evaluation team for the purpose of reviewing proposals for Bike Share.

**Evaluation Team:**

You have been appointed to an evaluation team. You will be reviewing proposals from firms, businesses, companies, or other entities that are competing to contract with the City. If you or a relative has any interest, direct or indirect, in any responding firm, business, company, or entity you must make that interest known to Corporation Counsel prior to any participation as an evaluation team member. If you are in doubt, disclose and discuss the situation with Corporation Counsel. If a conflict exists, you will not be permitted to participate in the evaluation team process. Disclosed interests not clearly constituting a conflict may be referred to the Board of Ethics for resolution.

**TRACY BESEK**  
Founding Member of Bike Dearborn  
(Voting Member)

**KAILEIGH BIANCHINI**  
Senior Planner  
(Voting Member)

**MARC BRIGOLIN**  
U of M Dearborn  
(Voting Member)

**TIM HARRISON**  
Southwest Outer Drive  
Neighborhood Association  
(Voting Member)

**GEORGE MOROZ**  
The Henry Ford  
(Voting Member)

**DAVE NORWOOD**  
Sustainability Coordinator  
(Voting Member)

**CHRISTINA SHEPPARD-DECIUS**  
DDDA Director  
(Voting Member)

**STEVE DEISLER**  
DDDA Project Manager  
(Resource Member)

**TRAVIS GRUBB**  
Purchasing Manager  
(Resource Member)

**JOSEPH KOO**  
Mayor's Office Intern  
(Resource Member)

**JACKIE LOVEJOY**  
Chamber of Commerce  
(Resource Member)

**JEFF LYNCH**  
Ford Motor Company  
(Resource Member)

**IDREES MUTAHR**  
Bike Dearborn  
(Resource Member)

**YASSIN OSMAN**  
Accountant  
(Resource Member)

**DEBRA WALLING**  
Corporate Counsel  
(Resource Member)

**KARI WOLOSZYK**  
Beaumont  
(Resource Member)



**MAYOR JOHN B. O'REILLY, JR.**

# Downtown Dearborn

## Design & Economic Vitality Committee

September 23, 2020 @ 2pm

Attendees: Jeff Watson, Mark Guido, Mike Kirk, Hassan Sheikh, Steve Diesler, Steve Horstman, Cristina Sheppard-Decius, and Janet Bloom.

Join Zoom Meeting

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

Meeting ID: 323 245 564

Password: 265323

Dial by your location

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

Meeting ID: 323 245 564

Join by Skype for Business

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

AGENDA ITEMS	TASKS/ACTIONS
A. Sidewalk Cafés	<ul style="list-style-type: none"><li>• Temporary Outdoor Extension - Jeff: Tom reached out to all who received permits, and they expressed interest in extension. Will speak to Mayor on topic. Businesses may look for heating alternatives; if electric, they may need permits.</li><li>• Tree Well Removals: Finalizing Bid Doc - Kelly from Smith Group to provide this week.</li><li>• Future Items:<ul style="list-style-type: none"><li>○ SPRING 2021: Boardwalk Platform Dining - revive at beginning of year.</li><li>○ Outdoor Use Amendment -Review outdoor permitting as long term objective. Jeff: have conversation in November; go to council with either a seasonal or year round recommendation.</li><li>○ Design Manual: Lighting &amp; Signage- Smith Group was finalizing fact sheet for outdoor dining - Cristina will check on; Temporary and long term signage has come forward again. East - look at signage as a way to update property. Steve D. - use signage to brand/update East and market business better from right of way. Pick those items for both districts than can have impact and easier to accomplish.</li></ul></li></ul>
B. COVID-19 Business Support	<ul style="list-style-type: none"><li>• CDBG loan/grant Update: Jeff-just received approval a few days ago from HUD.Regina and Licia working on grant agreement.</li></ul>

	<ul style="list-style-type: none"> <li>• Welcome Back Campaign: Video - Jeff - go ahead and release. Sending to :CDTV, businesses in video, district businesses, and partners.</li> <li>• Economic Study- get underway with Tim Davis; will be able to assist and inform for grants and other assistance for businesses.</li> </ul>
C. Business Assistance Team	<ul style="list-style-type: none"> <li>• Webinars - Steve - meeting tomorrow to talk about creating a webinar on funding. SBA will be sponsor.</li> <li>• Reaching out to those businesses that stepped forward for help; Artspace residents who also expressed interest for help with their business.</li> <li>• Overview Flyer - put together to mail or drop off to businesses that lists all assistance available.</li> <li>• Mark G. - check on Community Reinvestment Act (CRA) funds currently - Steve D. to reach out to a couple banks locally. Mike K - check with Elizabeth Mazarang at PM Environmental regarding Community Redevelopment with MEDC program. Cristina - check with Flagstar. Doesn't seem to capture what it does in community as a whole, rather than individual programs. Try to leverage. Steve H. - will locate CRA officer list and locate website group to connect with.</li> </ul>
D. Open Door Dearborn	<ul style="list-style-type: none"> <li>• Haraz Coffee Amendment- DRC asked him to restore front, take paint off, restore brick. Troubling getting quotes. Working on window issue. Painted most of outside. Steve D. to request minutes from DRC to review DRC request of Haraz Coffee.</li> <li>• Ray at Black Box - Steve - close to COO; applicant will install provided sign on building stating they were an applicant. In about two week, plans to host soft opening, window only. No seating for now.</li> <li>• Other Application Interests; Al Wissam - still needs to provide two extra quotes and plans, hope to have next month. Wine Merchant - waiting to hear back on if they plan to apply. Sam with Great Commoner may apply for signage.</li> <li>• Jeff W. -need a way to get a push of contractors which can be added to city's list so get more qualified bids and good level of work. Mark G. - list of licensed contractors available at city. Builders must be licensed through state and through Dearborn. Jeff - open conversation on the licensing of contractors for city. Speak to Ken Foley. Cristina - there could be an issue of homeowners pulling permits if unlicensed through Dearborn.</li> </ul>

	<ul style="list-style-type: none"> <li>• Cristina - older building stock, use design service to do renderings for integral properties to spurn people to move forward with improvements. Steve D. - do occupied and vacant, brokers can use to market vacant space and offer ideas on blade signs. Mike K. - do black and white pen drawing with notes such as add cornice, etc. No sketch up detail and no color - keep simple. Steve</li> </ul>
E. Bike Facilities Implementation Plan	<ul style="list-style-type: none"> <li>• Bike Racks for EDDDA – potential funding from outside sources.</li> <li>• Bike Share RFP – December Completion per purchasing. No DDDA funding, but part of POW contract for partial management of Bike Share.</li> <li>• Bike Lane Education - using bike lane as parking. Need to educate those impacted via Mary at DPI and DDDAs communication channels.</li> <li>• Healthy Streets - no updates, might move forward in Spring.</li> </ul> <p>Bike Share meeting tomorrow - cover interview team, RFP, updates and survey.</p>
F. Public Art	<ul style="list-style-type: none"> <li>• DCF/Arts Has Funds for Project(s) - Steve H. will try to reach EmmaJean tomorrow or Friday.</li> </ul>
G. Recruitment/Tackling Vacancies	<ul style="list-style-type: none"> <li>• Property Updates &amp; Key Property Mtgs</li> <li>• Broker Roundtable - KW/DABOR</li> <li>• Property Owner Roundtable for Nov? - do early Nov.;</li> <li>• FBC Marketing Piece - develop something that is promotional to help owners and brokers. ECD- Tom/Kaileigh/Steve H. to do brainstorm.</li> <li>• Branded Signage for Storefronts</li> <li>• Vacancy Report - plan to provide vacancy reports to DEV on a regular basis soon.</li> </ul>
H. Public Spaces & Amenities	<ul style="list-style-type: none"> <li>• Michigan Avenue - Jeff W. - MDOT - need timelines and implementation strategy. Need more conversation on SEMCOG planning grant with council at study session in October.</li> <li>• REQ for Seating at Fishnet</li> <li>• REQ Library Lot – Survey &amp; Engineering - Jeff has memo to review to get to council.</li> <li>• City Hall Park Redesign Architects: Kick Off Mtg - advisory team received email yesterday for kickoff meeting. Mark G. has a way forward for sewer discussion.</li> <li>• EDDDA Parking Lots – Lighting Underway</li> <li>• Connector Streets</li> <li>• Vision Plan – Take the Survey! Will have meeting in Oct. to discuss Vision and do deeper conversation.</li> </ul>

	<ul style="list-style-type: none"> <li>• Vacant Land - Jeff to follow up with Licia on due diligence.</li> </ul>
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## RESOURCES

IMPORTANT DOCS
<a href="#">Metromode DRAFT Summary</a>  <a href="#">Launch Lab Framework</a>  Launch Dearborn <a href="#">Vision Plan Draft</a>  Entrepreneur Ecosystem <a href="#">Committee Notes</a>
<a href="#">Open Door Dearborn Vision</a> <a href="#">Vacancy Roundtable</a> Business Promotion Micro-Grant <a href="#">link</a> FINAL Open Door Dearborn Incentive <a href="#">link</a>
<a href="https://staceygrant1.wixsite.com/launchlab">https://staceygrant1.wixsite.com/launchlab</a> Business <a href="#">Resource Incentives Document</a>
Candidates for Façade Program: Merchants, Jiu Jitsu, and refer to <a href="#">previous list identified for EDDDA</a> ; - <a href="#">FBC Code presentation</a> and <a href="#">user guide</a> ; <a href="#">FBC Code</a> - <a href="#">Business Overlay &amp; Sample Guidelines</a> ; <a href="#">Committee Notes</a> ; <a href="#">Suggested Design Asst. Firms</a> <a href="#">FINAL DESIGN GUIDELINES</a> <a href="#">FINAL INCENTIVE PROGRAM</a>
<a href="#">Presentation for Connector Streets &amp; Michigan Ave.</a>  <a href="#">MMTP draft plan link</a>  <a href="#">Tree Well Overview</a> <a href="#">Overall Rendered Plan</a> <a href="#">Schaefer Rendered Plan</a>
<a href="#">Using Public Sidewalks How To Sheet DRAFT</a> FYE2021 - Art In Public Spaces Plan budgeted
<a href="http://www.brandingdearborn.com">www.brandingdearborn.com</a>





# JOINT DDDA EXECUTIVE



October 5, 2020

**8 a.m.**

Attendees: Heidi Merino, Mohammed Hider, Hassan Sheikh, Jeff Watson, Steve Deisler, Cristina Sheppard-Decius, Jean Smith, Sam Abbas (9:30am), and Janet Bloom.

1. JOINT BOARD MEETING AGENDA ITEMS

a. Purchasing Policy (November) – Goal Survey

Cristina: Review to possibly adopt the City's purchasing policy. Current city policy is if above \$28,200, then it goes to city council for approval. DDDAs could mirror and if over an established set amount, it would then go to the boards for approval.

Purchasing dept. reviewing their process to possibly put current bid list titles on the city website with link to MITN. Dan and Moe shared that proposals need to be broadcast widely, especially to local businesses and developers. Jeff - Doing RFP now to obtain commercial brokerage service to market and manage sale of city property. Jean - add to eblasts and email directly to vendors. Moe - add RFP link on city and downtown dearborn home pages.

b. PR Contract 2020/21 – Update/Options

Cristina - Didn't need to have board approval prior to negotiations at the last board meeting. Per Purchasing, direction is to do negotiations first. If DDDAs can't come to terms with top selection, it would then go to the next bidder for negotiation, then third, if needed. Need to develop prioritization of strategies since some items may need to drop off.

Sam - need to find someone in social media that can push from current level to increased traffic and engagement and can provide evidence of that capability from previous clients. Sam requested a current update of Octane's deliverables and what the DDDA's have paid so far.

c. Shop Small Advertising

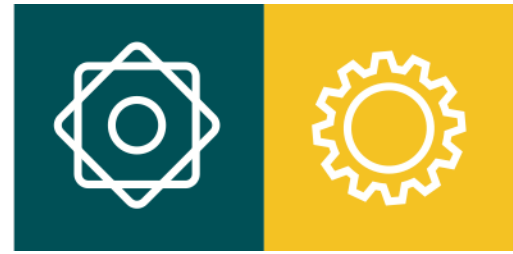
Jean - most people are home due to Covid-19 so the plan is to move from radio to TV and online streaming. Utilize WDIV, Comcast, and Pandora. Passports - encourage people to download so cut printing costs. Moe - have each business as a social media boost and have a call to action. Cristina - social media budget: put more in Shop Small and less in Winterfest, and can pull from Welcome Back campaign, if needed. Focus on each business during promotion.

d. Web Hosting- Part I - 6 month extension; Part II--rebid

Cristina-currently use Essential IT. Contract is up and requesting six month extension. Meet this week to review with vendor on needs. Need more widgets, currently text heavy. Sam - social media and website should be best media assets and also the aesthetics of downtown need to be top notch. Find vendor that fills the need we have for websites.



- e. TENTATIVE: GIS Subscription (either through City or separate for DDA) Awaiting response from city to see if DDDAs can be added to City subscription.
  - f. CTM 2021 Contract
    - Dan - move away from hotels and be more event location specific. Last year's rates: \$7200 for distribution, split 4 ways; \$1500 for printing, split 4 ways. Split between: EDDDA/WDDDA/Chamber/DPI.
    - Sam - table for now and park money until another opportunity arises. People using digital methods for vacation and activity planning now.
  - g. Holiday Décor
    - West - look for ways to amp up Michigan Ave.; East - Michigan Ave. -get more engaged with lighting and more with tree wells. Added more to holiday decoration inventory last year so this year will require some fill in but not much.
  - h. PA57 Meeting
    - October meeting is Public Information meeting (meeting 2 of 2 for calendar year).
2. WDDDA ONLY ITEM
- a. Harvest Market Partnership with Eastern Market - Jean - have budget to bring in farmer sponsored by Eastern Market for a fee. There is available market budget to be able to add. It would be only farmer at market since others unable due to staffing issue or Covid.
  - b. Winterfest Market Amendment – Additional Service Providers
  - c. Trash Receptacle Pick-Up for Additional Containers FYE2021 - West covering this year and city would add to sanitation contract next fiscal year. Cost is \$30 per can per month. 15 cans for connector streets area and 5 for W. Village Dr. W. Village Commons trash cans are maintained by the property owner, Mike Hamame. Trash cans are getting tipped 5 times a week at West Village Commons per management. Sam asked to have city reimburse the WDDDA for this year's trash removal expense.
3. EDDDA
- a. WH Canon Contract – additional litter/debris pick-up day (currently 2.5 days); East would need to pay since not in current contract. Would check to see if city would reimburse EDDDA since under sanitation budget line item.
4. UPDATES/DISCUSSION
- a. Vision Plan – Board Special Meeting October 21
  - b. Comeback Campaign Budget – Adirondack Chairs
  - c. Signage/Permits
  - d. Business Inventory
  - e. Vacant Lot Purchase/Repurpose
  - f. Landscape & Maintenance
  - g. EDDDA Virtual Board Retreat Oct 29



- h. EDDDA Tree Well Removal - for Top Dog and M Cantina area. Can pour cement in 40 degree weather as long as weather holds to cure. Last of specs submitted last week and purchasing to have draft today.
  - i. EDDDA City Hall Park Redesign – Advisory Team Oct. 15
- 5. CALL TO EXEC COMMITTEE

# Downtown Dearborn Promotions Committee Minutes

Attendees: Katie Merritt, Chris Sickle, Dennis Johnson -intern, Deena Berri-intern, Julie Schaefer, Kathryn Grabowski, Janet Bloom, Cristina Sheppard-Decius, Jean Smith, Hassan Sheikh, and Ryan Curry-intern.

## I. 4th Quarter Events/Promotions Update

### a. Downtown Day (MDA Promotion) - social

Statewide; received proclamation from Gov. declaring 9/26/2020 Downtown Day. All via social media. Graphics being created to share. Share and tag Downtown Dearborn to win gift certificates.

### b. Fall Promotions:

Fall Perennial Exchange- about 18 participants, Katie - some first time visitors to Wagner Park. Achieved community connection with event. Jean- most heard of event via FB social.

Movies in the Park - 8/28 rained out, moved to 9/4. 8/28 was sell out of 100 spaces, on 9/4 only around 25 attendees due to holiday weekend.

Farmers Market - ends 9/25, then transitions to Fall Harvest Market. Hours adjusting to 11am - 4pm.

Adopt-A-Tree Well - Library - Garden Club might do a smaller display.

Landscaping co. for West will be adding more to displays.

Spooky Windows - Use DD logo sticker to find item in participating business window. Tag DDDA and business. Count top #'s and give prizes. Kickoff on Oct. 17 - Pumpkin Carving day.

Pumpkin Carving - Jean to reach out to Kal and Westborn Market to check on pumpkin donation. Have plan in place to wash down sidewalks if pumpkin product gets on sidewalks. Jean states we have plenty of trash cans. Rather than candy - reach out to businesses (West - Eleanor's Cafe) (East - ask Moneer) for a coupon or something similar for families. Janet - schedule interns for event and volunteer Maithan.

Meeting Date:  
September 23, 2020  
10:00 am

Meeting Location:  
DDDA Office  
13615 Michigan Avenue

Conference Call #:  
Join Zoom Meeting  
<https://zoom.us/j/308973055?pwd=Sy9GNIBXaGZ4Um9xRlZrRzk3WTdHQT09>

Meeting ID: 308 973 055  
Password: 123811

One tap mobile  
+19292056099,,308973  
055# US (New York)  
+13126266799,,308973  
055# US (Chicago)

Dial by your location  
+1 929 205 6099

c. Winterfest Market

EDDDA Board cancelled Winter Breeze due to Covid. They also opted out of Winterfest. Cristina - maybe do an event that ties in Art Month in Spring. Hassah suggested not to have onsite facepainter. It was suggested to get antler headbands, crayon/coloring book packets, or individual tattoo items, or something to go home with. No connection with Chef Ditto at HFC, Jean will reach out to dept. to connect with him. Looking for other suggestions for kid activities that would be allowed. If snow, maybe an activity such as snowman building. Cristina - maybe pancakes with Santa, lunch with Santa - maybe read a story, says a few words, set out crayons and books. Two seatings - do reservations via LocalHop, such as done for Movies.

d. Shop Small/Holiday Promotions- Jean- streaming market spiking during covid, pivoting to this type of advertising. Still need information on: Hulu, Amazon Prime, Comcast, WDIV, Pandora.

Working on getting signed up with American Express. They may not have same level of items to distribute to businesses this year.

II. Comeback Campaign

- a. Final Video - small tweaks to end of video. Laundry list where to post: partners, businesses, CDTV and others listed from last meeting. Send Cristina other ideas.

III. Volunteer Management Plan & Updates/Needs

Deena will work on workplan to connect with volunteer groups, areas of recruitment. List of volunteer opportunities to be sent to her from current volunteer application. Use transformational strategies to group opportunities.

IV. Artspace Resident Survey Results

Steve Deisler has contacted three residents so far who asked for business assistance. BAT team met with one resident and had a good discussion, sharing lots of ideas and information. One resident is getting scheduled with BAT and Steve is awaiting response from another resident. He is contacting nine others today.

Kathryn - Artist in Residence program continued - month at a time. Layla is current AIR and is a dancer. She has idea to use parking lot Friday, October 30 to have cars in a circle with headlights on to shine on dancers. She was directed to fill out temporary outdoor activation permit - usually quick turnaround. Selling tickets to show. Donate

to domestic awareness program. Looking to use lot behind AANM. Once approved, marketing materials will be created.

## V. Vision Plan Survey

Cristina: What areas or gaps have we not flushed out. Three main buckets - diversity, innovation, and connectedness. Look at socially, economically, physically and environmentally - use four points to look at each bucket.

Working on community engagement with Smith Group. Have committees and boards fill out surveys. Smith Group will facilitate public engagement processes. Need to include a diverse community reach, employees, visitors, schools, and college students. Deena will spearhead reach out to students. Plan to launch next week.

## VI. Storytelling Time– What’s Happening Around Town

Ideas to share with Metromode: Have moved into Main Library last week and doing curbside service. Also, have dedicated people to answer questions. Looking at October to open in limited capacity - only main library, limited hours, etc. Use drop boxes for scavenger hunt.

Cristina - Sam is current chair of Promotions Committee. He is also chairperson of WDDDA board. We need to peel off the Promotions Committee role so others can take part and he leads in his board chair role. We need to have someone either from current committee, or bring in person that would be a good fit to be the chair of Promotions. Bring ideas to next meeting.

DATE	EVENT	HASHTAG	CHAMPION
	Black History Month		
March 20 - 29, 2020	Dearborn Restaurant Week	#DRW2020	Sam Abbas
March	Reading Month/ The Big Read		Maryanne Bartles
April	Art Month		Emma Jean Woodyard
May 2021	Historical Walk/Bike Tour		
May 18	Martian Marathon		Mo Hider
May 6	Ladies Night		Chris Sickle
May 2	Free Comic Book Day		Katie Merritt
May 16	Spring Perennial Exchange		Katie Merritt
July 10 – September 25	Farmers Market	#DFM	NEED A CHAIR
June 5, July 10, August 14	Kids Days	#KidsDays	NEED A CHAIR
June 3-July 8	Music in the Park	#MIP2020	Julia Kapliango

June 12, July 17, August 14, Aug. 21	Movies in the Park (West & East Alternate)	#Movies2019	NEED A CHAIR
<del>June 26, July 24, Aug 28</del>	<del>Friday Nites</del>	#FridayNites	NEED A CHAIR
<del>July 15-August 19</del>	<del>Jazz on the Ave</del>	#JazzAve2019	Julia Kapilango
<del>July 14-August 18</del>	<del>Tunes at Noon</del>	#TunesatNoon	
July 24-25, 2021	JAM3A		AANM
Sept. 12	Fall Perennial Exchange		Katie Merritt
Oct. 2, 9, 16, 23, and 30	Fall Harvest Markets		
Oct. 17	Pumpkin Carving		
Oct. 17- Oct. 31	Spooky Windows Scavenger Hunt		
<del>Oct. 24</del>	<del>Trick-or-Treat</del>	<del>#DearbornTreats</del> <del>#TrickorTreat</del>	
<del>Oct. 26</del>	<del>Doggone Dearborn</del>		
???	Beer Crawl		Lynette Downey
Nov. 28	Shop Small & <del>EDDDA Winter Breeze</del>	#ShopSmall	
Online version December 9? Spring/Summer 2021	EDDDA Open House		
Dec. 12	WDDDA Winterfest Market	#DWM2019	



**A special 4Q 2020 campaign  
to increase awareness and event traffic**

Peggy Collias / 586-945-5246 / [peggyc@wdiv.com](mailto:peggyc@wdiv.com)

October 1, 2020





## The **POWER** of Broadcast Television

- ✓Television elevates your business to an entirely new level.
- ✓Television has broad audience reach. It provides advertisers with the lowest cost per thousand reach for any demographic.
- ✓Television provides a unique platform for advertisers by way of demonstration.
- ✓Television provides site, sound, motion, and emotion!
- ✓Television is the medium that is most impactful! Consumers remember best what they hear and see as opposed to just hearing or seeing a message. Visuals/graphics, such as logos and website address, reinforce what's being spoken (the audio)
- ✓Television acts as a referral for your business.
- ✓Television effectively and efficiently reaches more of your best existing and potential customers than any other medium, and adults spend more time with television than with any other media, in almost every major demographic segment.
- ✓When it comes to advertising, the public perceives television ads as the most 'influential', "authoritative", "exciting" and "persuasive".
- ✓Americans say that television is the medium where they are most likely to learn about products or brands.
- ✓When doing a search online, consumers may be more likely to click on a business name they recognize and trust.





We thank you for the opportunity to present our information. When you work with WDIV- TV 4, it becomes a true partnership. You'll have our commitment to help make the **Dearborn Holiday Campaign** a most successful one, and hopefully one that exceeds your expectations in 2020!

A true partnership  
with  
WDIV-TV Local 4!



## The Plan for Holiday 2020 - December

- WDIV will help create awareness about Dearborn's wonderful downtown. We'll also encourage viewers to attend your events in 4Q 2020.
  - Winter Fest 12/12 (Dearborn West)
  - Shop Small
- We'll run a small on-air campaign on WDIV-TV Local 4. We'll also run a digital campaign on ClickOnDetroit.com and do a Home Page Pushdown Ad to promote the two winter events.



## One-month Sample TV Schedule



## SAMPLE One Month Campaign (can air over the course of two weeks)

Days	Programs	Times	Rate	Week 1	Week 2	Week 3	Week 4	Total Units	Total Dollars
Mon-Fri	Daytime Rotator (NBC Today Show 9am and 11am – Hoda Kotb and Jenna Bush, LIVE in the D, Noon News, Days of Our Lives, Rachael Ray, Ellen)	9:00am-4:00pm	\$250	6	6	-	-	12	\$3,000
Mon-Fri	Ellen	3:00pm-4:0pm	\$450	2	2	-	-	4	\$1,800
Mon-Fri	Saturday Local 4 News 6am	6:00am-8:00am	\$350	1	1	-	-	2	\$700
<b>Total Number of :30 Second Commercials : 18</b> <b>Total Monthly Net Investment: \$5,500</b>									

Rates provided on 10/01/20 Rates good for five (5) business days.



## PLANNING RATES 2020 (Page 1 of 2)

Days	Programs	Times	RATE 2020	Length
Monday-Friday	Local 4 News at 5am	5:00am-6:00am	\$300	:30
Monday-Friday	Local 4 News at 6am	6:00am-7:00am	\$750	:30
Monday-Friday	NBC Today Show	7:00am-9:00am	\$700	:30
Monday-Friday	NBC Today Show (Third Hour)	9:00am-10:00am	\$700	:30
Monday-Friday	Daytime Rotator (Mon-Sun 9a-4p)	9:00am-4:00pm	\$300	:30
Monday-Friday	LIVE in the D	10:00am-11:00am	\$250	:30
Monday-Friday	NBC Today Show (Hoda Kotb and Kathy Lee Gifford)	11:00am-12 noon	\$250	:30
Monday-Friday	Noon News	12 noon -12:30 pm	\$350	:30
Monday-Friday	Days of Our Lives	1:00pm-2:00pm	\$300	:30
Monday-Friday	Rachael Ray	2:00pm-3:00pm	\$225	:30
Monday-Friday	Ellen	3:00pm-4:00pm	\$450	:30
Monday-Friday	Local 4 News at 4pm / Inside Edition	4:00pm-5:00pm	\$700	:30
Monday-Friday	Local 4 News at 5pm	5:00pm-6:00pm	\$950	:30
Monday-Friday	Local 4 News at 6pm	6:00pm-6:30 pm	\$1,200	:30

Rates provided on 09/03/20 Rates good for five (5) business days.



## PLANNING RATES 2020 (Page 2 of 2)

Days	Programs	Times	RATE 2020	Length
Monday-Friday	Wheel of Fortune	7:00pm-7:30 pm	\$1,300	:30
Monday-Friday	Jeopardy	7:30pm – 8:00 pm	\$1,400	:30
Monday-Sunday	Local 4 News at 11pm	11:00pm-11:35 pm	\$1,700	:30
Monday-Friday	The Tonight Show with Jimmy Fallon	11:35pm-12:35 am	\$550	:30
Monday-Friday	Late Night with Seth Meyers	12:35 am – 1:30 am	\$250	:30
Monday-Friday	A Little Late with Lilly Singh	1:35am-2:05am	\$125	:30
Saturday	Saturday Local 4 News 6 am	6:00am-8:00am	\$350	:30
Saturday	Saturday Today Show	8:00am–10:00am	\$800	:30
Sat/Sun	Local 4 News 6pm (Saturday / Sunday)	6:00–6:30 pm	\$700 / \$750	:30
Saturday	Saturday Night Live	11:30 pm– 1:00am	\$1,000	:30
Sunday	Sunday Local 4 News 6am	6:00-7:30 am	\$300	:30
Sunday	Sunday Local 4 News 8am	8:00am–9:00am	\$450	:30
Sunday	Sunday Today Show	9:00am–10:00am	\$750	:30
Sunday	Flashpoint with Devin Scillian	10:00am-10:30am	\$600	:30
Sunday	Sports Final Edition	11:30 pm -12 mid	\$450	:30

Rates provided on 09/03/20. Rates good for five (5) business days.



## Digital Overview





## One Month Digital Campaign

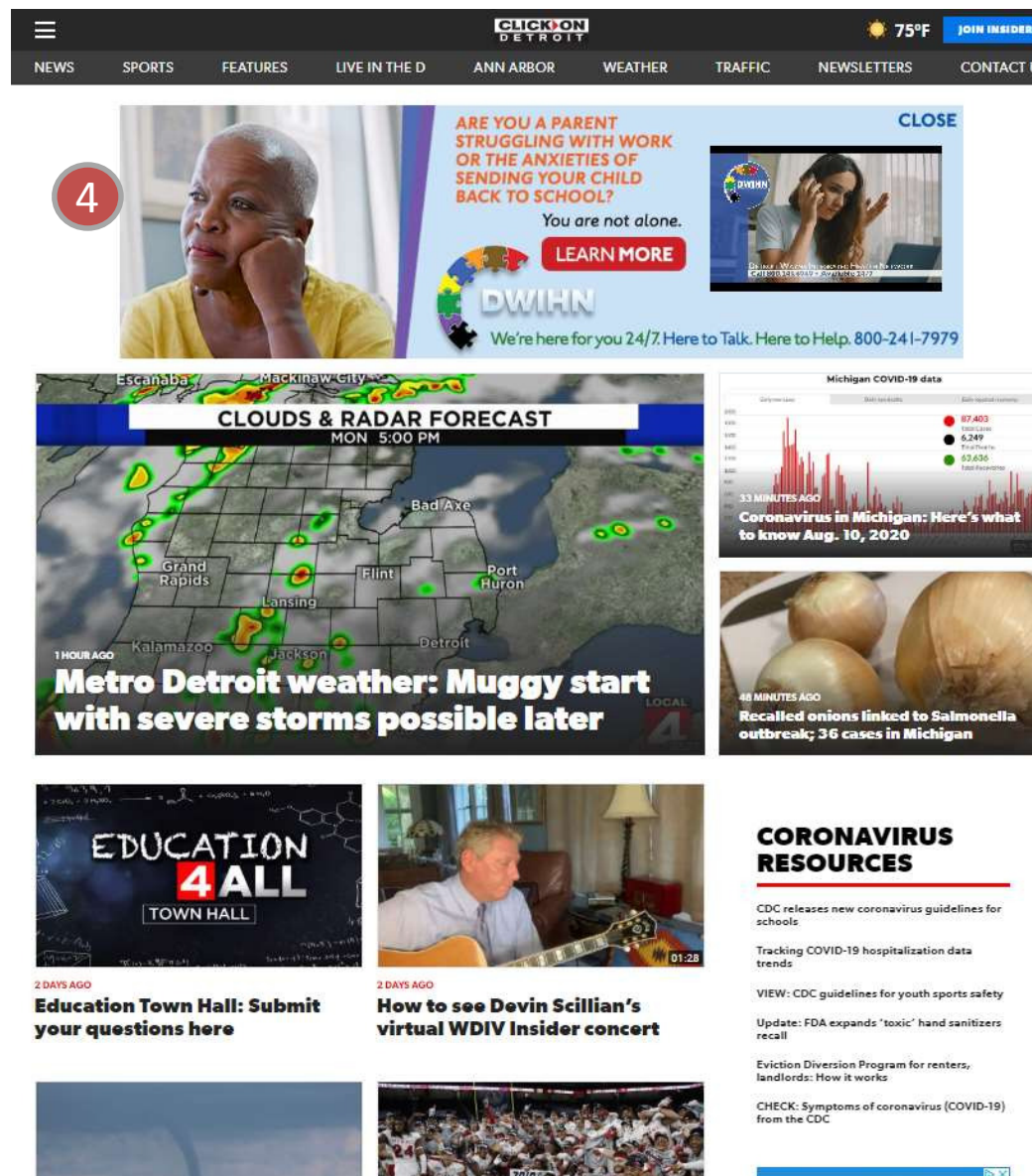
On ClickOnDetroit, your business will receive desktop and mobile ad impressions running throughout the pages of ClickOnDetroit.com via the following:

- 1 Leaderboard Ads
- 2 Medium Rectangle Ads
- 3 Mobile Ads

The screenshot displays the ClickOnDetroit website interface with several ad placements marked by numbered circles:

- 1** A large leaderboard ad at the top right featuring a weather forecast: "Next winter storm: 5-8 inches of snow this weekend in Southeast Michigan".
- 2** A medium rectangle ad on the right side featuring a movie poster for "DOLITTLE" with Robert Downey Jr. and the text "IN THEATERS FRIDAY GET TICKETS".
- 3** A mobile ad shown on a smartphone screen at the bottom left, displaying a news article about a 24-year-old man.

Other visible content on the website includes a navigation bar with links like NEWS, SPORTS, and WEATHER; a sidebar with a "HALL FINANCIAL" ad; and various news headlines such as "Pregnant woman shot in abdomen" and "Man with hammer traps, punches, bites teenage girlfriend".



PUSHDOWN AD with Video  
on the Home Page of ClickOnDetroit.com

FIXED Pushdown Ad with Video on the  
Home Page for a 24 Hour Period!  
(Date TBD)

Make a splash! On this same day, we  
will provide you with a fixed mobile ad!



## Total 4Q 2020 Campaign Summary and Investment



### WDIV-TV 4 / On-Air Campaign

- Eighteen (18) :30 second messages to air over the course two weeks.

### ClickOnDetroit.com /Digital Campaign

- 150,000 ad impressions per event (300,000 total impressions)
- *One (1) Homepage Pushdown Ad per event (Two (2) Total) Dates TBD*

- *Total Net Investment: \$7,000*

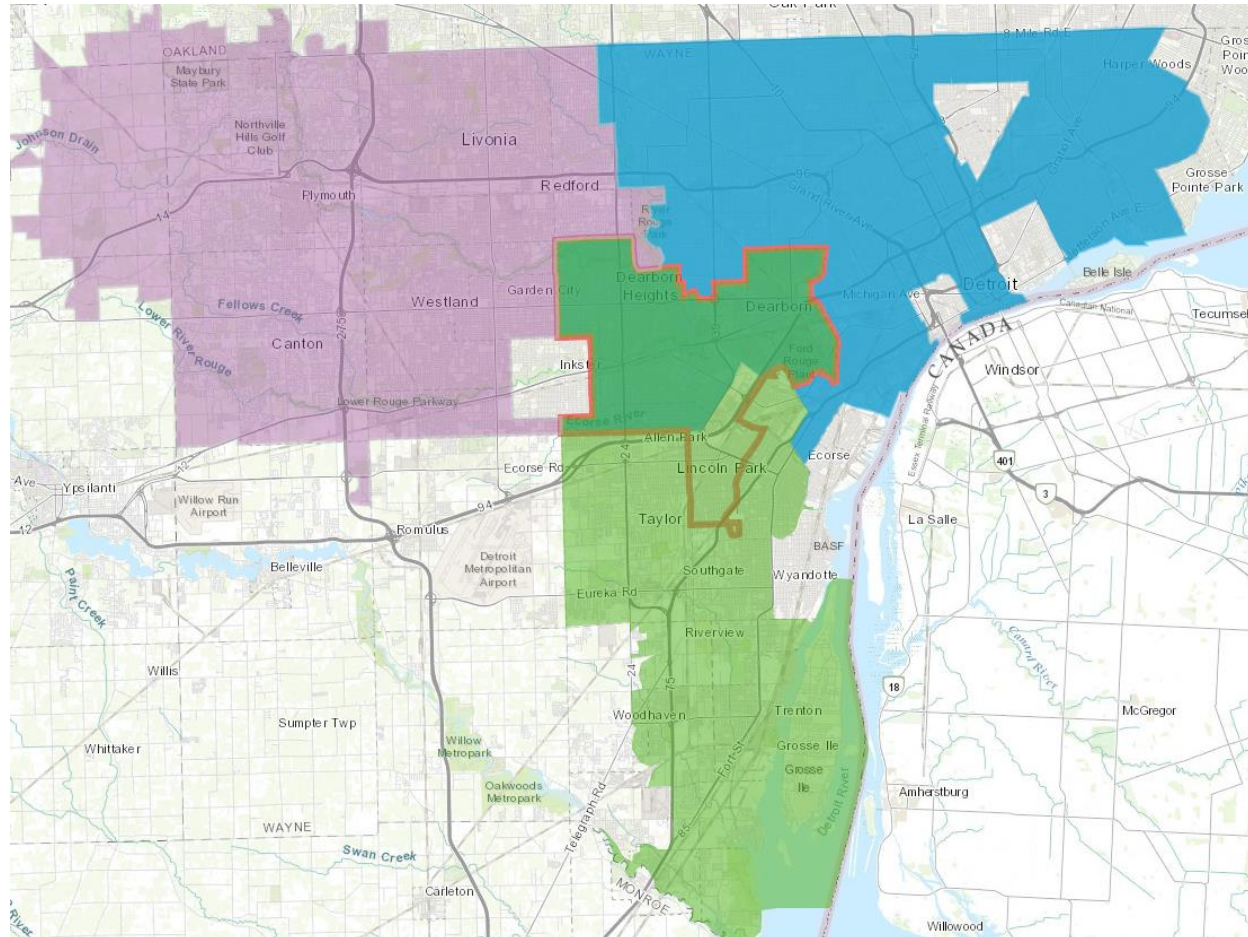


Thank you







## KNOWING WHERE

# GEOGRAPHIC ZONE TARGETING



### Effectv Zones

-  Dearborn
-  Detroit-Dearborn U-verse
-  Downriver - Drbrn WOW
-  Western Wayne Co WOW

# MAKE IT A HOLIDAY TO REMEMBER



## Zones Included:

Dearborn Xfinity, Taylor Xfinity, Dearborn-Downriver WOW!, Western Wayne WOW!, Dearborn-Detroit AT&T U-verse

## Shop Small/Winter Fest 2020 Campaign

*Broad and Prime rotators during holiday movies and programs on Freeform and Hallmark. HGTV, Bravo, FOOD network rotators & specific time slots of 8pm-11pm.*

494 TV Commercials

Women 35+ 64,262 Total Impressions  
\$2,992.75 Total Investment



HGTV & FOOD

\*11/12-12/11

In all zones



Bravo

11/16-12/6

In Dearborn & Downriver  
Dearborn zones only



FREEFORM

Freeform & Hallmark

11/23-12/11

\*Holiday programming

In Dearborn & Downriver Dearborn  
zones only



Authorized Acceptance: \_\_\_\_\_

Date: \_\_\_\_\_

\*Subject to Comcast Spotlight Terms and Conditions. Not all networks available in all zones. All rates are NET.  
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COMCAST  
SPOTLIGHT



# DETROIT TOP RATED NETWORKS

DURING THE HOLIDAY SEASON

## Top 10 Cable Networks (HH)

Primetime (M-Su 7p-11p) • November 2018



MSNBC

ESPN



CNN

tbs

amc



usa



#3

rated network F35+ (M-Sun 7p-11p)  
in November '18, beating out TBS,  
HGTV, TLC, BRAVO!

71%

of the Hallmark Channel NOV '18  
audience was women 35+.

89%

of Hallmark Channel NOV '18  
programs were movies.

FREEFORM PRESENTS

## 25 DAYS OF CHRISTMAS



Now in its 23<sup>rd</sup> year, Freeform will be showing classic holiday programming as well as original television movies from December 1<sup>st</sup> thru December 25<sup>th</sup>. Each day, approximately eight to ten films will play, with some days featuring Freeform holiday specials. This year, Freeform will be airing a present-wrapping competition reality series called **Wrap Battles**. The series will feature top DIY-ers as they battle it out in various challenges with the hopes of winning a \$50,000 prize. Perhaps one of the most amazing details of all so far is that 25 Days of Christmas will include **Rudolph the Red-Nosed Reindeer** and **Frosty the Snowman** for the first time ever. While the specials usually appear on NBC or CBS, this is the first time they will be shown on cable. Below are some titles that aired in 2018. Check with your Account Executive for a full schedule:\*

- The Family Stone
- Santa Claus is Comin' to Town
- Muppet Christmas
- The Nightmare Before Christmas
- Deck the Halls
- Home Alone
- Christmas with The Kranks
- The Santa Clause
- Mickey's Christmas Special
- How the Grinch Stole Christmas
- Winnie the Pooh and Christmas Too
- Santa Paws 2
- Toy Story
- Disney's A Christmas Carol
- Mickey's A Christmas Carol
- The Incredibles
- Richie Rich's Christmas Wish



Sample HOLIDAY PROGRAMMING  
2019



# HALLMARK CHANNEL PRESENTS COUNTDOWN TO CHRISTMAS



It wouldn't be the holiday season without Hallmark Christmas movies. The 2019 Hallmark holiday movie schedule officially kicks off in October, with its first movie, **Christmas Wishes & Mistletoe Kisses**, premiering on October 26<sup>th</sup>. It's all part of Hallmark's Countdown to Christmas, which is celebrating its 10th anniversary this year! Twenty-four brand-new holiday movies will debut on the channel from late October all the way until Christmas. It's 24 hours a day of holiday cheer on Hallmark Channel. All start times for the Original Movies below is **8:00 pm (ET)**.

10-26: Christmas Wishes &  
Mistletoe Kisses

11-02: Merry & Bright

11-03: Christmas Scavenger Hunt

11-09: Picture a Perfect Christmas

11-10: The Mistletoe Secret

11-16: Christmas Under the Stars

11-17: A Gift to Remember 2

11-23: Christmas at Graceland: Home  
for the Holidays

11-24: Write Before Christmas

11-25: A Christmas Duet

11-26: The Christmas Club

11-27: Double Holiday (Hanukkah)

11-28: Check Inn to Christmas

11-29: Christmas at the Plaza

11-30: Christmas in Rome

12-01: Christmas Town

12-07: A Christmas Love Story

12-08: Christmas at Dollywood

12-14: Christmas in Evergreen: Tidings of Joy

12-15: Alice in Christmasland

12-21: It's Beginning to Look a Lot Like Christmas

12-22: Holiday Date

12-25: When Calls the Heart Christmas

12-28: New Year, New Me

# COMCAST TECHNOLOGY SOLUTIONS

## AD DELIVERY FORMAT SPECS

The following are the audio and video technical specifications for SD and HD spots submitted to Comcast Technology Solutions.

### FILE LAYOUT FOR COMCAST TECHNOLOGY SOLUTIONS

For all SD and HD spots submitted to Comcast Technology Solutions, spots must be submitted at ready to air lengths:

Spec 1	Leading Black	Slate	Black	Spot	Trailing Black
RTA	0 sec/0 frames	0 sec/0 frames	0 sec/0 frames	15 sec/450 frames, 30 sec/900 frames, 60 sec/1800 frames, 90 sec/2700 frames, 120 sec/3596 frames, 5 min/8992 frames	0 sec/0 frames
"A"	1 sec/30 frames	5 sec/150 frames	2 sec/60 frames		1 sec/30 frames
"B"	0 sec/0 frames	5 sec/150 frames	2 sec/60 frames		0 sec/0 frames

### HD VIDEO FORMATS

	Recommended Format—MPEG	Quicktime	Quicktime
<b>Stream Type</b>	MPEG-2 TS MPEG-2 PS	Apple ProRes 422	Avid DNxHD
<b>Video Bitrate</b>	20 - 100 Mbps (CBR or VBR)	40 - 220 Mbps (VBR)	145/220 Mbps (CBR)
<b>Frame Rate</b>	29.97 (1080i), 23.976 (1080p) 59.94 (720p) **native frame rate is preferred	29.97 (1080i), 23.976 (1080p) 59.94 (720p) **native frame rate is preferred	29.97 (1080i), 23.976 (1080p) 59.94 (720p) **native frame rate is preferred
<b>GOP Structure</b>	Closed GOP	N/A	N/A
<b>Closed Captioning<sup>1</sup></b>	EIA-608 and EIA-708	EIA-608 and EIA-708	EIA-608 and EIA-708
<b>Chroma</b>	4:2:0, 4:2:2	4:2:2	4:2:2
<b>Interlacing</b>	Upper Field First (29.97), Progressive (23.976/59.94)	Upper Field First (29.97), Progressive (23.976/59.94)	Upper Field First (29.97), Progressive (23.976/59.94)
<b>Aspect Ratio</b>	16:9	16:9	16:9
<b>Width/Height<sup>3</sup></b>	1920x1080 1280x720	1920x1080 1280x720	1920x1080 1280x720
<b>Audio Type</b>	MPEG-1 Layer 2 AES (MPEG-2 TS Only)	LPCM	LPCM
<b>Typical Transfer<sup>2</sup></b>	2-40 minutes	4-90 minutes	15-90 minutes
<b>Typical Export<sup>3</sup></b>	< 1 minute	< 1 minute	< 1 minute
<b>Notes</b>	MP@HL HP@HL	ProRes 422 LT, ProRes 422, ProRes 422 HQ are all acceptable	DNxHD 145, DNxHD 220 are both acceptable

## SD VIDEO FORMATS

	Recommended Format—MPEG	Quicktime
<b>Stream Type</b>	MPEG-2 Program Stream	Apple ProRes 422
<b>Video Bitrate</b>	12 - 30 Mbps (CBR or VBR)	20 - 65 Mbps (VBR)
<b>Frame Rate</b>	29.97 23.976 **native frame rate is preferred	29.97 23.976 **native frame rate is preferred
<b>GOP Structure</b>	Closed GOP	N/A
<b>Closed Captioning<sup>1</sup></b>	EIA-608	EIA-608
<b>Chroma</b>	4:2:0; 4:2:2	4:2:2
<b>Interlacing</b>	29.97 Upper Field First 23.976 Progressive	29.97 Upper Field First 23.976 Progressive
<b>Aspect Ratio</b>	4:3	4:3
<b>Width/Height</b>	720x486/512	720x486
<b>Audio Type</b>	MPEG-1 Layer 2	LPCM
<b>Typical Transfer<sup>2</sup></b>	1-5 minutes	2-24 minutes
<b>Typical Export<sup>3</sup></b>	< 1 minute	< 1 minute
<b>Notes</b>	MP@ML, HL, HP@HL, 422@ML, HL are all acceptable	ProRes 422 LT, ProRes 422, ProRes 422 HQ are all acceptable

30s to 2m spot assuming an average bandwidth of 5 Mbps. Use <http://speedtest.comcast.net/> to give you an idea of your bandwidth. 5 Mbps is the suggested minimum bandwidth.

<sup>3</sup>Estimated time to fully export from Avid or Final Cut Pro.

<sup>4</sup>For MPEG formats, Comcast Technology Solutions supports SD closed captioning in an EIA-608 encoding. For MPEG-TS Supply the EIA-608 encoding in both ATSC A/53 user data and additionally as SCTE-20 user data (for MPEG-PS ATSC A/53 only is required). For QuickTime formats, Comcast Technology Solutions supports SD closed captioning in an EIA-608 encoding stored as a QuickTime closed captioning text track.

<sup>5</sup>For MPEG formats, Comcast Technology Solutions supports HD closed captioning in an EIA-708 encoding in ATSC A/53 user data. An additional EIA-608 encoding, also as ATSC A/53 user data, is required for backwards compatibility reasons. For QuickTime formats, Comcast Technology Solutions supports closed captioning in an EIA-708 encoding as a QuickTime closed captioning text track. An additional EIA-608 encoding also within a QuickTime closed captioning text track is required for backwards compatibility reasons.

<sup>8</sup>Comcast Technology Solutions adheres to SMPTE RP 2046-2 - title safe areas should be 90% of the width and 90% of the height of the part of the image to be extracted. Comcast Technology Solutions determines duration based on 29.97 DF regardless of source media frame rate. All content delivered over :120, should be edited and uploaded using DF.

Comcast Technology Solutions adjusts each outbound transcode to conform to receiver specifications, both audio and video.

# COMCAST TECHNOLOGY SOLUTIONS

## ADDELIVERY FORMAT SPECS

### HD/SD AUDIO FORMATS

	HD & SD	HD & SD	HD ONLY
<b>Encoding Type</b>	MPEG-1 Layer 2	AES/LPCM	AES/LPCM
<b>Number of Channels</b>	2 - Stereo	2- Stereo	6, 8, or 10
<b>PIDs/Channel per PID</b>	1/2	1/2	3/2, 4/2, 5/2, 1/6, 1/8. 1/10
<b>Channel 1</b>	Stereo Left	Stereo Left	Left Front
<b>Channel 2</b>	Stereo Right	Stereo Right	Right Front
<b>Channel 3</b>		Mono SAP (optional) <sup>7</sup>	Center
<b>Channel 4</b>		Mono VDS (optional) <sup>7</sup>	Low Frequency Effects
<b>Channel 5</b>			Left Surround
<b>Channel 6</b>			Right Surround
<b>Channel 7</b>			Lt Stereo (optional) <sup>6</sup>
<b>Channel 8</b>			Rt Stereo (optional) <sup>6</sup>
<b>Channel 9</b>			Mono SAP (optional) <sup>7</sup>
<b>Channel 10</b>			Mono VDS (optional) <sup>7</sup>
<b>Bit Depth</b>	16	16	16
<b>Bit Rate</b>	384 Kbps	1536 Kbps	1536 Kbps
<b>Sampling Rate</b>	48 KHz	48 KHz	48 KHz
<b>Instantaneous Peak Audio Max</b>	-8 dBFS	-8 dBFS	-8 dBFS
<b>Average Peak Audio Max</b>	-10 dBFS	-10 dBFS	-10 dBFS
<b>Average Levels</b>	-20 dBFS	-20 dBFS	-20 dBTP
<b>True Peak</b>	-2 dBTP	-2 dBTP	-2 dBTP

When sending 5.1 audio, the Lt/Rt pair is optional and we will automatically create the pair as a mix down of the 5.1 channels. If the Lt/Rt pair is included then we will use those and not create a mix down. Both sides of the pair must be included. If you do *not* have Lt/Rt pair do not send these channels as silence, but rather do not include these channels.

Any audio on channel 3,4 when sending stereo or channel 9,10 when sending 5.1 is assumed to be SAP and VDS. If you do *not* have SAP *and* VDS do not send these channels as silence, but rather do not include these channels. If you have SAP *or* VDS then include both channels but make the one you don't have silent (even throughout the slate - no beeps or tone during the slate). Please make sure audio levels meet FCC CALM ACT requirements.

## COMCAST TECHNOLOGY SOLUTIONS RADIO SPECIFICATION

The following are the radio technical specifications for SD and HD spots submitted to Comcast Technology Solutions.

### FILE LAYOUT FOR COMCAST TECHNOLOGY SOLUTIONS

Radio spots submitted to Comcast Technology Solutions are not checked for duration and may include slates of any length.

### RADIO FORMATS

	Recommended Format—MPEG	WAV	WAV
<b>Encoding Type</b>	MPEG-1 Layer 3 (MP3) MPEG-1 Layer 2 (MP2)	PCM	PC
<b>Extension</b>	.mp3, .mp2	.wav	.aif
<b>Number of Channels</b>	2 (Stereo)	2 (Stereo)	2 (Stereo)
<b>Bit Depth</b>	16, 24	16, 24	16, 24
<b>Bit Rate</b>	192 – 320 Kbps	1536 Kbps, 2304 Kbps	1536 Kbps, 2304 Kbps
<b>Sampling Rate</b>	44.1 KHz, 48 KHz	44.1 KHz, 48 KHz	44.1 KHz, 48 KHz
<b>Instantaneous Peak Audio Max</b>	-8 dBFS	-8 dBFS	-8 dBFS
<b>Average Peak Audio Max</b>	-10 dBFS	-10 dBFS	-10 dBFS
<b>Average Levels</b>	-20 dBFS	-20 dBFS	-20 dBFS





# Love Your Local.

## Reimmerse in commerce.

Downtown Dearborn has attracted more locals and visitors alike than ever before. With more than 200 retail and dining options, we've become one of Southeast Michigan's most diverse and dynamic destinations. Now's the time to go local and discover world-class choice and convenience right outside your door.



[downtowndearborn.org](http://downtowndearborn.org) [f](#) [t](#) [i](#) 313-943-3141



visit us online

# Dynamic Dining

Dearborn eateries are offering fabulous seasonal dining experiences. Sit indoors or outdoors on the patio. Have it delivered or do curbside carryout. Enjoy your favorite Dearborn dish your way. Check out [downtowndearborn.org](http://downtowndearborn.org) for a list of restaurants, shops, services and activities that have expanded business outdoors or are offering new contactless options to relax and enjoy your visit to [#downtowndearborn](https://twitter.com/downtowndearborn).

## 2020 Events

Over 60 year-round downtown events

### Dearborn Farmers + Artisans Market

Through Oct. 30

Fridays 2-7 p.m.

Wagner Park/

West Village Drive

Enjoy weekly live entertainment.

### Pumpkin Carving

Oct. 17

10 a.m.-noon

Wagner Park

1:30-3:30 p.m.

City Hall Park

### Shop Small

Nov. 28-Dec. 6

Downtown businesses

### Winterfest

Dec. 12

10 a.m.-4 p.m.

Wagner Park

In Partnership with the East and West Dearborn  
Downtown Development Authorities, Dearborn Area  
Chamber of Commerce and City of Dearborn.



DEARBORN  
Downtown



# Pumpkin Carving

**Saturday, Oct. 17**

**Wagner Park**

**10 a.m.-noon**

**City Hall Park**

**1:30-3:30 p.m.**







**DEARBORN**  
Downtown

# Spooky Window Scavenger Hunt

**Oct. 17-31**

**Find the Downtown Dearborn sticker  
in participating business windows**



**Tag your pictures:**

**#DowntownDearborn**

**#loveyourlocal**

**#dearbornspookywindows**

**downtowndearborn.org**   

**EAST & WEST DDDA  
BOARD OF DIRECTORS  
ADOPTED RESOLUTIONS  
SEPTEMBER 2020**

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Adopt a Tree Well-EDDDA

Adopted: September 17, 2020  
Motioned by: Mayor Jack O'Reilly  
Seconded by: Chairperson Julia Kapilango

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) strives for festive, colorful displays throughout the downtown district during the Fall season, providing an attractive draw to residents and visitors alike; and

**WHEREAS:** The EDDDA contracts for a portion of Fall landscaping and decor through the landscape and maintenance contract, businesses are contacted to participate in the Adopt-a-Tree Well program to add to the inventory in flower beds, tree wells and other landscape areas by businesses; and

**WHEREAS:** Each participating business in the Adopt a Tree Well program receives a yard sign to go with their Fall display, which includes their business name; therefore, be it

**RESOLVED:**

1. That the EDDDA authorizes the expenditure of up to \$200 to Beshara for the adopt-a-tree well signage, expending from the Community Promotions 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, subject to review and approval by Corporation Counsel.

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

No:

Abstained:

Absent: Secretary-Treasurer Heidi Merino and Director Jay Kruz



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Adopt a Tree Well-WDDDA

Adopted: September 17, 2020  
Moted by: Director Thomas Clark  
Secoded by: Director Jackie Lovejoy

**WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) strives for festive, colorful displays throughout the downtown district during the Fall season, providing an attractive draw to residents and visitors alike; and

**WHEREAS:** The WDDDA contracts for a portion of Fall landscaping and decor through the landscape and maintenance contract, businesses are contacted to participate in the Adopt-a-Tree Well program to add to the inventory in flower beds, tree wells and other landscape areas by businesses; and

**WHEREAS:** Each participating business in the Adopt a Tree Well program receives a yard sign to go with their Fall display; therefore, be it

**RESOLVED:**

1. That the WDDDA authorizes the expenditure of up to \$200 to Beshara for the adopt-a-tree well signage, expending from the Community Promotions budget line item account # 296-6100-911-51-00 for 2020; and
2. That the WDDDA authorizes the expenditure of up to \$4500 additional funding to Fairlane Grounds for more mums, hay and cornstalks for the tree well displays, expending from materials account #296-6100-911-62-40; and
3. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA, subject to review and approval by Corporation Counsel.

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

No:

Abstained:

Absent: Director Audrey Ralko

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

CTM Marketing Brochure Printing Fall 2020 - EDDDA

Date Adopted: September 17, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Chairperson Julia Kapilango

**WHEREAS:** The EDDDA and WDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

**WHEREAS:** The EDDDA, WDDDA, Dearborn Area Chamber of Commerce and City of Dearborn partner to distribute marketing materials called "rack cards" at hotels, visitor and convention locations throughout Metro Detroit via CTM, a brochure distribution company located in Livonia, MI, and additional pieces to local downtown businesses and organizations; and

**WHEREAS:** CTM has reopened operations during Covid-19 and is distributing materials again; and

**WHEREAS:** Printing of the rack cards is to be done by Shear Color Printing, that directly delivers to CTM and ships any additional print runs to the DDDAs as requested, and the printing count will be 10,000 for the printing for September 18, 2020 to November 30, 2020; and

**WHEREAS:** Updated design and content of the rack cards will be produced by Octane Design per the branding contract for 2020; and

**WHEREAS:** The EDDDA, WDDDA, Dearborn Area Chamber of Commerce and City of Dearborn are anticipated to partner in the production of the rack cards equally, the cost of printing for \$415 will be split for a cost of \$103.75 each; be it

**RESOLVED:** The EDDDA approves brochure printing production with Shear Color Printing, not to exceed \$415 shared equally with the WDDDA, Dearborn Area Chamber of Commerce and City of Dearborn for 10,000 rack cards from Line Item #297-6100-911-51-00 FYE2020; and, let it be

**RESOLVED:** The Manager of the DDDAs is authorized to execute the contracts for distribution and printing, subject to review and approval of Corporation Counsel.

Vendor (10K rack cards)	Vendor Cost	Cost Share
-------------------------	-------------	------------

Shear Color Printing (Printing of 10K rack cards)	\$415	\$103.75 max. - EDDDA \$103.75 max. - WDDDA \$103.75 max. - Chamber \$103.75 max. - DPI (City)
--	-------	---

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

No:

Abstained:

Absent: Secretary-Treasurer Heidi Merino and Director Jay Kruz

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

CTM Marketing Brochure Printing Fall 2020 - WDDDA

Date Adopted: September 17, 2020

Motioned by: Director Thomas Clark

Seconded by: Director Mohammed Hider

**WHEREAS:** The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

**WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn partner to distribute marketing materials called “rack cards” at hotels, visitor and convention locations throughout Metro Detroit via CTM, a brochure distribution company located in Livonia, MI, and additional pieces to local downtown businesses and organizations; and

**WHEREAS:** CTM has reopened operations during Covid-19 and is distributing materials again; and

**WHEREAS:** Printing of the rack cards is to be done by Shear Color Printing, that directly delivers to CTM and ships any additional print runs to the DDDAs as requested, and the printing count will be 10,000 for the printing for September 18, 2020 to November 30, 2020; and

**WHEREAS:** Updated design and content of the rack cards will be produced by Octane Design per the branding contract for 2020; and

**WHEREAS:** The EDDDA, WDDDA, Dearborn Area Chamber of Commerce and City of Dearborn are anticipated to partner in the production of the rack cards equally, the cost of printing for \$415 will be split for a cost of \$103.75 each; be it

**RESOLVED:** The WDDDA approves brochure printing production with Shear Color Printing, not to exceed \$415 shared equally with the WDDDA, Dearborn Area Chamber of Commerce and City of Dearborn for 10,000 rack cards from Line Item #296-6100-911-51-00 FYE2020; and, let it be

**RESOLVED:** The Manager of the DDDAs is authorized to execute the contracts for distribution and printing, subject to review and approval of Corporation Counsel.

Vendor (10K rack cards)	Vendor	Cost Share
-------------------------	--------	------------

	Cost	
Shear Color Printing (Printing of 10K rack cards)	\$415	\$103.75 max. - EDDDA \$103.75 max. - WDDDA \$103.75 max. - Chamber \$103.75 max. - DPI (City)

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

No:

Abstained:

Absent: Director Audrey Ralko



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Farmers Market Extension 2020\_Service Providers\_ WDDDA

Date Adopted: September 17, 2020  
Motioned by: Mayor Jack O'Reilly  
Seconded by: Director Jackie Lovejoy

**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; so let it be

**RESOLVED:**

1. That the WDDDA authorizes 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; 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)  <b>EXTENSION: Five more dates of music with Larry Arbour (\$150), Amy Loskowski (\$150), TBD, TBD and TBD for a total of \$750 budgeted.</b>	\$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 (\$9.50ea - qty. 30 signs total)	\$300
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
<b>Beshara</b>	<b>EXTENSION - posters</b>	\$100
<b>Brendel's</b>	<b>EXTENSION - portajohn/sinks</b>	\$450

<b>Bewick Publications (Times-Herald)</b>	<b>EXTENSION - newspaper ad - one week</b>	<b>\$150</b>
<b>Beshara</b>	<b>EXTENSION - yardsigns (qty. 6)</b>	<b>\$60</b>

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

No:

Abstained:

Absent: Director Audrey Ralko

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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MDA Annual Conference 2020 - EDDDA

Adopted: September 17, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Kamal Turfah

**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 MDA is hosting an annual conference virtually on November 5-6, 2020, and is offering communities a sponsor package of \$300 which includes three conference registrations and marketing opportunities; therefore, be it

**RESOLVED:**

1. The EDDDA authorizes the expenditure of up to \$150 for the sponsorship of 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: Chairperson Julia Kapilango, Vice-Chairperson Dan Merritt, Mayor Jack O'Reilly, Director Janice Cislo, Director Matthew Dietz, Director Mark Guido, Director Mary O'Bryan, Director Kamal Turfah, and Director Eric Woody

No:

Abstained:

Absent: Secretary-Treasurer Heidi Merino and Director Jay Kruz

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

MDA Annual Conference 2020 - WDDDA

Adopted: September 17, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Secretary-Treasurer Jeff Lynch

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

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

**WHEREAS:** The MDA is hosting an annual conference virtually on November 5-6, 2020, and is offering communities a sponsor package of \$300 which includes three conference registrations and marketing opportunities; therefore, be it

**RESOLVED:**

1. The WDDDA authorizes the expenditure of up to \$150 for the sponsorship of the 2020 Virtual MDA Annual Conference from the Training/Transportation budget line item account # 296-6100-911-58-10; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA for the MDA Annual Conference, subject to review and approval by Corporation Counsel.

Yes: Chairperson Sam Abbas, Vice Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Director Thomas Clark, Director Mark Guido, Director Jackie Lovejoy, Director John McWilliams, and Director Karen Nigosian

No:

Abstained:

Absent: Mayor Jack O'Reilly and Director Audrey Ralko

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Nickel & Saph Board Dishonesty Bond 2020-EDDDA

Date Adopted: September 17, 2020  
Motioned by: Chairperson Julia Kapilango  
Seconded by: Director Mark Guido

**WHEREAS:** The EDDDA and WDDDA boards manage the expenditures and revenues of their respective organizations; and

**WHEREAS:** The City of Dearborn Legal Department recommends the EDDDA and WDDDA secure a Dishonesty Bond as a precaution and protection for the City of Dearborn and the DDDAs' interests; and

**WHEREAS:** The City of Dearborn insurer Nickel & Saph, Inc. Insurance Agency, quoted \$285 for the bond premium, with coverage effective dates 08/17/2020-08/17/2023; therefore, be it

**RESOLVED:** The EDDDA authorizes expending \$285 to Nickel & Saph, Inc. Insurance Agency, for the Dishonesty Bond premium to be expended from #297-6100-911-51-00; and further let it be

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

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

No:

Abstained:

Absent: Secretary-Treasurer Heidi Merino and Director Jay Kruz

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Nickel & Saph Board Dishonesty Bond 2020-WDDDA

Date Adopted: September 17, 2020

Motioned by: Vice Chairperson Mohammed Hider

Seconded by: Director Karen Nigosian

**WHEREAS:** The EDDDA and WDDDA boards manage the expenditures and revenues of their respective organizations; and

**WHEREAS:** The City of Dearborn Legal Department recommends the EDDDA and WDDDA secure a Dishonesty Bond as a precaution and protection for the City of Dearborn and the DDDAs' interests; and

**WHEREAS:** The City of Dearborn insurer Nickel & Saph, Inc. Insurance Agency, quoted \$285 for the bond premium, with coverage effective dates 08/17/2020-08/17/2023; therefore, be it

**RESOLVED:** The WDDDA authorizes expending \$285 to Nickel & Saph, Inc. Insurance Agency, for  
the Dishonesty Bond premium to be expended from #296-6100-911-51-00; and further let it be

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

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

No:

Abstained:

Absent: Director Audrey Ralko

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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PR RFP Selection - EDDDA

Date Tabled: September 17, 2020  
Motioned by: Chairperson Julia Kapilango  
Seconded by: Vice Chairperson Dan Merritt

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

**WHEREAS:** A request for proposals for public relations services was competitively solicited by the City of Dearborn Purchasing Department on behalf of the DDAs, receiving nine proposals;

**WHEREAS:** The PR RFP Selection Committee reviewed all submitted proposals and conducted interviews of the top three firms; and

**WHEREAS:** The top firm based on the PR RFP Selection Committee evaluation is OneMagnify with a total annual contract cost \$243,204 plus a one-time set-up fee of \$39,730 and expenses/travel of up to \$60,000 ; and

**WHEREAS:** The DDAs collectively budgeted \$80,000 (\$40,000 each) annually for PR services;

**WHEREAS:** In order to negotiate contract terms and costs, the DDAs need to award the contract; therefore, let it be

**RESOLVED:** The EDDDA tables the award to OneMagnify the Public Relations contract, which was to be contingent upon final fee and deliverables to be negotiated and brought back to the Board for final approval, and the contract to be expended from EDDDA account #297-6100-911-34-90; and let it be further

**RESOLVED:** The EDDDA Board tables the authorization of the Manager of the DDAs to execute the contract at his time, which would be subject to the review and approval of Corporation Counsel.

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

No:

Abstained:

Absent: Secretary-Treasurer Heidi Merino and Director Jay Kruz



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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PR RFP Selection - WDDDA

Date Adopted: September 17, 2020  
Motioned by: Director Thomas Clark  
Seconded by: Director John McWilliams

**WHEREAS:** The East Dearborn Downtown Development Authority (“EDDDA”) and the West Dearborn Downtown Development Authority (“WDDDA”), collectively “DDDA”, have

worked collaboratively to create and maintain a vibrant Downtown Dearborn experience for all, unified by a shared vision for the community which the DDAs market and promote; and

**WHEREAS:** A request for proposals for public relations services was competitively solicited by the City of Dearborn Purchasing Department on behalf of the DDAs, receiving nine proposals;

**WHEREAS:** The PR RFP Selection Committee reviewed all submitted proposals and conducted interviews of the top three firms; and

**WHEREAS:** The top firm based on the PR RFP Selection Committee evaluation is OneMagnify with a total annual contract cost \$243,204 plus a one-time set-up fee of \$39,730 and expenses/travel of up to \$60,000 ; and

**WHEREAS:** The DDAs collectively budgeted \$80,000 (\$40,000 each) annually for PR services;

**WHEREAS:** In order to negotiate contract terms and costs, the DDAs need to award the contract; therefore, let it be

**RESOLVED:** The WDDDA tables the award to OneMagnify the Public Relations contract, which was to be contingent upon final fee and deliverables to be negotiated and brought back to the Board for final approval, and the contract to be expended from WDDDA account #296-6100-911-34-90; and let it be further

**RESOLVED:** The WDDDA Board tables the authorization of the Manager of the DDAs to execute the contract at his time, which would be subject to the review and approval of Corporation Counsel.

Yes: Chairperson Sam Abbas, Vice Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O’Reilly, Director Thomas Clark, Director Mark Guido, Director Jackie Lovejoy, Director John McWilliams, and Director Karen Nigosian

No:

Abstained:

Absent: Director Audrey Ralko

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Shop Small FYE2021-EDDDA

Adopted: September 17, 2020  
Motedion by: Vice-Chairperson Dan Merritt  
Seconded by: Director Janice Cislo

**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;

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

**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)	\$600	\$300

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

No:

Abstained:

Absent: Secretary-Treasurer Heidi Merino and Director Jay Kruz

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Shop Small FYE2021-EDDDA

Adopted: September 17, 2020  
Motioned by: Vice-Chairperson Dan Merritt  
Seconded by: Director Janice Cislo

**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;

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

**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)	\$600	\$300

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

No:

Abstained:

Absent: Secretary-Treasurer Heidi Merino and Director Jay Kruz

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Shop Small FYE2021-WDDDA

Adopted: September 17, 2020  
Moted by: Chairperson Sam Abbas  
Seconded by: Director Thomas Clark

**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;

**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)	\$600	\$300

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

No:

Abstained:

Absent: Director Audrey Ralko

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## 2020/2021 Snow Removal Contract Renewal Year 1 - EDDDA

Date Adopted: September 17, 2020

Motioned by: Vice-Chairperson Dan Merritt

Seconded by: Director Janice Cislo

- WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) recognizes the need to maintain a safe and accessible downtown area with consistent snow removal services for the sidewalks and public pedestrian areas throughout the district; and
- WHEREAS:** The EDDDA authorized a budget of \$25,000 for snow removal services FYE2021; and
- WHEREAS:** The City of Dearborn Parking Fund and Department of Public Works annually cover the costs for parking lots/decks and the sidewalk perimeters around parking lots/decks; and
- WHEREAS:** The DDDAs, through City of Dearborn procurement processes, awarded the bid for snow removal services to Premium Lawn for a term of one season starting November 1, 2019 - March 31, 2020, with up to three, one-year renewal options; and
- WHEREAS:** The DDDAs would like to proceed with the option to renew for the first year of the available three, one-year renewal options; therefore, let it be
- RESOLVED:** The EDDDA authorizes the Manager of the DDDAs to execute the year one of the renewal contract on behalf of the EDDDA with Premium Lawn to not exceed \$25,000 for snow removal services for the 2020/2021 snow season, from the snow removal budget line account #297-6100-911-34-90, subject to the review and approval of Corporation Counsel.

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

No:

Abstained:

Absent: Secretary-Treasurer Heidi Merino and Director Jay Kruz

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## 2020/2021 Snow Removal Contract Renewal Year 1 - WDDDA

Date Adopted: September 17, 2020

Motioned by: Secretary-Treasurer Jeff Lynch

Seconded by: Mayor Jack O'Reilly

**WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) recognizes the need to maintain a safe and accessible downtown area with consistent snow removal services for the sidewalks and public pedestrian areas throughout the district; and

**WHEREAS:** The WDDDA authorized a budget of \$36,500 for snow removal services FYE2021; and

**WHEREAS:** The City of Dearborn Parking Fund and Department of Public Works annually cover the costs for parking lots/decks and the sidewalk perimeters around parking lots/decks; and

**WHEREAS:** The DDDAs, through City of Dearborn procurement processes, awarded the bid for snow removal services to Premium Lawn for a term of one season starting November 1, 2019 - March 31, 2020, with up to three, one-year renewal options; and

**WHEREAS:** The DDDAs would like to proceed with the option to renew for the first year of the available three, one-year renewal options ; therefore, let it be

**RESOLVED:** The WDDDA authorizes the Manager of the DDDAs to execute the year one of the renewal contract on behalf of the WDDDA with Premium Lawn to not exceed

\$36,500 for snow removal services for the 2020/2021 snow season, from the snow removal budget line account #296-6100-911-34-90, subject to the review and approval of Corporation Counsel.

Yes: Chairperson Sam Abbas, Vice Chairperson Mohammed Hider,  
Secretary-Treasurer

Jeff Lynch, Mayor Jack O'Reilly, Director Thomas Clark, Director Mark Guido,  
Director Jackie Lovejoy, Director John McWilliams, and Director Karen Nigosian

No:

Abstained:

Absent: Director Audrey Ralko

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Vision Planning Postcard Mailing - EDDDA

Date Adopted: September 17, 2020

Motioned by: Chairperson Julia Kapilango

Seconded by: Director Janice Cislo

**WHEREAS:** The EDDDA and WDDDA will be launching a Vision Planning project this Fall obtaining input from community stakeholders, business owners and residents on the future vision of Downtown Dearborn; and

**WHEREAS:** Printing costs of \$150 are associated with the Vision Planning project for the EDDDA and WDDDA districts, which is to be split equally; and

**WHEREAS:** The printed postcards are to be mailed to each business in both districts, with an estimated cost of postage and labels to be \$200, with cost to be split equally between EDDDA and WDDDA; so let it be

**RESOLVED:** The EDDDA authorizes expending up to \$100 for labels and postage for the Vision Planning project from the General Marketing budget line item account #297-6100-911-51-00, subject to review and approval of Corporation Counsel.

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

No:

Abstained:

Absent: Secretary-Treasurer Heidi Merino and Director Jay Kruz



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Vision Planning Postcard Mailing - WDDDA

Date Adopted: September 17, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Mohammed Hider

**WHEREAS:** The EDDDA and WDDDA will be launching a Vision Planning project this Fall obtaining input from community stakeholders, business owners and residents on the future vision of Downtown Dearborn; and

**WHEREAS:** Printing costs of \$150 are associated with the Vision Planning project for the WDDDA and EDDDA districts, which is to be split equally; and

**WHEREAS:** The printed postcards are to be mailed to each business in both districts, with an estimated cost of postage and labels to be \$200, with cost to be split equally between WDDDA and EDDDA; so let it be

**RESOLVED:** The WDDDA authorizes expending up to \$100 for labels and postage for the Vision Planning project from the General Marketing budget line item account #296-6100-911-51-00, subject to review and approval of Corporation Counsel.

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

No:

Abstained:

Absent: Director Audrey Ralko

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Winterfest 2020 - WDDDA

Adopted: September 17, 2020  
Motioned by: Director Jackie Lovejoy  
Seconded by: Vice Chairperson Mohammed Hider

**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; therefore, be it

**RESOLVED:**

1. That the WDDDA authorizes the expenditure of up to \$15,000 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.

Beshara	Postcards	\$300
Beshara	posters(SS/WB/WF)	\$100
Beshara	Banner	\$55

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

No:

Abstained:

Absent: Director Audrey Ralko