



EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING

THURSDAY, OCTOBER 20, 2022

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

****IN-PERSON****

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

- I. Call to Order** Vice-Chairman Matthew Dietz
- II. Roll Call** Secretaries Dietz & Lovejoy
- III. Joint Meeting Chair for October 2022: Vice-Chairman Matthew Dietz**
- IV. PA57 Information Session**
- V. Approval of Regular Meeting September 2022**
- VI. Treasurer's Report** Finance/Treasurers
- VII. Action Items** (45 min.)
 - A. Regular Action Items**
 - 1. Joint Board Actions**
 - a) Holiday Curtain Lights & Super Wrapped Trees
 - b) Snow Removal
 - c) 2023 Event Calendar (DRW & DFAM)
 - d) 2023 Board & Committee Meeting Calendar
 - e) Extension of Octane Design Contract for DRW Graphic Services
 - 2. EDDDA Actions Only**
 - a) Appointment of Interim Secretary/Treasurer
 - b) Landscape & Maintenance Contract Incentive
 - 3. WDDDA Actions Only**
 - a) Dearborn Community Fund Mural Project
- VIII. Old Business**
- IX. Committee Reports**
- X. DDDA Executive Management Team**
 - A. Pedestrian Alley Stakeholder Preferred Concept Review - Oct. 19
 - B. South Connector Streetscape Internal Kick Off - Oct. 21
- XI. Economic Development Department Report**
- XII. Call to Board of Directors**
- XIII. Call to Audience** 3 min./guest
- XIV. Adjournment**

AGENDA OVERVIEW

JOINT ACTIONS

Holiday Building Curtain Lights & Super Wrapped Trees

A bid was issued by Purchasing on behalf of the DDDAs for Holiday Building Curtain Lights and Super Wrapped Trees in key sites throughout the downtowns. Originally the bid was issued for just the building curtain lights, but feedback from some of the service providers concerned the Executive Management Team with the impact it may have on historic and historically important buildings in the downtown and structural integrity of their facades. To install building curtain lights, it requires anchors at the top of the building/cornice, as well as anchors down the face of the façade to ground level - usually anchoring into mortar where available, but not all buildings are the same. Given that input, an addendum to the bid was issued to change some of the buildings to super wrapping key trees in front of those properties instead, including the Commandant's Quarters, Bryant Library and City Hall Park.

Three bids were received with the lowest price coming from Santa's Crew. Santa's Crew did also variations in types of lighting, which is helpful to consider for future applications, including the use of RGB lights that can change colors and effects. The bid did include quoting on multiple types of buildings, such as the AANM, Masri Clinic, Beaumont Building and Citizen's Bank building for the EDDDA; and an example quote for the Nigosian Building

Based on the DDDA budgets, the following super tree wrapping is recommended for approval:

District	Budget	Commandant's Tree (1 Tree)	Bryant Library Trees (3 Trees)	City Hall Park Trees (1 Super Wrapped Tree, 3 Flood Lit Trees & 1 Wrapped Pine)	TOTAL
EDDDA	\$10,000			\$3500++2250+\$500	\$6250
WDDDA	\$50,000	\$1500	\$6750		\$8250

Building Curtain Light Costs/Options

District	Remaining Budget (minus the trees)	Nigosian Building	AANM	Masri Clinic	Beaumont	Citizen's Bank
EDDDA	\$3,750		\$5600	\$4160	\$3646	\$3400
WDDDA	\$41,750	\$2,485				

For the EDDDA - it may not make sense to invest in the buildings this year, but utilize these numbers for next year's budgeting purposes, unless the Board would like to repurpose funds from another line item. The total cost for the four buildings listed above are \$16,806. These

buildings were selected because of the central location in the district and tourist attraction for the AANM.

Since more buildings were not quoted out for the WDDDA, we can use the size/sq.ft. of the other buildings as a frame of reference if the WDDDA would like to pursue installing on other buildings. Any private properties, an agreement with the property owner would be required as well, and the DDDA providing insurance. Or if the DDDA would rather refer this vendor to those property owners to work with directly, could be the option.

Snow Removal

An RFP was competitively solicited by the Purchasing Department for the DDDAs for snow removal this season in both downtowns for a one-year contract with an option for four one-year renewals. Only one proposal was received and the DPW declined submitting a proposal this year. The DDDAs budgeted \$47,450 for the WDDDA and \$32,500 for the EDDDA, plus DPW and the SAD cover costs for the parking lots and public buildings.

Based on the proposal received, the estimated cost for the season will be higher, in particular with CMA & salt increases. It is estimated as follows:

District/Dept Fund	8 Regular Pushes	2 Pushes over 6"	5 Salt Applications	TOTAL ESTIMATE
EDDDA	\$30,360	\$13,280	\$25,750	\$69,390
WDDDA	\$19,440	\$8,500	\$16,500	\$44,440
DPW/Library & Commandant's	\$1200	\$600	\$1500	\$3,300
DPW/Parking Lots	\$41,600	\$18,350	\$17,500 for Wagner Deck top CMA only - otherwise n/a	\$77,450

The estimate is obviously over the budgeted amounts for the DDDAs, therefore, the DDDAs will need to move funds around in anticipation of this need, as well as monitor it monthly. In lieu of moving funds, the DDDAs may want to consider amending their budgets to account for this increase in cost. At this point, you can wait until mid-year projections to best determine which course of action will be best. As you will see on the financial report, the DDDAs had already accounted for an increase for this year, so this is in addition to that.

2023 Event Calendar (DRW & DFAM)

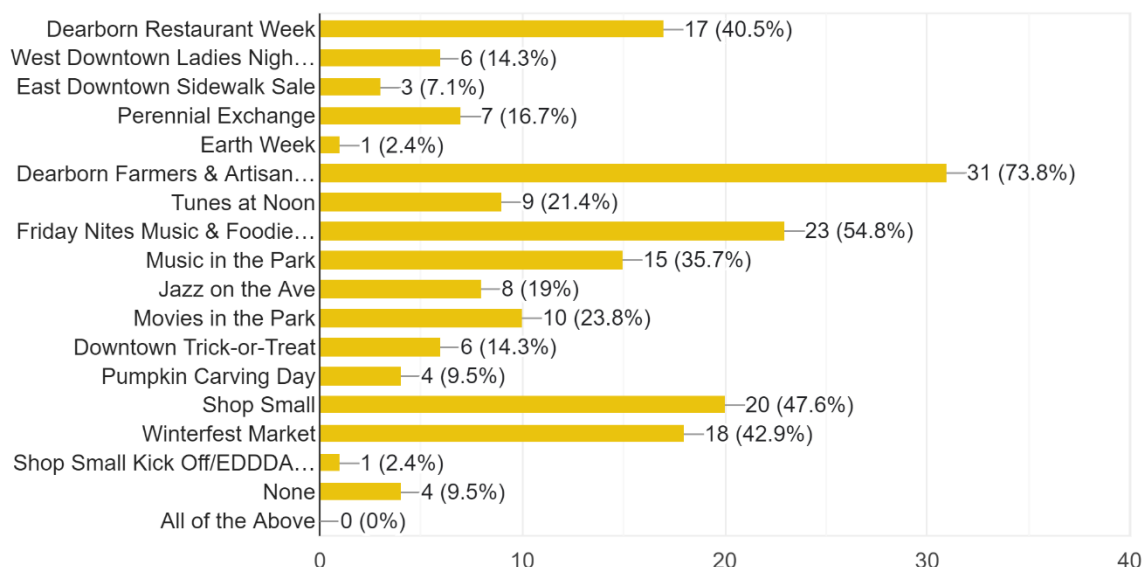
The DDDA Boards annually set their following year of calendar of events in August, however, as the DDDAs are transitioning staffing, the Boards determined that surveying of the Boards, committees and community were needed to help prioritize events for 2023. The Promotions Committee felt that the Boards and Committee Survey wasn't definitive as to any prioritization, therefore, they agreed to pushing out a community survey via eblast and social media.

The most attended events based on the 42 survey takers were (in order) Farmers Market, DRW, Friday Nites Foodie Rallies, Shop Small, Winterfest Market, Jazz on the Ave and Music in the Park. The favorite events were (in order) Friday Nites, DRW, Shop Small, Music in the

Park, and tied Farmers Market and Jazz on the Ave. Almost 70% said they did not have a least favorite, and then it was a smattering for each event for the remaining survey takers. There were great comments and suggestions which the Committee and staff should review, but otherwise a majority of people felt that the more activity the better. There were definitely areas where improvements were noted that the Committee is aware of, but the Committee does recommend surveying attendees of each event to garner more input over the next year especially since those who filled out the survey may not represent those who attend certain events.

Did you attend any of the following events in Downtown Dearborn that the DDDAs host over the last few years (pre and post COVID)? (select all that apply)

42 responses



In reviewing this detail and coupled with the fact that staff capacity to support all of these events is still unknown, the Executive Committee recommends delaying approving the event calendar until November when there is a more clear understanding of staffing and timing. There is significant concern over capacity to produce the events. However, it is vital to begin planning for DRW and DFAM for 2023, securing sponsors and participants. Therefore, the Executive Committee recommends approving moving forward with DRW March 3-12 (moved up this coming year due to Ramadan) and DFAM from June 16-September 15. Recommended changes to the DFAM include reducing the number of weeks due to typical weather conditions, and shifting the market times to 4-9pm since a majority of attendance occurred in the later hours of the market. While everyone would love to have the market on a Saturday or Sunday, there is too much competition in the Metro Region for vendors to be able to support this. Continued emphasis on recruiting farmers is needed, as well as diversity of artisans.

2023 Board & Committee Calendar

The DDDA Boards annually set their Board and Committee Meeting Calendar for the next year. Attached in the resolution is the approval of these dates and times for 2023. In general, the Boards and Committees meet:

Board – third Thursday of each month at 8am

Executive Committee – two Mondays prior to the next Board meeting at 9am

Standing/Advisory Committees

Promotions/Organization Committee – fourth Wednesday of each month at 9am

Design/EV Committee – fourth Wednesday of each month at 2pm

Steering Committee – second Wednesday of each month at 9am

Mobility Committee – fourth Thursday of each month at 10am

Branding/Website Committee – every other Thursday at 1pm

Public notice of these meetings is required and open meetings act applies. Notice of any Board and Executive Board meeting must be within 18 hours of the meeting. The committees are still conducting meetings via Zoom due to everyone’s availability and tight schedules.

It is also recommended that the Boards officially appoint committee members in January along with the Board elections this coming year. This was a discussion during the bylaw update, and the Boards felt this would be good standing process for the Boards to follow annually.

Extension of Octane Design Graphic Services for DRW 2023

Due to the fact that DRW is one of the immediate events out of the 2023 gate, much of the artwork and marketing needed for the event must be started in November and completed by February 1 in order to allow for adequate promotional time for the event. Since the Economic Development Department will be inundated with many changes and new staff, it is recommended to keep the graphic design services with Octane Design for consistency and ease. DRW is very graphic/marketing heavy with coasters, posters, menus for each business, QR code signs per business, over 50 social graphics, kick-off signage, video, PAC ads and print ads. For this year, it will be easiest on staff to work with what you know and what’s been done, and not make sudden changes until you have a better understanding and handle of what is needed. Staff time can then be more dedicated to recruitment of businesses and sponsors of the event. ED has been trained on the event, and this was the consensus of that discussion.

Resolution is attached authorizing an extension of those services to not exceed \$10,125. The services include:

Design and production

45 hours up to \$5,625.00

Social graphics, poster, display board, menus, print and digital ads, banners, coasters, etc.)

30 Second TV Spot

28 hours up to \$3,500.00

Videography and on location filming (as needed), video

editing and key graphics update, VO update, music, prep for Comcast, WDIV and YouTube

Video Expenses (range) \$550.00 - \$1,000.00

Future note: The DDDAs should make a decision about the remainder of 2023 graphic design services provider by February so that Spring and Summer 2023 events can be executed in a timely manner.

EDDDA ACTIONS ONLY

Appointment of Secretary/Treasurer

Eric Woody recently accepted another position with Comcast and is no longer with Beaumont as of Oct. 11, 2022. That leaves the Executive Committee with one Board Officer, Matthew Dietz, who currently serves as the Vice Chair and Secretary/Treasurer.

It is recommended to appoint a temporary Treasurer/Secretary to ensure that there is a second individual for the Executive Committee meetings through the end of the calendar year. In the interim, Vice-Chair will take on the Chair role through the end of the year. You will be electing a new slate in January, as you annually do.

Section 3. Vacancies. DDDA Bylaws. A vacancy in any office because of death, resignation, removal, disqualification, or otherwise, may be filled at any meeting of the Board for the unexpired portion of the term of such office, in accordance with Act No. 57 of 2018 and the Dearborn Code of Ordinances.

The Executive Committee meets monthly on the two Mondays prior to the Board meeting, so the next committee meetings would be Nov. 7 and Dec. 5. at 9am. They typically last about 90 minutes.

Landscape & Maintenance RFP Incentive Offer

As part of the EDDDA Landscape & Maintenance RFP that is set to go out on Bidnet after next week's Board meeting, the RFP Committee discussed potentially offering a 5% performance incentive to the service provider for delivering on seasonal product installations by the due date and excellent litter service on a monthly basis. The recommendation is for an incentive not to exceed 10% of the total contract. Conversely, it is recommended to have a demerit clause on underperformance, such as if not corrected within 24 hours of notification then a deduction in payment of 5%.

WDDDA ACTIONS ONLY

Dearborn Community Fund Mural

The Dearborn Community Fund and Padziewski Gallery recently completed the mural on West Village Drive between Mason and Monroe for the WDDDA with rave reviews! One of the last electrical boxes was also completed. Through the partnership with these two organizations, the DDDAs have been able to activate community art projects that are led by

professional artists and engage the community in the process. Their resources and skills are much appreciated, and the collaborations are what keep this strong community spirit going.

For the past two years the WDDDA has budgeted for this project with the intent to partner with the Dearborn Community Fund and Padziewski Gallery. Initially, the DDDA joined forces to apply for a national grant for multiple street murals that would improve many crosswalks through our downtowns. Unfortunately, we did not win an award of that grant. Although the grant funding didn't come through, the WDDDA wanted to proceed with the project in a future budget cycle, which was budgeted for FYE2022 to work with the Dearborn Community Fund on a crosswalk mural at the Wagner Park area due to need and original vision for the area. The purchase order was processed in June 2022 by the Purchasing Department and carried forward by the WDDDA for FYE2023. Although the purchase order was processed for the Dearborn Community Fund, the Executive Management team didn't catch until installation was underway that a resolution had not been finalized with the Community Fund as we were working through the contract process. Although payment has already been processed for the Dearborn Community Fund and the project has been completed, the WDDDA needs to adopt a final resolution for audit purposes.

Special thanks to all those involved, including members of Police and DPW for dropping off the barricades, and the POW! Team who set up the barricades at the wee hours of the morning to ensure a safe space for the installation.





OLD BUSINESS

Platform Structure Policy

This item is still under review by the Economic Development Department.

EDDDA Pedestrian Alley

Attached in the packet is the preferred concept based on stakeholder feedback from this past summer. A stakeholder meeting will be held on Oct. 19 to review this preferred concept, and we are looking for any final feedback. If you would like to attend the meeting, please connect with the Executive Management team for the Zoom invite. Internal conversations with the ED still need to be had regarding budget gap plans.

WDDDA Library Parking Lot Conversion

A meeting was held on Oct. 13 with SmithGroup, the Library, Sanitation and ED to review and discuss final concept needs before going into engineer drawings. Budget estimates are coming in higher, as well as a few other needs have been identified. A detailed budget concept will be provided before the November Board meeting, and recommending that the WDDDA budget additional dollars to this project.

Grease Issue/Dumpster at Wellesley Lot

No further information.

Holiday Promotions

The paid advertising plan consists of the following:

RADIO

iHeartRadio - WNIC - \$8,998

30/15 second spots from 11/19 - 12/23

1.3 Million Impressions

Audacy Detroit - WCYD, WDZH, WWJ - \$9,000

30/15 second spots from 11/19 - 12/23

843,000 Reach

5 recorded live spots on WWJ with retailers to be played throughout the scope in addition to radio spots

WDET - \$3,500

15 second "mentions" on local programming 11/19 - 12/23

TV

WDIV - \$9,000

B-roll video and ads on Click on Detroit

30 second spots on Me TV & Cozy TV

Or a possible hybrid (details coming)

Comcast

As part of our annual contract

PRINT

Arab American News \$750

Metro Times \$350

Times Herald \$175

Ads run week of 11/21, 12/5, 12/19, rotating each publication

Vision Plan

Administration plans to provide input to draft plan by end of September, and are looking into ways in which to collect input from City Council. Goal is to have the plan adopted by the Board in November and then brought to the Council for support in December.

The refreshed strategic plan will be facilitated in the first quarter of 2023.

Scooter Program

Due to staffing capacity to be able to facilitate the creation of a scooter ordinance, the Administration will be working towards a Spring 2023 launch for a scooter program. A timeline is being drafted to navigate the process over the next six months by the Economic Development Department. While the Mobility/Bike Share Committee is disappointed that this program couldn't be launched this Fall, they encourage the Boards to continue to articulate its support of this program and build further outreach on it.

AANM Gala

The Arab American National Museum will be hosting its annual gala at The Henry Hotel on October 15 this year. The EDDDA sponsored the Gala at \$750 with two tickets available to attend and a sponsor ad to run on the screen at the event which is promoting the pedestrian alley project.

EDDDA Landscape & Maintenance RFP

The RFP committee met to review the proposal to be published this past week. Plan is to publish after the Board meeting this coming week.

NEW BUSINESS

Board Orientation Packet

A packet of materials has been pulled together for the Boards for training purposes. The packet will be provided at the table. If you are unable to attend the meeting, please connect with the DDDA Office to retrieve your copy.

South Connector Streetscape Internal Kick-Off

A kickoff meeting will be held with Department staff to review the needs of the South Connector Streets. Meeting will be held on Oct. 21 at 9a.m. if anyone from the Board is interested in attending. We will be meeting on-site.

Wellesley Lot & Lot E Design Concepts

SmithGroup via the POW! Strategies contract will be starting work on these two lots next month and will be looking to connect with the local businesses in the area, Police and ED to discuss needs.

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

September 15, 2022

Joint Board Meeting 8:00 AM – 9:30 AM

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

MINUTES

MEMBERS PRESENT

WEST DDA: Chairperson Sam Abbas, Vice Chairperson Mohammed Hider, Secretary-Treasurer Jackie Lovejoy, Director Tahrik Alcodray, Director Thomas L. Clark, Director Zaineb A. Hussein, Director Amanda Bright McClanahan, Director Devon O'Reilly, and Director Audrey A. Ralko

EAST DDA: Chairperson Eric Woody, Vice Chairperson Matthew Dietz, Director Zaineb A. Hussein, Director Jay P. Kruz, Director Amanda Bright McClanahan, Director Hamzah Nasser, Director Zo Olabi, and Director Kamal Turfah

MEMBERS ABSENT

WEST DDA: Mayor Abdullah Hammoud

EAST DDA: Mayor Abdullah Hammoud and Director Khalil Dabaja

NON-MEMBERS PRESENT :

CITY OF DEARBORN: Licia Yangouyian (Legal), Moe Almaliky (Finance), Massara Zwayen (Planning), Hassan Sheikh (ED), Jordan Twardy (ED), Cristina Sheppard-Decius (DDDA), Helen Lambrix (DDDA), Janet Bloom (DDDA), Steve Deisler (DDDA),

OTHERS: N/A

I. Call to Order

WDDDA Chairperson Sam Abbas called the meeting to order at 8:10am

II. Roll Call

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

WDDDA - Chairperson Sam Abbas called the roll for Board Members for West DDDA. A quorum was present.

III. Joint Meeting Chair for September 2022: Chairman Sam Abbas

IV. Recognition of Former Board Member Jeff Lynch

V. Approval of Regular Meeting August 2022 Minutes

A. Approval of Regular Meeting August 2022 Minutes:

EDDDA - A motion to approve the minutes was made by Director Zaineb Hussein, seconded by Director Kamal Turfah. Voice vote passed unanimously. Motion passed. Minutes approved.

WDDDA - A motion to approve the minutes was made by Director Thomas Clark, seconded by Director Devon O'Reilly. Voice vote passed unanimously. Motion passed. Minutes approved.

VI. Treasurer's Report

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated August 31, 2022. Revenue to date totaled \$3,435. Total expenditures totaled \$69,309. The current cash position equals \$1,001,133 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$773,334.

WDDDA: Moe Almaliky from Finance reviewed the financial statement dated August 31, 2022. Revenue to date totaled \$10,098. Total expenditures totaled \$32,600. The current cash position equals \$1,368,326 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$1,224,347.

VII. Action Items

A. Regular Action Items

1. Joint Board Actions

a) Staffing Plan

With the expiration of the POW! Strategies contract on December 31, 2022, the proposed Staffing Plan is to take the place of the status quo to ensure smooth transition and provide high level of services. The positions of Deputy Director of Economic Development, Senior Economic Development Assistant, Business District Liaison, and Events and Marketing Manager positions will formulate the team. The total cost will not exceed the total amount currently allocated for the POW! Strategies

contract unless approved by the EDDDA and WDDDA Boards. The EDDDA and WDDDA adopts the proposed Staffing Plan as proposed and that the remaining allocated funds from the POW! Strategies contract after December 31, 2022, shall be utilized to fund these positions. The EDDDA and WDDDA boards accept the staffing proposal as presented by the Economic Development team with an amendment of providing information by next board meeting providing information on timelines, staffing, hiring dates, events, and funding. Also, the Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA and WDDDA, subject to review and approval by Corporation Counsel.

For WDDDA, motion to approve was made by Director Zaineb Hussein, and seconded by Director Tahrik Alcodray. A voice vote passed unanimously. Motion approved.

For EDDDA, Director Zaineb Hussein made the motion to approve. Seconded by Director Kamal Turfah. A voice vote passed unanimously. Motion approved.

b) DDDA Office Lease Non-Renewal

At its December 16, 2021, Board meeting, the EDDDA and WDDDA resolved to move into one of the commercial office spaces in the Beaumont building at Michigan Ave. and Schaefer Road. The EDDDA and WDDDA Boards executed a lease agreement on December 21, 2021, for an office in 4700 Schaefer Road, Suite 360, Dearborn, MI 48126 with a monthly rental amount of \$1000 per district, from building rental line item #296/297-6100-911-44-10.

The EDDDA and WDDDA Board agreed to sharing the office space and adopted a budget for office lease for FYE2022 of \$7,000; and for FYE2023 for \$6,000.

At the Joint Board meeting in June 2022, the EDDDA and WDDDA resolved to reduce the office lease budget in half for FYE2023 with the intent to not renew the current lease on the office space at 4700 Schaefer Rd., Suite 360 on December 15, 2022, as the City transitions DDDA staffing in-house.

Submitting a notice of renewal or non-renewal to Beaumont by October 15, 2022, is required per the lease agreement so it is resolved that the EDDDA and WDDDA Boards authorize the Manager of the DDDAs to execute a Letter of Non-Renewal to Beaumont for office space at 4700 Schaefer Road, Suite 360, subject to the review and approval by Corporation Counsel by October 15, 2022.

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

For EDDDA, Director Kamal Turfah made the motion to

approve. Seconded by Director Zaineb Hussein. Chairperson Eric Woody abstained from voting. A voice vote passed unanimously. Motion approved.

2. EDDDA Actions Only

a) Extension of Temporary Landscape & Maintenance Contract

As the bid is being prepared for the next multi-year contract, Four Seasons is being requested to extend their contract for an additional two months, October 1, 2022- November 30, 2022. The indicated scope of work is as the follows:

- Litter Removal (5x a week)
- Remove large debris/graffiti as needed
- Landscape and Maintenance of sidewalks, alleys, parking lots, planters, tree wells, City Hall Park including:
 - Installation of holiday decor (1x)
 - Installation of Shop Small banners (1x)
 - Installation of Downtown Dearborn branded banners (1x)
 - Grass Cutting (1x/week)
 - Weeding as needed
 - Pruning as needed
 - Leaf Removal (1x/week)

The cost for this additional two months service with Four Seasons is up to \$61,350.

A portion of these funds will be expended under the Special Assessing District (SAD) fund which is payable by the Department of Public Works (DPW). The EDDDA authorizes the temporary landscape and maintenance contract with Four Seasons starting October 1, 2022-November 30, 2022, in an amount of up to \$61,350, contingent upon the Executive Board has the ability to act on behalf of the board.

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

For EDDDA, motion to approve was made by Director Amanda Bright McClanahan, and seconded by Chairperson Eric Woody. A voice vote passed unanimously. Motion approved.

3. WDDDA Actions Only

a) None at this time

VIII. Old Business

Tom - redo the Bryant Library signage - work with Jackie on how to update. Cristina - will include it as part of the wayfinding plan. It would go with the brand. You do have some budget for. RFP still needs to go out. We've been waiting on city's initiative on wayfinding so we could coordinate.

Cristina - (new business in packet) - AANM gala on Oct. 15 - wanted to see if any board members would be interested to attend to help connect on EDDDA pedestrian alley - will need to see if a booth location or speaking opportunity is available. Will be at The Henry. Eric - Beaumont is a sponsor so will probably be attending. Cristina - alley plans will be brought to the boards soon, can share what we have so far. We have another meeting in October on the alley project.

IX. Committee Reports

Promotions: Helen - Dearborn Farmers Market - vendors are asking about plans for 2023. The last market day for this season is September 30. Fall Perennial Exchange is this Saturday.

Tunes at Noon averaged attendance of 30-40 people but we must realize that offices are still not fully staffed. Social media report: we have 6.3% engagement, where industry standard is 2%. We also have over 19,000 followers. We are hitting or exceeding targets.

Design/EV: Steve Deisler - Open Door grant program - District 12 is now open. They received \$10,000 from Open Door and also was a recipient of \$25,000 Match on Main grant from MEDC. The Sweet Shop is now open in EDDDA. MEDC is doing another round of Match on Main grants which we will resubmit Green Brain for again. We spoke to MEDC and it was a competitive field in the first round so they found the project good to do but there was a lot of competition. We can also include concepts. We are working with staff to solidify platform policy. It was requested to do a traffic review by District 12 on Mason prior to installing a platform there. Check to see what other locations may be viable.

X. DDDA Executive Management Team

- A. RAP Grant Award for EDDDA Pedestrian Alley
Cristina - the EDDDA was awarded \$787,718 towards the EDDDA Pedestrian Alley via MEDC's Michigan Strategic Fund Revitalization and Placemaking (RAP) Grant. More funds will need to be raised for the project to complete.
- B. New Board Member Orientation - Monday, Sept. 19 from 11am - 12:30 pm
Cristina - invites were sent out. It will be held at the DDDAs office. If you haven't RSVP'd, please do so.
- C. Downtown Day - Sept. 24 - Crosswalk Art Project
Cristina - Sept. 24 is Downtown Day in the state. This project has been on the books for awhile. It will be a mural that will be placed directly on W. Village Dr. directly between the Wagner Deck and Wagner Place. It is a project with the Dearborn Community Fund. It was always part of the streetscape plan to do this scale of a project. They will be asking for volunteers. We will coordinate street closure and business notifications.
- D. Cristina - I have accepted a position as Downtown Birmingham's Downtown Director officially beginning Sept. 19 and will be doing 1-2 days with them and keeping myself available. POW! Strategies will still be available and if we are needed to help during the transition, rate is already in contract.

XI. ED Report

Jordan Twardy- Hassan Sheikh is moving to a new position at Wayne County. He will be finishing up this month.

XII. Call to Board of Directors

Zo - mid- October for the Good Burger remodel. Zeinab - provide a list of options for next board meeting for platform placement in West. Jackie - there is one foursome left for the Executive Nine and Dine. Check the chamber website for upcoming activities and events. Sam - biggest issue with garbage is GFL missing days. We need cameras. If dumpster full, it makes businesses keep trash bags inside which is not allowed. We didn't have rat problem until pandemic and issues with trash pickup and carelessness of businesses disposing of oil by staff. Zeinab - please send photos of issues so city and sanitation can hold businesses accountable. Need to collect data for a month on GFL pick up misses and business misuse.

XIII. Call to Audience

N/A

XIV. Adjournment

Meeting adjourned at 10:08 a.m. A motion was made by Secretary-Treasurer Jackie Lovejoy, seconded by Vice Chairperson Mohammed Hider.

Approved by:

Jackie Lovejoy, Secretary-Treasurer, WDDDA

Matthew Dietz, Vice-Chairperson/Interim Secretary-Treasurer, EDDDA

Financial Statement Summary		FY2021	FY2022	FY2023					
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance	Actual %
Revenue									
296-0000-311.40-00	Property Tax Capture	\$ 852,811	812,618	\$ 794,700	\$ 794,700	\$ -	\$ -	\$ 794,700	0%
	Brownfield Tax Capture	247,631	244,839	219,600	219,600	-	-	\$ 219,600	0%
Tax Revenue Total:		\$ 1,100,442	\$ 1,057,457	\$ 1,014,300	\$ 1,014,300	\$ -	\$ -	\$ 1,014,300	
296-6110-330.01-90	Farmer's Market Federal Grant	-	-	1,500	1,500	-	-	1,500	0%
296-6110-369.90-00	Farmer's Market Miscellaneous	11,745	26,961	20,000	20,000	80	-	19,920	0%
296-6100-365.90-00	Donations from a Private Source	2,855	35,130	31,750	31,750	2,500	-	29,250	8%
296-6100-322.40-10	Events Revenue	(3,900)	10,725	5,375	5,375	-	-	5,375	0%
296-0000-361.10-05	Interest Income	94	(7,942)	363	363	-	-	363	0%
Donations & Farmer's Market Total:		\$ 15,463	\$ 67,534	\$ 58,988	\$ 58,988	\$ 2,580	\$ -	\$ 56,408	4%
296-0000-391.91-01	Contributions from the General Fund	35,105	35,105	45,105	45,105	11,276	-	33,829	25%
General Fund Contribution Total:		35,105	35,105	45,105	45,105	11,276	-	33,829	25%
Total Revenues:		\$ 1,151,010	1,160,096	\$ 1,118,393	\$ 1,118,393	\$ 13,856	\$ -	\$ 1,104,537	1%
296-6100-911.30-40	Audit Services	400	400	400	400	-	-	400	0%
296-6100-435.98-00	Undistributed Appropriation	-	-	30,000	30,000	-	-	30,000	0%
296-2972-463.34-90	Sanitation Contractual Services	28,260	22,260	35,920	35,920	-	11,565	24,355	32%
296-6100-911.34-90	Development Contractual Services	544,163	451,489	608,035	738,535	49,841	196,503	492,191	33%
296-6110-911.34-90	Farmer's Market Contractual Services	19,821	19,755	25,000	25,000	8,376	1,737	14,887	40%
296-6100-911.41-75	WATER/SEWAGE	4,873	4,430	4,873	6,628	760	1,676	4,192	37%
296-6100-911.43-82	Copier Repair & Maintenance Services	886	446	350	350	-	-	350	0%
296-6100-911.44-10	Building Rental	10,830	11,415	12,140	12,140	3,000	3,000	6,140	49%
296-6100-911.51-00	Community Promotion	179,457	138,518	248,230	301,417	25,611	65,674	210,132	30%
296-6100-911.52-10	Insurance	5,829	6,013	11,826	11,826	2,958	-	8,868	25%
296-6100-911.53-00	Communications	1,046	957	1,093	1,093	389	440	264	76%
296-6100-911.58-10	Training & Transportation	725	670	3,500	3,500	-	-	3,500	0%
296-6100-911.60-10	Office Supplies	63	1,461	1,500	1,500	10	-	1,490	1%
296-6100-911.60-20	POSTAGE	-	2	350	350	-	-	350	0%
296-6100-911.61-90	Non-Capital Equipment	4,426	-	25,000	29,290	-	17,854	11,436	61%
296-6100-911.62-40	Planting Materials	21,944	26,682	67,332	67,332	-	10,039	57,293	15%
296-6100-911.65-00	Memberships	148	462	940	940	-	-	940	0%
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	247,631	244,839	219,600	219,600	-	-	219,600	0%
296-6100-980.96-34	Facilities Fund	37,500	-	-	-	-	-	-	0%
Total Expenditure		\$ 1,108,002	\$ 929,799	\$ 1,296,089	\$ 1,485,821	\$ 90,945	\$ 308,488	\$ 1,086,388	27%
Revenues Over/(Under) Expenditures		\$ 43,008	\$ 230,297	\$ (177,696)	\$ (367,428)	\$ (77,089)	\$ (308,488)	\$ 18,149	

Balance Sheet

Current

Equity in Pooled Cash	Cash Position	\$ 1,368,326
Current Assets	Current Receivables	11,215
	Unearned Income	1,104,537
Current Liabilities	Current Liabilities	-
	Encumbrances	(308,488)
	Uncommitted Budget	(1,086,388)
	Estimated Ending Cash Position	\$ 1,089,202

Expenditure Details		FY2021	FY2022	FY2023					
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance	Actual %
Beautification									
296-2972-463.34-90	Sanitation Contractual Services	\$ 28,260	22,260	\$ 35,920	\$ 35,920	\$ -	\$ 11,565	\$ 24,355	32%
296-6100-911.34-90	Holiday Décor & Installation	1,440	1,461	50,000	50,000	1,498	-	48,502	3%
296-6100-911.34-90	Ramadan Lighting	-	-	10,000	10,000	-	-	10,000	0%
296-6100-911.34-90	Landscape & Maintenance	303,486	139,069	172,350	172,350	-	32,366	139,984	19%
296-6100-911.34-90	Snow Removal	36,500	40,585	47,450	47,450	-	-	47,450	0%
296-6100-911.34-90	Michigan Ave Lightpoles	-	-	25,000	25,000	-	-	25,000	0%
296-6100-911.34-90	Planning: Streetscapes (South Connectors)	-	-	10,000	10,000	-	-	10,000	0%
296-6100-911.34-90	Pest Control	-	-	8,500	8,500	-	-	8,500	0%
296-6100-911.34-90	Platform Dining	21,503	24,041	-	-	-	-	-	0%
296-6100-911.34-90	Bike Facilities & Scooters	-	-	10,000	10,000	-	2,592	7,408	26%
296-6100-911.34-90	Streetscape Enhancements	-	37,679	20,000	93,539	-	29,579	63,960	32%
296-6100-911.62-40	Planting Materials	21,944	26,682	67,332	67,332	-	10,039	57,293	15%
Total Beautification		\$ 413,133	291,777	\$ 456,552	\$ 530,091	\$ 1,498	\$ 86,141	\$ 442,452	17%
Development									
296-6100-911.51-00	General Marketing (banners, printing, social media)	13,384	25,954	\$ 40,000	\$ 40,000	\$ 2,513	\$ 15,063	\$ 22,424	44%
296-6100-911.51-00	Branding / Graphic Design	40,506	50,584	35,000	76,687	-	41,686	35,001	54%
296-6100-911.51-00	CTM Brochure Distribution	1,803	292	-	-	-	-	-	0%
296-6100-911.51-00	Photography	-	2,214	2,500	4,000	-	-	4,000	0%
296-6100-911.51-00	Metro Mode / Issue Media	10,501	4,500	4,500	4,500	1,002	-	3,498	22%
296-6100-911.51-00	Website Hosting & Domain Registration	1,074	714	1,680	1,680	113	-	1,567	7%
296-6100-911.51-00	Henry Ford Promotion Package	5,600	-	5,600	5,600	5,600	-	-	100%
296-6100-911.51-00	Community Art Enhancement	-	3,000	5,000	5,000	-	-	5,000	0%
296-6100-911.51-00	Dearborn Art Month	-	-	1,000	1,000	-	-	1,000	0%
296-6100-911.51-00	Fall Promotions	150	88	1,000	1,000	-	-	1,000	0%
296-6100-911.51-00	Shop Small Business Saturday/Holiday Promotions	20,755	23,090	33,500	33,500	-	1,000	32,500	3%
296-6100-911.51-00	Restaurant Week	37,021	10,989	16,500	16,500	180	1,000	15,320	7%
296-6100-911.51-00	Tunes at Noon	1,300	2,864	5,000	5,000	2,411	250	2,339	53%
296-6100-911.51-00	Friday Nites Concert Series	6,153	7,474	30,000	30,000	9,967	5,669	14,364	52%
296-6100-911.51-00	Movies In the Park	2,889	2,132	5,000	5,000	2,100	413	2,487	50%
296-6100-911.51-00	Ladies Night Out	-	90	4,500	4,500	-	100	4,400	2%
296-6100-911.51-00	Perennial Exchange	-	189	700	700	175	-	525	25%
296-6100-911.51-00	Kids Day	-	2,369	10,000	10,000	1,551	193	8,256	17%
296-6100-911.51-00	Farmer's Market Promotions	2,700	-	-	-	-	-	-	0%
296-6100-911.51-00	Wayfinding	-	-	20,000	30,000	-	-	30,000	0%
296-6100-911.51-00	Downtown Day Sale	-	-	2,500	2,500	-	-	2,500	0%
296-6100-911.51-00	SEO/SEM	-	-	5,000	5,000	-	-	5,000	0%
296-6100-911.51-00	Beer Festival	-	-	2,000	2,000	-	-	2,000	0%
296-6100-911.51-00	Covid Comeback Market	35,621	-	-	-	-	-	-	0%
296-6100-911.51-00	Social District	-	1,975	10,000	10,000	-	300	9,700	3%
296-6100-911.51-00	Swag	-	-	2,500	2,500	-	-	2,500	0%
296-6100-911.51-00	Translation Services	-	-	1,000	1,000	-	-	1,000	0%
296-6100-911.51-00	Earth Day	-	-	3,000	3,000	-	-	3,000	0%
296-6100-911.51-00	Volunteer Recognition	-	-	750	750	-	-	750	0%
296-6110-911.34-90	Farmer's Market Contractual Services	19,821	19,755	25,000	25,000	8,376	1,737	14,887	40%
296-6100-911.34-90	Building / Business Incentives	7,500	10,000	25,000	65,000	10,000	-	55,000	15%
Total Development		\$ 206,778	168,273	\$ 298,230	\$ 391,417	\$ 43,988	\$ 67,411	\$ 191,181	28%
Planning & Administration									
296-6100-911.34-90	Pow Strategies	173,054	194,635	186,718	186,718	27,303	63,149	96,266	48%
296-6100-911.34-90	Pow Strategies - SmithGroup	-	-	41,518	58,479	11,040	68,818	(21,380)	137%
296-6100-911.34-90	PR Monitor	-	-	1,500	1,500	-	-	1,500	0%
		\$ 173,054	194,635	\$ 229,735	\$ 246,696	\$ 38,343	\$ 131,967	\$ 76,386	69%
various (comment)	Other Office Expenses	9,097	10,409	19,959	19,959	3,357	440	20,354	19%
296-6100-911.34-90	Office Cleaning	680	4,021	-	-	-	-	-	0%
296-6100-911.44-10	Building Rental	10,830	11,415	12,140	12,140	3,000	3,000	6,140	49%
296-6100-911.61-90	Non-Capital Equipment (lighting, repairs)	4,426	-	25,000	29,290	-	17,854	11,436	61%
296-6100-435.41-75	Water / Sewage	4,873	4,430	4,873	6,628	760	1,676	4,192	37%
296-6100-435.98-00	Undistributed Appropriation	-	-	30,000	30,000	-	-	30,000	0%
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	247,631	244,839	219,600	219,600	-	-	219,600	0%
296-6100-980.96-34	Facilities Fund-Bryant Library	37,500	-	-	-	-	-	-	0%
Total Planning & Administration		\$ 488,091	469,749	\$ 541,307	\$ 564,313	\$ 45,460	\$ 154,937	\$ 368,108	36%
Total Expenditure		\$ 1,108,002	929,799	\$ 1,296,089	\$ 1,485,821	\$ 90,945	\$ 308,488	\$ 1,086,388	27%

Financial Statement Summary		FY2021	FY2022	FY2023					
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance	Actual %
297-0000-311.40-00	Property Tax Capture	\$ 386,278	\$ 589,096	\$ 528,900	\$ 528,900		\$ -	\$ 528,900	0%
	Brownfield Tax Capture	457,004	274,220	261,200	261,200		-	261,200	0%
Tax Revenue Total		\$ 843,282	\$ 863,316	\$ 790,100	\$ 790,100	\$ -	\$ -	\$ 790,100	0%
297-0000-330.05-14	Local Community Stabilization Authority	23,965	24,712	20,713	20,713	-	-	20,713	0%
297-6100-365.90-00	Donations from a Private Source	10,250	24,300	23,750	23,750	-	-	23,750	0%
297-0000-361.10-05	Interest Income	97	(6,479)	298	298	-	-	298	0%
297-6100-322.40-10	Events Revenue	(4,800)	10,300	6,250	6,250	-	-	6,250	0%
297-6100-369.90-00	Miscellaneous Income	-	14,613	31,906	31,906	-	-	31,906	0%
Donation Revenue Total		\$ 29,512	\$ 67,446	\$ 82,917	\$ 82,917	\$ -	\$ -	\$ 82,917	0%
297-0000-391.91-01	Contributions from the General Fund	22,620	37,620	41,220	41,220	10,305	-	30,915	25%
Contribution Total		\$ 22,620	\$ 37,620	\$ 41,220	\$ 41,220	\$ 10,305	\$ -	\$ 30,915	25%
Total Revenue		\$ 895,414	\$ 968,382	\$ 914,237	\$ 914,237	\$ 10,305	\$ -	\$ 903,932	1%
Expenditure									
297-6100-911.30-40	Audit Services	\$ 800	\$ 800	\$ 800	\$ 800	\$ -	\$ -	800	0%
297-2972-463.34-90	Sanitation Contractual Services	10,845	27,565	41,220	41,220	35,475	4,325	1,420	97%
297-6100-911.34-90	Development Contractual Services	324,419	378,571	423,405	510,250	88,059	147,611	274,580	46%
297-6100-911.43-82	Copier Repair & Maintenance Services	886	446	350	350	-	-	350	0%
297-6100-911.44-10	Building Rental	10,830	11,415	12,140	12,140	3,000	3,000	6,140	49%
297-6100-911.51-00	Community Promotion	157,917	122,898	161,530	205,365	11,670	52,557	141,138	31%
297-6100-911.52-10	Insurance	6,234	6,937	10,996	10,996	2,748	-	8,248	25%
297-6100-911.53-00	Communications	1,046	957	1,093	1,093	389	440	264	76%
297-6100-911.58-10	Training & Transportation	1,075	475	3,500	3,500	-	-	3,500	0%
297-6100-911.60-10	Office Supplies	63	1,526	1,500	1,500	10	-	1,490	1%
297-6100-911.60-20	Postage	-	8	350	350	-	-	350	0%
297-6100-911.61-90	Non-Capital Equipment	-	-	5,000	6,430	-	-	6,430	0%
297-6100-911.62-40	Planting Materials	30,395	65,325	52,500	52,500	10,250	9,150	33,100	37%
297-6100-911.65-00	Memberships	148	462	940	940	-	-	940	0%
297-6100-911.68-90	Other Operating Expenses	-	-	14,203	14,203	14,203	-	-	100%
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	457,004	274,220	261,200	261,200	-	-	261,200	0%
Total Operating Expenditures		\$ 1,001,662	\$ 891,605	\$ 990,727	\$ 1,122,837	\$ 165,804	\$ 217,083	\$ 739,950	34%
297-6100-435.45-10	Architect & Engineering Services	-	-	59,501	59,501	-	16,831	42,670	28%
297-6100-435.45-20	Construction Contractor	-	-	137,785	137,785	-	137,147	638	100%
297-6100-435.98-00	Undistributed Appropriations	-	-	5,694	5,694	-	-	5,694	0%
Total Capital Expenditures		-	-	202,980	202,980	-	153,978	49,002	76%
Total Expenditure		\$ 1,001,662	\$ 891,605	\$ 1,193,707	\$ 1,325,817	\$ 165,804	\$ 371,061	\$ 788,952	40%
Revenues Over/(Under) Expenditures		\$ (106,248)	\$ 76,777	\$ (237,538)	\$ (411,580)	\$ (155,499)	\$ (371,061)	\$ 114,980	

Balance Sheet

Equity in Pooled Cash Position		Current	
Current Assets	Current Receivables	\$ 1,001,133	-
	Unearned Income	903,932	
Current Liabilities	Current Liabilities	(14,203)	
	Encumbrances	(371,061)	
	Uncommitted Budget	(788,952)	
Estimated Ending Cash Position		\$ 730,849	

Expenditure Details		FY2021	FY2022	FY2023					
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance	Actual %
Beautification									
297-2972-463.34-90	Sanitation Contractual Services	\$ 10,845	\$ 27,565	\$ 41,220	\$ 41,220	\$ 35,475	\$ 4,325	\$ 1,420	97%
297-6100-911.34-90	Holiday Décor & Installation	\$ 1,402	\$ 4,410	10,000	10,000	1,498	-	8,502	15%
297-6100-911.34-90	Ramdan Lighting	\$ -	\$ -	10,000	10,000	-	-	10,000	0%
297-6100-911.34-90	Landscape & Maintenance	\$ 70,206	\$ 72,913	65,170	65,170	36,850	15,618	12,702	81%
297-6100-911.34-90	Snow Removal	\$ 25,000	39460	32,500	32,500	-	-	32,500	0%
297-6100-911.34-90	Platform Dinning	\$ -	5015	-	-	-	-	-	0%
297-6100-911.34-90	Artspace, Public Space Design	\$ 5,638	\$ 9,020	-	-	-	-	-	0%
297-6100-911.34-90	Dumpster Enclosures	\$ -	\$ -	15,000	15,000	-	-	15,000	0%
297-6100-911.34-90	Streetscape Enhancements	\$ 150	\$ 2,905	15,000	39,884	1,368	34,734	3,782	91%
297-6100-911.62-40	Planting Materials	\$ 30,395	\$ 65,325	52,500	52,500	10,250	9,150	33,100	37%
Total Beautification		\$ 143,636	\$ 226,613	\$ 241,390	\$ 266,274	\$ 85,441	\$ 63,827	\$ 117,006	56%
Development									
297-6100-911.51-00	General Marketing (banners, printing, social media)	\$ 11,549	\$ 21,031	\$ 20,000	\$ 20,000	\$ 2,710	\$ 18,409	\$ (1,119)	106%
297-6100-911.51-00	Branding / Graphic Design	67,129	54,646	32,500	64,235	-	31,735.00	32,500	49%
297-6100-911.51-00	Photography	-	363	2,500	4,600	-	-	4,600	0%
297-6100-911.51-00	Metro Mode / Issue Media	24,501	4,500	4,500	4,500	1,002	-	3,498	22%
297-6100-911.51-00	CTM Brochure Distribution	1,802	292	-	-	-	-	-	0%
297-6100-911.51-00	Website Hosting & Domain Registration	714	714	1,680	1,680	113	-	1,567	7%
297-6100-911.51-00	Henry Ford Promotion Package	5,600	-	5,600	5,600	5,600	-	-	100%
297-6100-911.51-00	Community Art Enhancement	-	-	5,000	5,000	-	-	5,000	0%
297-6100-911.51-00	Community Garden	-	750	-	-	-	-	-	0%
297-6100-911.51-00	Art Month	-	-	1,000	1,000	-	-	1,000	0%
297-6100-911.51-00	Fall Promotions	348	88	1,000	1,000	-	-	1,000	0%
297-6100-911.51-00	Shop Small Business Saturday-Holiday Promotions	5,755	13,698	16,000	16,000	-	1,000.00	15,000	6%
297-6100-911.51-00	Restaurant Week	1,145	7,975	10,000	10,000	180	1,000.00	8,820	12%
297-6100-911.51-00	Homage to Black Excellence	17,396	5,151	-	-	-	-	-	0%
297-6100-911.51-00	Movies in the Park	3,043	2,435	2,300	2,300	1,325	413.00	562	76%
297-6100-911.51-00	Music in the Park	7,347	124	-	-	-	-	-	0%
297-6100-911.51-00	City Hall Park Events	4,764	561	700	700	-	-	700	0%
297-6100-911.51-00	Wayfinding	-	-	10,000	20,000	-	-	20,000	0%
297-6100-911.51-00	Summer Music Series (formerly Jazz on the Ave)	-	10,570	25,000	25,000	741	-	24,259	3%
297-6100-911.51-00	Covid Comeback Marketing	6,300	-	-	-	-	-	-	0%
297-6100-911.51-00	Other Community Development	525	-	-	-	-	-	-	0%
297-6100-911.51-00	Volunteer Recognition	-	-	750	750	-	-	750	0%
297-6100-911.51-00	Green Earth Week	-	-	2,000	2,000	-	-	2,000	0%
297-6100-911.51-00	Sidewalk & Downtown Sale	-	-	2,500	2,500	-	-	2,500	0%
297-6100-911.51-00	SEO/SEM	-	-	2,500	2,500	-	-	2,500	0%
297-6100-911.51-00	Translation Services	-	-	1,000	1,000	-	-	1,000	0%
297-6100-911.51-00	East Farmers Market	-	-	15,000	15,000	-	-	15,000	0%
297-6100-911.34-90	Building / Business Incentive	40,903	15,000	45,000	90,000	10,000	2,500	77,500	14%
Total Development		\$ 198,821	\$ 137,898	\$ 206,530	\$ 295,365	\$ 21,671	\$ 55,057	\$ 141,137	26%
Planning & Administration									
297-6100-911.34-90	Pow Strategies	180,441	225,784	186,718	186,718	27,303	57,661	101,754	46%
297-6100-911.34-90	Pow Strategies - SmithGroup	-	-	41,518	58,479	11,040	37,098	10,341	82%
297-6100-911.34-90	PR Monitor	-	-	1,500	1,500	-	-	1,500	0%
		\$ 180,441	\$ 225,784	\$ 229,735	\$ 246,696	\$ 38,343	\$ 94,759	\$ 113,594	54%
various (comment)	Other Office Expenses	10,252	11,611	19,529	19,529	3,147	440	15,942	18%
297-6100-911.34-90	Office Cleaning	680	4,064	-	-	-	-	-	0%
297-6100-911.34-90	Pest Control	-	-	1,000	1,000	-	-	1,000	0%
297-6100-911.44-10	Building Rental	10,830	11,415	12,140	12,140	3,000	3,000	6,140	49%
297-6100-911.61-90	Non-Capital Equipment (light poles)	-	-	5,000	6,430	-	-	6,430	0%
297-6100-911.68-90	DCC Gun Range ArtSpace Loan Payment	-	-	14,203	14,203	14,203	-	-	100%
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	457,004	274,220	261,200	261,200	-	-	261,200	0%
297-6100-435.45-10	Architect & Engineering Services	-	-	59,501	59,501	-	16,831	42,670	28%
297-6100-435.45-20	Construction Contractor	-	-	137,785	137,785	-	137,147	638	100%
297-6100-435.98-00	Undistributed Appropriations	-	-	5,694	5,694	-	-	5,694	0%
Total Planning & Administration		\$ 659,207	\$ 527,094	\$ 745,787	\$ 764,178	\$ 58,693	\$ 252,177	\$ 404,306	41%
Total Expenditure		\$ 1,001,662	\$ 891,605	\$ 1,193,707	\$ 1,325,817	\$ 165,804	\$ 371,061	\$ 788,952	40%

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Holiday Lights Rental and Install- FYE2023-EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority authorized a budget of \$10,000 for the rental and installation of holiday lights on buildings and trees in FYE2023;

WHEREAS: A competitive bid solicitation for the lowest bidder was conducted by City of Dearborn Purchasing Department and Santa's Crew was found to be the lowest bidder; therefore, let it be

RESOLVED: The EDDDA authorizes up to \$10,000 in expenditures to Santa's Crew for the rental and installation of holiday lights, from the Contract Services budget account # 297-6100-911-34-90; and let it be

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

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Holiday Lights Rental and Install- FYE2023-WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The West Dearborn Downtown Development Authority authorized a budget of \$50,000 for the rental and installation of holiday lights on buildings and trees in FYE2023;

WHEREAS: A competitive bid solicitation for the lowest bidder was conducted by City of Dearborn Purchasing Department and Santa's Crew was found to be the lowest bidder; therefore, let it be

RESOLVED: The WDDDA authorizes up to \$50,000 in expenditures to Santa's Crew for the rental and installation of holiday lights, from the Contract Services budget account # 296-6100-911-34-90; and let it be

RESOLVED: The Manager of the DDDAs is authorized to administer and sign agreements with property owners to allow for the installation of lights on their properties, and secure the necessary insurance; furthermore

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

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2022/2023 Snow Removal Bid Award - EDDDA

Date Adopted:

Motioned by:

Seconded by:

- 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 \$47,450 for snow removal services FYE2023; 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, recommends awarding the competitively solicited contract for snow removal services to Frank's Landscaping & Supplies, LLC, for a term of one year starting November 1, 2022, with up to four, one-year renewal options; and
- WHEREAS:** The estimated cost for the contract for the 2022/23 season is \$69,390 for the EDDDA, and \$77,450 for the DPW/SAD; therefore, let it be
- RESOLVED:** The EDDDA authorizes the Manager of the DDDAs to execute the snow removal contract with Frank's Landscaping & Supplies, LLC, on behalf of the EDDDA up to \$69,390 for snow removal services for the 2022/2023 snow season, from the snow removal budget line account #297-6100-911-34-90, subject to the review and approval of Corporation Counsel; and furthermore
- RESOLVED:** The EDDDA directs the Executive Committee to review and recommend where to reappropriate funds from as needed for the snow removal contract or whether an amendment to the EDDDA FYE2023 budget is necessary.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2022/2023 Snow Removal Bid Award - WDDDA

Date Adopted:

Motioned by:

Seconded by:

- 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 \$32,500 for snow removal services FYE2023; 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, as well as the public facilities of the Bryant Library and Commandant's Quarters; and
- WHEREAS:** The DDDAs, through City of Dearborn procurement processes, recommends awarding the competitively solicited contract for snow removal services to Frank's Landscaping & Supplies, LLC, for a term of one year starting November 1, 2022, with up to four, one-year renewal options; and
- WHEREAS:** The estimated cost for the contract for the 2022/23 season is \$44,440 for the WDDDA, \$3300 for DPW/Public Facilities and \$77,450 for the DPW/SAD; therefore, let it be
- RESOLVED:** The WDDDA authorizes the Manager of the DDDAs to execute the snow removal contract with Frank's Landscaping & Supplies, LLC, on behalf of the WDDDA up to \$44,440 for snow removal services for the 2022/2023 snow season, from the snow removal budget line account #296-6100-911-34-90, subject to the review and approval of Corporation Counsel; and furthermore
- RESOLVED:** The WDDDA directs the Executive Committee to review and recommend where to reappropriate funds from as needed for the snow removal contract or whether an amendment to the WDDDA FYE2023 budget is necessary.

Yes:

No:

Abstained:
Absent:

DRAFT

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Event Schedule for 2023-EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) recognize the benefit of marketing and promoting businesses and activities in the District; and

WHEREAS: The EDDDA and WDDDA value programming events and activities to engage the community and bring a vibrancy and a positive economic impact to the districts; and

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

WHEREAS: The Promotions and Executive Committees have reviewed the 2023 calendar of events and recommend approving one event for the EDDDA for 2023 until further review of staffing capacity as the Board transitions staffing from POW! Strategies, Inc., to the Economic Development Department staff and review of the community event survey results. The one event recommended is the Dearborn Restaurant Week on March 3 - March 12, 2023; so let it be

RESOLVED: The EDDDA agrees to approve hosting the Dearborn Restaurant Week for the 2023 event season, which is funded by the Community Promotions Budget account #297-6100-911-51-00.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Event Schedule for 2023-WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) recognize the benefit of marketing and promoting businesses and activities in the District; and

WHEREAS: The EDDDA and WDDDA value programming events and activities to engage the community and bring a vibrancy and a positive economic impact to the districts; and

WHEREAS: The Promotions and Executive Committees have reviewed the 2023 calendar of events and recommend approving two eventst for the WDDDA for 2023 until further review of staffing capacity as the Board transitions staffing from POW! Strategies, Inc., to the Economic Development Department staff and review of the community event survey results. The two events recommended are the Dearborn Restaurant Week on March 3 - March 12, 2023, and the Dearborn Farmers & Artisans Market from June 16-September 15, 2023; so let it be

RESOLVED: The WDDDA agrees to approve hosting the Dearborn Restaurant Week for the 2023 event season, which is funded by the Community Promotions Budget account #296-6100-911-51-00, and the Dearborn Farmers and Artisans Market, which is funded by the account #296-6110-911-34-90.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2022 EDDDA/WDDDA Schedule of Joint Meetings - EDDDA

Adopted:

Motioned by:

Seconded by:

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

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

WHEREAS: The EDDDA and WDDDA Boards select July 20, 2023, and October 19, 2023, to better collaborate, share information and opinions with the public in an open Public Information Meeting, fulfilling the requires of Public Act 57; be it

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

RESOLVED: The attached proposed EDDDA/WDDDA joint Board meeting schedule will be adopted for the 2023 calendar year; furthermore,

RESOLVED: The EDDDA/WDDDA joint Committee meetings of the Design/Economic Vitality, Promotions/Organization, Steering, Executive, Bike Share/Mobility and Branding/Website Committees will be held on the attached proposed schedule for 2023 via Zoom or in-person as needed.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2023 WDDDA/EDDDA Schedule of Joint Board Meetings - WDDDA

Adopted:

Motioned by:

Seconded by:

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

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

WHEREAS: The EDDDA and WDDDA Boards select July 20, 2023, and October 19, 2023, to better collaborate, share information and opinions with the public in an open Public Information Meeting, fulfilling the requires of Public Act 57; be it

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

RESOLVED: The attached proposed EDDDA/WDDDA joint Board meeting schedule will be adopted for the 2023 calendar year; furthermore,

RESOLVED: The EDDDA/WDDDA joint Committee meetings of the Design/Economic Vitality, Promotions/Organization, Steering, Executive, Bike Share/Mobility and Branding/Website Committees will be held on the attached proposed schedule for 2023 via Zoom or in-person as needed.

Yes:

No:

Abstained:

Absent:

MEETING NOTICE

PLEASE BE ADVISED OF

THE JOINT EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD MEETINGS for 2023

Third Thursday of Every Month at 8:00 a.m.,

at Dearborn Administrative Center, 16901 Michigan Avenue, Dearborn, MI 48126 in City Council Chambers*

January 19

July 20 - Public Info Session for PA57

February 16

August 17

March 16

September 21

April 20

October 19-Public Info Session for PA57

May 18

November 16

June 15

December 21

*These dates are subject to cancellation

Individuals with disabilities who require special accommodations, auxiliary aids or services to attend or participate in this meeting should contact (313) 943-3141. Reasonable advance notice is required. Individuals may contact the DDDA office in advance of the meeting by email at info@downtowndearborn.org or by phone at 313-943-3141.

Downtown Dearborn Committee Meetings for 2023

	Executive Committee	Steering Committee	Promotions Committee	Design/Economic Vitality Committee	Bike/Mobility Committee	Branding/Web Committee
January	9th	11th	25th	25th	26th	5th
February	6th	8th	22nd	22nd	23rd	2nd
March	6th	8th	22nd	22nd	23rd	2nd
April	10th	12th	26th	26th	27th	6th
May	8th	10th	24th	24th	25th	4th
June	5th	14th	28th	28th	29th	1st
July	10th	12th	26th	26th	27th	6th
August	7th	9th	23rd	23rd	24th	3rd
September	11th	13th	27th	27th	28th	7th
October	9th	11th	25th	25th	26th	5th
November	6th	8th	29th	29th	30th	2nd
December	11th	13th	TBD	TBD	TBD	7th

COMMITTEE	TIME OF MONTH	TIME OF DAY
Executive Committee	Two Mondays prior to Next Board Meeting	9 a.m.
Steering Committee	Second Wednesday of the Month	9 a.m.
Promotions Committee	Fourth Wednesday of the Month	9 a.m.
Design/EV Committee	Fourth Wednesday of the Month	2 p.m.
Multi-Modal Committee	Fourth Thursday of the Month	10 a.m.
Branding/Web Committee	1st Thursday of the Month	1 p.m.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Octane Extension of Design Services for DRW 2023- EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) are preparing for the Dearborn Restaurant Week event, with programming, marketing and promotions in the districts from now until the end of the event to grow the economy and engage the community support local dining; and

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

WHEREAS: The design assets for Dearborn Restaurant Week are with Octane Design and will need updating for the 2023 event, therefore, an amendment to the branding contract with Octane Design will be required in an amount not to exceed \$10,125, to be split equally with the WDDDA, so let it be

RESOLVED: The EDDDA agrees to approve expenditures up to \$5062.50 with Octane Design for graphic design services for the marketing and promotional materials for Dearborn Restaurant Week 2023, expending from account #297-6100-911-51-00; and let it be

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

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Octane Extension of Design Services for DRW 2023- WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) are preparing for the Dearborn Restaurant Week event, with programming, marketing and promotions in the districts from now until the end of the event to grow the economy and engage the community support local dining; and

WHEREAS: The design assets for Dearborn Restaurant Week are with Octane Design and will need updating for the 2023 event, therefore, an amendment to the branding contract with Octane Design will be required in an amount not to exceed \$10,125, to be split equally with the WDDDA, so let it be

RESOLVED: The WDDDA agrees to approve expenditures up to \$5062.50 with Octane Design for graphic design services for the marketing and promotional materials for Dearborn Restaurant Week 2023, expending from account #296-6100-911-51-00; and let it be

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

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Election of Interim Secretary/Treasurer Remainder 2022- EDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

WHEREAS: The Secretary/Treasurer position was vacated on October 10, 2022; and

WHEREAS: The EDDDA Vice-Chairperson asked for an EDDDA board member to fill the current open position of Secretary-Treasurer and _____ has offered to fill the open executive position; therefore, be it

RESOLVED: If there are no additional nominations, nominations are closed and the Board elects _____ as the Secretary/Treasurer of the EDDDA for the remainder of 2022 until the 2023 elections.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Landscape/Maintenance Incentive-based Contract - EDDDA

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: As the bid is being prepared for the next multi-year contract, set up as two years with three, one-year renewals, the bid committee suggested implementing an incentive-based contract not to exceed 10% of the total contract price to help achieve compliance in a timely manner and a high level of performance; therefore, be it

RESOLVED: The EDDDA authorizes using an incentive-based contract of up to 10% of the total contract for the awardee of the EDDDA Landscape and Maintenance contract; furthermore, let it be

RESOLVED: The recommended awardee will be brought to the EDDDA Board for approval at a future meeting of the Board.

Yes: No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Streetscape/Crosswalk Mural and Utility Box Art 2022- WDDDA

Approved:
Motioned by:
Seconded by:

WHEREAS: The WDDDA recognizes the benefit of engaging initiatives that market the districts as destination locations and encourages patronage of businesses; and

WHEREAS: The WDDDA budgeted for a crosswalk mural on West Village Drive for the FYE2022 budget, which was carried forward to FYE2023 via PO#102516, in the amount of \$18,000 with the Dearborn Community Fund; and

WHEREAS: The Dearborn Community Fund collaborated with the WDDDA and Padzieski Gallery in securing artists, volunteers and logistics for the crosswalk mural on West Village Drive between Mason and Monroe Streets adjacent to Wagner Park;

WHEREAS: They also assisted with the completing the artwork on the remaining utility box at Wagner Park near Black Box; and

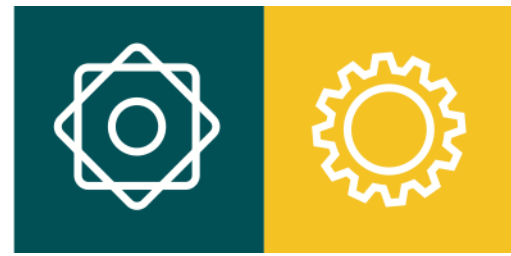
WHEREAS: The WDDDA secured the street closure and logistics with Dearborn City Council, POW! Strategies, Inc., DPW and Police, and area businesses, and provided the social media and communications about the project; let it be

RESOLVED: The WDDDA recognizes and authorizes the expense of \$18,000 for the utility box and crosswalk mural to the Dearborn Community Fund as budgeted from account #296-6100-911-34-90; and let it be

Yes:
No:
Abstained:
Absent:



DOWNTOWN DEARBORN DESIGN/EV COMMITTEE MINUTES



Join Zoom Meeting

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

Meeting ID: 323 245 564

Password: 265323

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

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

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

September 28, 2022

2 p.m.

Attendees: Steve Horstman, Jackie Lovejoy, Matthew Dietz, Hassan Sheikh, Mike Kirk, Chris Small, Steve Deisler, and Cristina Sheppard-Decius.

Agenda

- I. Open Door Dearborn
 - a. Applicants
 - i. WDDDA – update on projects
 - ii. EDDDA –
 1. Bora Bora Juice Update
They put efface on their building in violation of permit and was not approved by DEV for grant. They are drafting a new facade plan. They are redesigning with their construction manager. They are to supply us with quotes on that revised plan.
 2. Green Brain (Level III)
They have completed their design work. They have finalized their front facade. They are getting quotes for the Level III portion of the grant. MOM grant is reopening and Green Brain was not accepted in round 1 due to competitive round but deemed a good project for round 2.
 3. Baba's (Level III)
Received sketches of current landscaping and proposed landscape. They will maintain existing trees. They have \$7500 left to go towards the landscape install. Believes they will be getting Level III grant next



Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.

month. Steve D. will send package to committee prior. This project should really approve the condition of the site. Still checking on whether they are wanting to do awnings and entry way. They will need to come back to board for next Level III which would also include site plan.

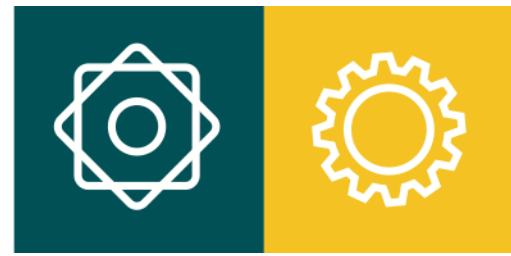
4. K&W Real Estate Update (needs final inspection)
Need copy of final inspection - are working with city to obtain. Have Hawaiian Nails as tenant. Once we receive the final inspection, then we can work to do grant funds distribution.
Owner in contact with owner of Chinese restaurant just to East of this structure.
5. Working with 2-3 others in the East that have shown interest in applying - no applications received yet. The Sweet Shop, former Citizen's Bank location and 13850 Michigan, NE corner but that one has moved forward already without connecting with them. They had permit approval.

b. Open Door Strategy/ROI/Outreach

i. 2022/23 Strategy

We've talked about focusing on retail. Working with Assessor's office looking at how this program impact values. At this time, market value is going up due to market conditions but will continue to track. Cristina - need to track and see if we can track how one project leads to other improvements and how to track the rate of improvement versus a year ago. See how we can work with Assessing with that.

Looked into Rochester DDA seating program. They established in 2020. Effort to support businesses. They did a simple process and a simple form to participate. We have platforms and greenhouses we purchased. We have a few out and others stored. We set it up with an option to buy them from the DDDA. One platform may move to District 12. Consider providing a mini-grant add as an option in our current grant program. This can add to other improvements - tables, chairs, igloos, etc. those items not considered



hardscapes. Steve Horstman - yes, like this as an additional option for businesses. Cristina - found articles that stated due to the success of the program for the last two years, then they were continuing. Chris - reach out to Rochester - how they utilize a kit of parts such as heating elements/canopies of some kind being in Michigan. That's where costs can escalate. Steve will reach out to Rochester DDA to get answers. We will create own draft and bring back next month.

II. Available Properties & Development Updates

We have a couple databases that we use for tracking development and properties. We have been updating a business survey list that is very detailed. Helen tracks business status and business conversion via Maestro. We are updating with latest information before we turn over. Steve H. - Tom Paison uses an Excel for tracking other city businesses.

III. Business Welcome Packet

Have been talking about doing a business welcome packet for those looking to relocate to the downtowns to share information on available land, space and other information. We are currently tweaking introduction letter. Lookin at doing a video and update business assistance flyer. Also, received the Redevelopment Ready items we can include in the packet. We want it to be a one-stop shop. Steve H. - city is looking to redo their website. Matthew - this would be a good tool for current businesses to have. Cristina - need to have information available outside of regular business hours. Need easy access tools on their own time.

IV. Project/Program Updates

a. Vision Plan

Cristina - Jordan and team still need to review. He was trying to get to us in October. Expect more details in the next couple of weeks.

b. Scooter Ordinance

Steve - there is a Bike Share meeting in October so plan is to have draft plan available for review at that meeting.

c. Art – crosswalk art

Cristina - have been working with Dearborn Community Fund on this project. Project has been delayed due to rain. Community



Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



members were asked to participate. They will be completed tomorrow. It is a traffic calming and pedestrian safety item. It is 200 ft long and about 25 ft wide. It was always part of the streetscape. It was left out of Roncelli contract and would do at a later date. We did one electrical box, too, to complete those items. Last two years we've applied for grants but since they were national, we didn't win. Hope DDAs can budget to start adding these types of elements - consider Schaefer Ave. and Monroe. Steve H. - Dix-Vernor won a min-grant- street stencils. It would be great to build upon.

d. Library Lot

Cristina - have a meeting next month to go over concepts. They've done the survey work. Will be able to bid out in January for construction.

e. Pedestrian Alley

We were successful in getting the RAP grant for the alley project. We project for \$1.6M- DDA doing match for grant, grant was \$787K and a gap of \$600K. Gap is a projection of soft costs.



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



CONCEPT REVIEW

SCHAEFER ALLEY PROJECT

EAST DOWNTOWN DEARBORN

OCTOBER 5TH, 2022

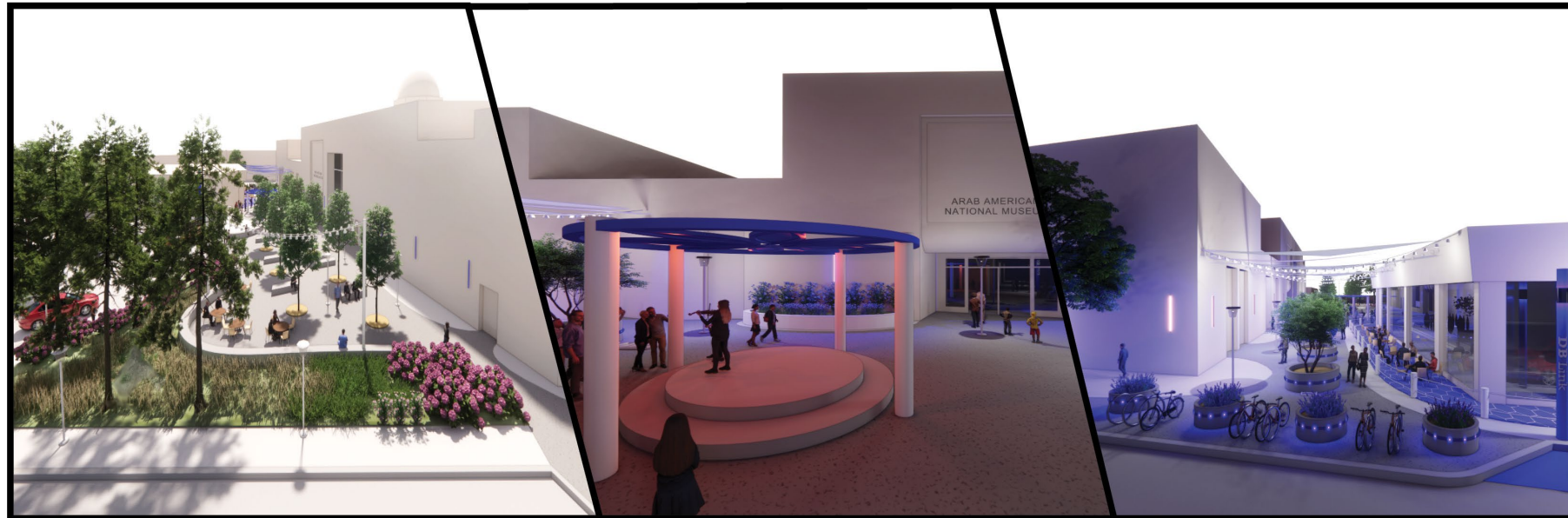
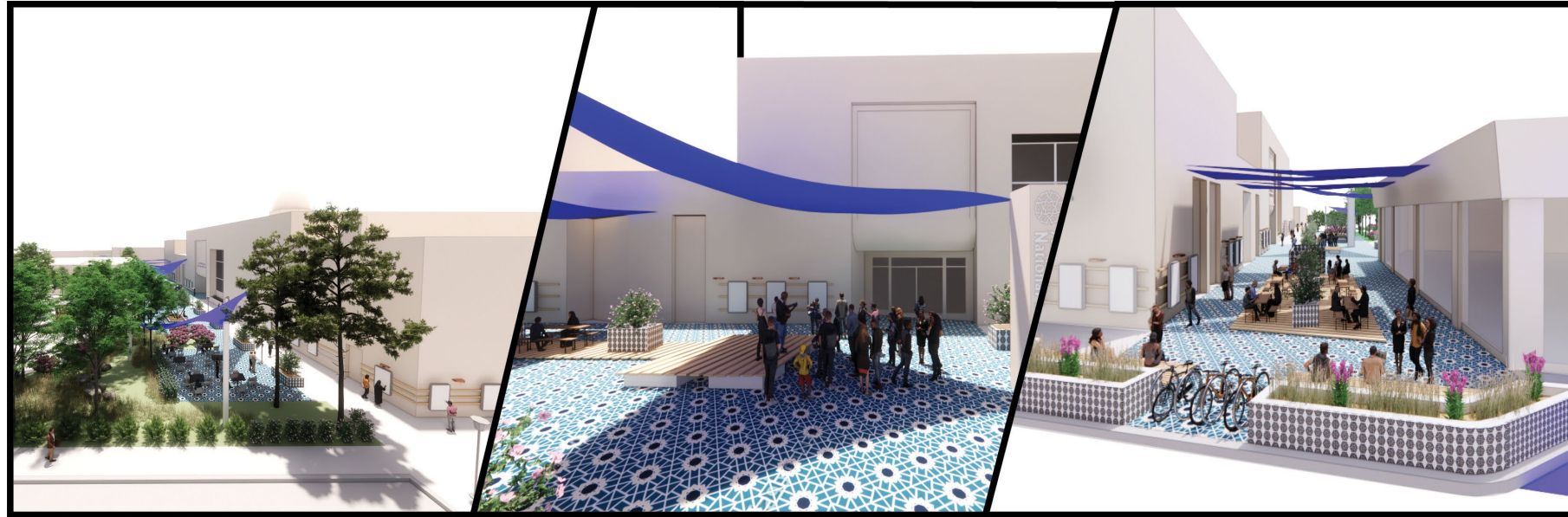
TODAY'S AGENDA

- Introductions
- What We Heard
- Preferred Concept Plan
- Cost Opinion
- Discussion

OVERVIEW OF FEEDBACK

Stakeholder's Liked:

- Special pavement
- Central dining area
- Shade sails and new lighting
- Open plaza
- Stage
- Supplemental dining area (near Neckel)
- Parking lot intervention

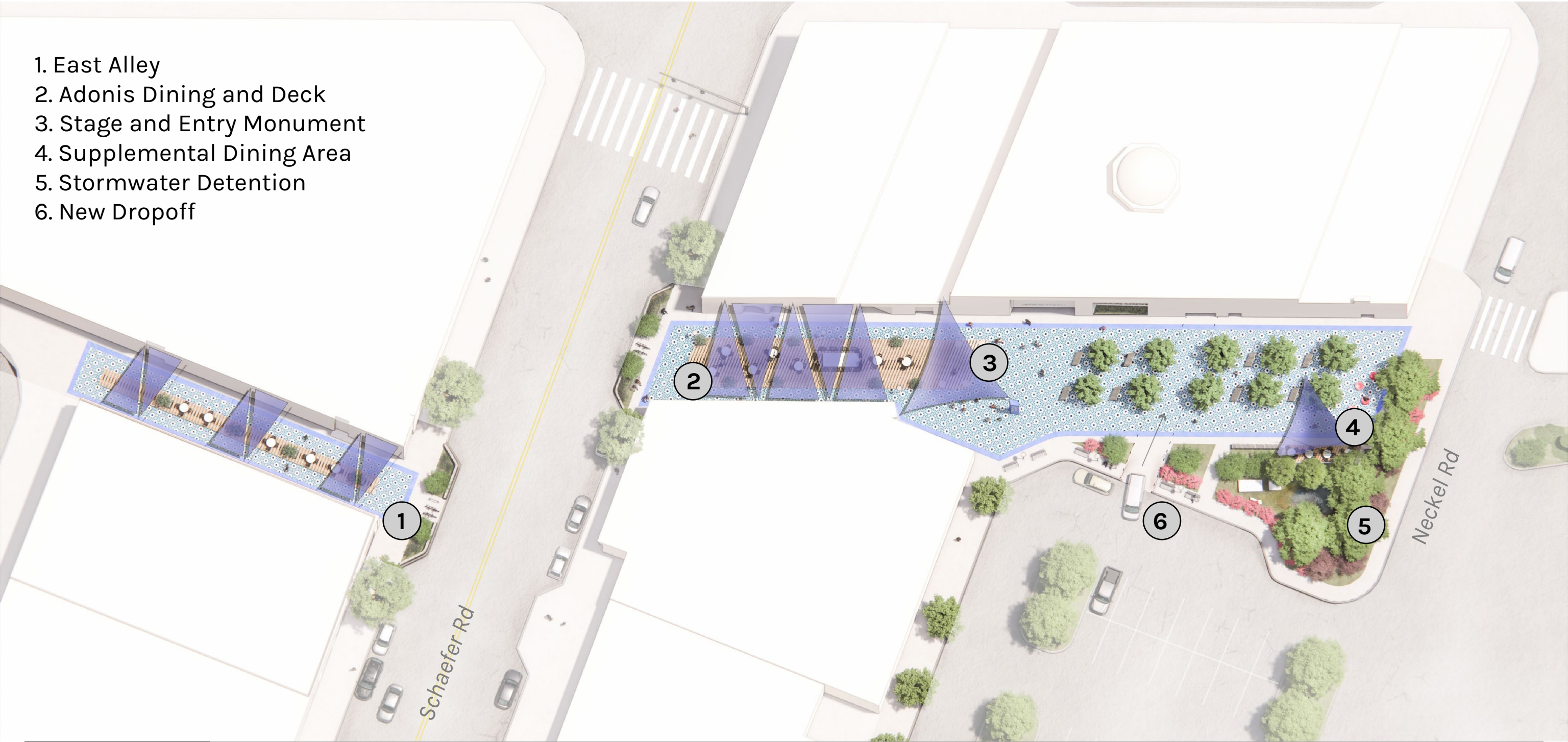


Stakeholder's Expressed Concern About/ Disliked:

- Maintenance of art installations
- Mounted display cases
- Delivery access for the museum
- Snow removal

CONCEPT PLAN

- 1. East Alley
- 2. Adonis Dining and Deck
- 3. Stage and Entry Monument
- 4. Supplemental Dining Area
- 5. Stormwater Detention
- 6. New Dropoff



CONCEPT PLAN

ADONIS DINING AREA

1. Planters, bike racks & benches (behind plants)
2. Deck & dining area sits above stormwater drain
3. Artistic transformer screen
4. Sails & festoon lights



CONCEPT PLAN

STAGE AND ENTRY

1. Entry monument & stage gathering area
2. Seat walls and plaza
3. New drop off and seating
4. Reuse and Supplement existing lighting



CONCEPT PLAN

NECKEL STORMWATER AND DINING

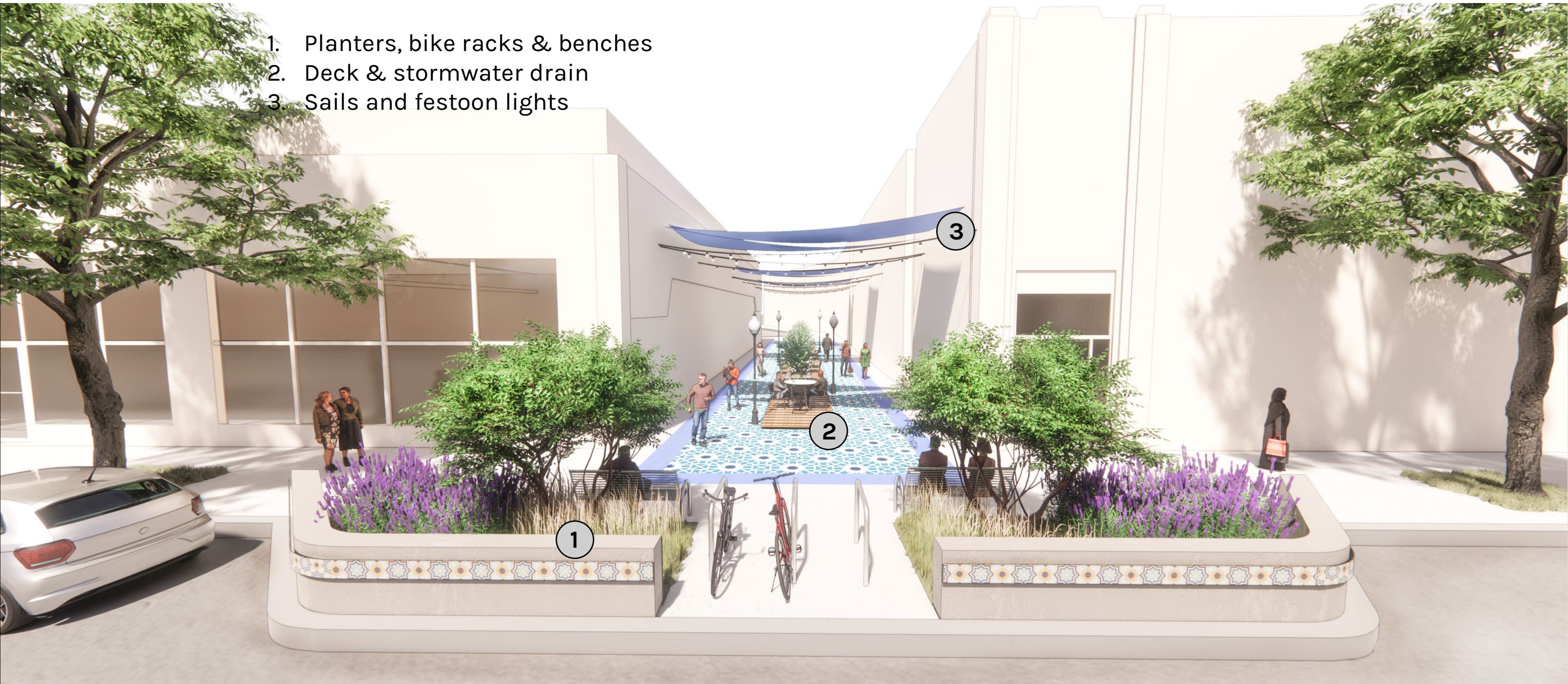


1. Supplemental dining area
2. Green screen and stormwater detention
3. Top chairs & seat walls

CONCEPT PLAN

EAST ALLEY

- 1. Planters, bike racks & benches
- 2. Deck & stormwater drain
- 3. Sails and festoon lights



COST OPINION

Cost Summary

West Alley & Parking Lot

Subtotal : \$ 1,366,050

East Alley

Subtotal : \$ 324,386

Project Subtotal : \$ 1,690,436

Mobilization (10% of Subtotal): \$ 169,043

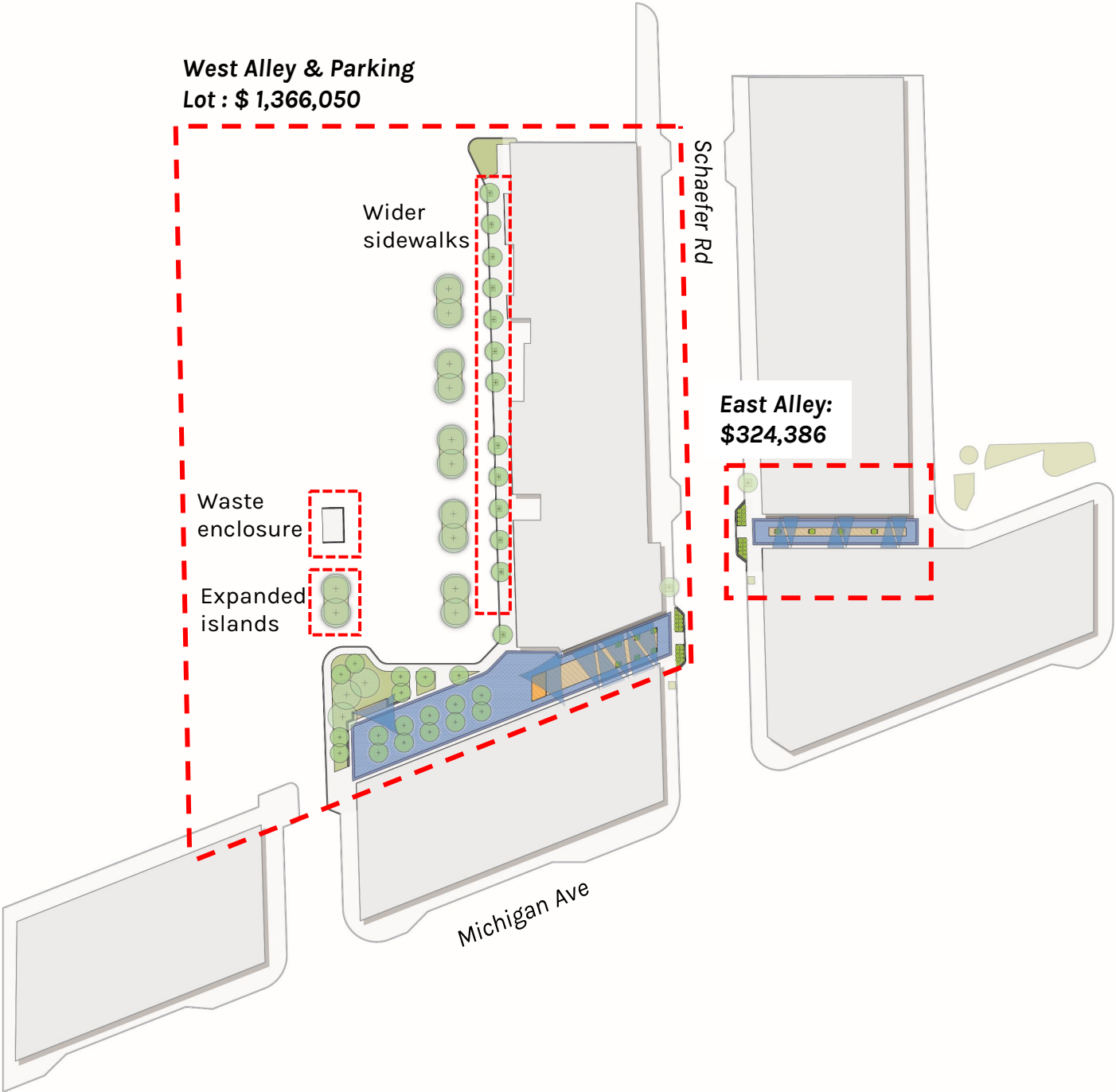
Contingency (25% of Subtotal): \$ 422,609

Project Total: \$ 2,282,088*

RAP Grant: \$ 2,164,383

***Does not include:**

- Artwork (murals, custom screens, projection art, etc)
- Tables and chairs





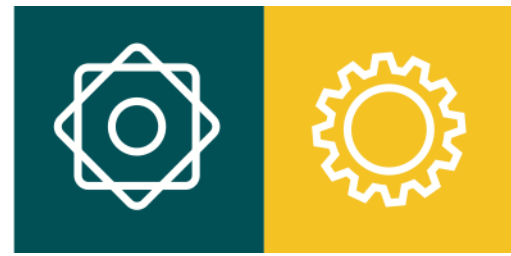
QUESTIONS AND COMMENTS

EAST DOWNTOWN DEARBORN

OCTOBER 5TH, 2022



DOWNTOWN DEARBORN STEERING COMMITTEE MINUTES



September 14, 2022

9 a.m.

Attendees: Peggy Richard, Chris Small, Hassan Sheikh, Steve Deisler, Cristina Sheppard-Decius, and Janet Bloom.

Agenda

A. Role of Steering Committee

Cristina - work to develop a non-profit that would be focused on a holistic downtown and seeking to provide funding for projects and programs in the downtowns. We use TIF and the DDI would help fill in the gap. It pulls stakeholders together and grow those connections. The DDI would also help to continue to bring East and West downtowns together. Michigan Main Street told us that we need to get the non-profit in place before applying for select level as a Michigan Main Street community.

B. Dearborn Business Leaders

Cristina - next meeting is this Friday. They are aware that they are candidates for the DDI. Plan to walk through bylaws, the framework and what are the first things the DDI should be working on and what the pathway would be for out to five years. Meeting at the Henry Hotel at 10:30am. If you can join, let us know.

C. Examples of other similar non-profits

DGRI (Grand Rapids), DEGC (Detroit), DKI (Kalamazoo) were examples that we can pull from. Some have 501(c)3 and 501(c)4. Also, some had multiple non-profits under an umbrella. Boards initially were concerned of umbrella structure and loss of direction boards may want. It was restructured to help address those concerns.

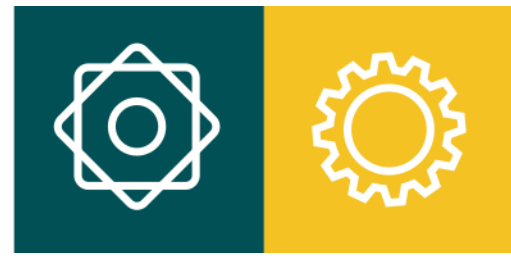
D. Review bylaws

Need to finalize the DDI board make up. May have up to 19 voting members with current suggestions. The DDI area is greater than DDA areas. Need to create map of defined boundaries of DDI. Areas were defined such as MOCA, Innovation District, Fairlane Town Center area, etc.



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Need to define who could be President. Economic Development department will support it as it grows then would be able to hire a President. At that time, does it go off on its own or does it stay with Economic Development group. That will need be to determined.

Cristina has a couple items to review with Legal. For example, are meetings open to public. If makeup of the board or attendees impacts for Open Meetings Act.

Need to define proxy vote.

Cristina will send out bylaws to committee again for review again.

Meeting schedule - may want to meet monthly in beginning or every other month.

Would look to do a service agreement between DDDAs and other corridors.

Branding/website/marketing and promotional items - Dearborn Restaurant Week could be part of DDI projects so it could be expanded into additional areas.

DDI would take cover items that should be larger than just the DDA doing.

The Steering Committee was established to set up the DDI, and so in the near future, committee members would be transitioned over to Dearborn Business Leader meeting.

This will need someone from DBL to champion this DDI effort. Need to consider alternates for DDI board. If can do proxy vote, may not need alternate.

Steve - it is important to have Mayor on DDI and work lock and step with council and other leaders.

Jackie - this is a private non-profit organization so should be able to do proxy; but check with Legal.



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Friday's DBL - bring community outreach presentation, Deputy Director would be main contact during the transition. Jackie - there needs to be a staffer at a desk to help. Steve - simple organizational chart with tasks per spot, just to give vision. Maps of areas we are talking about.

Need to define better - the tourist portion (sunflowers in bloom); the garbage sticker (ED Dept. information).

What is my job as a board member - Jackie - steer and guide the DDI.



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DOWNTOWN DEARBORN STEERING COMMITTEE MINUTES



October 12, 2022

9 a.m.

Attendees: Amanda Bright McClanahan, Steve Horstman, Peggy Richard, Chris Small, Matthew Dietz, Steve Deisler, Cristina Sheppard-Decius, and Janet Bloom.

Agenda

A. Feedback from Dearborn Business Leaders

1. Staffing

Cristina - met with DBL after last Steering Committee. Gave them overview of DDI and what that ask would be of them. They had a number of seasoned questions. They were thinking of themselves and others that could be board members of the DDI.

The DBL group strongly encouraged Jordan's attendance. They happen every other Friday at 10:30am. Next one is this Friday. Cristina will add Steve Horstman to calendar invite.

As we get DDI up and going, there were concerns of capacity at the ED level. Steve H. - until new staffers are on board, yes, this might be a capacity issue.

2. Is There a Key Launch Date and/or Program to Couple this with?

Amanda - will speak to Mayor on what resources we may have already in place that could fulfill the DDI role since it takes time to pull a non-profit together. Nicole Hefty is looking to add a position that would be for fundraising. Might be some capacity there.

3. Share History & Successes

4. What's the Pitch?

5. What would they really do. The Role. (connections/intersections, advocacy)

Cristina - they would provide the umbrella to the DDDAs. Will provide bylaws and other DDI documents to Amanda prior to meeting with Mayor. Include the Vision Plan



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6. Comparables with DGRI/DEGC (short stories/descriptions/achievements)
Cristina - requested Steve Deisler to filter down our current information and create a document to provide to Amanda. Steve will include DPI.
7. The Why: Power & Influence, Rising Tide, Shared Interests (what are those?)
Cristina - it is the collective power and influence to be able to help get things done and what would be needed for economic development; have private and public partners who work side by side. Peggy - the why is wanting to be in the room with decision makers and have banks/credit unions represented. Allowed to share information on what is needed. Having a non-profit allows us to get more funding through more grant applications.
Amanda - Dearborn is unique, two majors things: 12% growth in population since prior census with 30% of population under 18. Workforce development is an area where we can capitalize on it. Talent will be our draw. There are five unique geographic districts so for businesses coming in, we have areas available in our 25 sq. miles that will fit their need. Because of this diversity and economic breadth, we are positioned better than neighboring communities. Community development is a core as is the live, work and play within Dearborn.
Chris Small (via chat): this provides business owners a vested interest in community and place beyond just independent corporate success.
Cristina -
Steve H. - DDDA could focus on infrastructure and DDI on other areas.

B. DDI Role & Staffing Framework/Phases

1. Define the Role from the Vision & Focus – key projects?
Cristina - we will need to define
Amanda - 5 year campaign for fundraising. We will reach out to state foundation director to get information on their fundraising campaign.
Chris - DDI might be able to have more public interaction and a sense of more community engagement and transparency with a DDI



than a government DDDA setup.

Staffing Needs

C. Committee Meetings

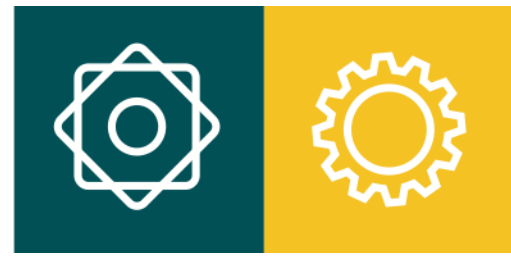
Cristina - Need to decide if we want these meetings to roll into the Dearborn Business Leaders meeting or keep as Steering Committee.



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JOINT DDDA EXECUTIVE COMMITTEE MEETING MINUTES



October 10, 2022

9 a.m.

Attendance: Sam Abbas, Jackie Lovejoy, Matthew Dietz, Eric Woody, Moe Hider, Jordan Twardy, Steve Horstman, Helen Lambrix, Steve Deisler, Cristina Sheppard-Decius, and Janet Bloom.

1. JOINT BOARD MEETING AGENDA ITEMS

a. PA57 Info Session

Cristina - This month is a PA 57 session so that presentation will be the first half hour then close that meeting out then open for the board meeting. Update on projects and goals this year. Be sure to open PA 57 for audience before moving on to regular board meeting.

b. Holiday Décor – Building & Tree Light Bid

Cristina - getting RFP for light curtains on certain buildings and trees in front of CHP, Commandant's Quarters and Bryant Library. Budget for East: \$10,000 and West was \$50,000. Got 3 bids back. One bidder did 3 options. Another bidder did not include trees. We'll figure out what we will move forward with and send out.

c. Snow Removal

Cristina - bids are due in today at 3 pm. Plan is to have committee review and vote so we have a firm to move forward with at this board meeting.

d. Platform Structure Policy

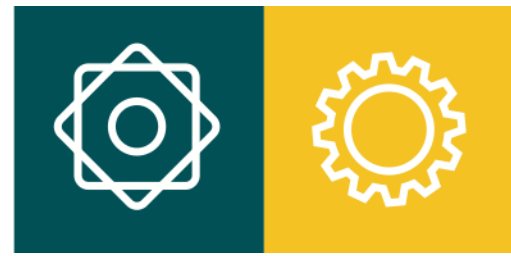
Jordan - Kaileigh and Massara will have talking points for the board this month. Won't have ordinance writeup but enough to see where we are at so DDDAs can move forward. It should be a conversation for next meeting, not an action item.

e. 2023 Event Calendar

Helen - results from survey (didn't include what came in over weekend) - pushed it out on eblast a few times and socials - got over 40 responses. Favorite was Friday Nite Foodie Nites with food trucks. Second highest was Dearborn Farmers Market and then half of the people didn't like it. We will create report to compile comments from community. Community missed Jazz on the Ave, Music in the Park in City Hall Park. Overwhelming request for more music. Cristina - you will need to evaluate when new staff on board to see what you have bandwidth for. January would be the timeframe to get musical acts and sponsors.

Steve H. - has concerns with quality and level of activity with these and need deeper discussions on how to handle.

Cristina - will move forward with Dearborn Restaurant Week and Dearborn Farmers Market at this point.



Jordan - a couple positions are going to Civil Service the others are able to be posted as regular job postings. Plan to have Hassan's filled by Halloween.

The other positions we expect to have filled by Thanksgiving.

Cristina - The top two events at this point will be started with - Dearborn Farmers Market and Dearborn Restaurant Week.

Amanda - City is looking at firms for citywide social media, might be able to tap into those resources to help in the interim.

f. 2023 Board Meeting Calendar

Cristina - Each year we approve the upcoming board meeting schedule so that will be included.

g. Extension of Octane Design Services for DRW/ or Through June 2023?

Cristina - suggests that during transition, just to update files through Octane.

Jordan - makes sense if the board is comfortable and we keep an eye on funding. Jackie and Eric - agree that for the first year, keep using Octane.

Cristina - will work to get a budget together.

h. Shop Small Radio - Audacy?

Helen - had meeting with Audacy; asked if we were interested in having talent from the station come interview retailers. Had budgeted \$9K but if we can bring to \$10K they could add the interviews. Helen asked to see if they could be a media sponsor to help get to that value. Representative is taking to her team to see what they can offer back to us. Audacy radio stations: 98.7, The Bet, 89.7, WOMC 104.3, WWJ, 97.1 The Ticket, 99.5 WYCD. We already negotiated with WNIC at \$8900. WDET is already negotiated but waiting on final cost, budgeted at \$3500.

2. WDDDA ONLY ITEM

a. Dearborn Community Fund Mural

Cristina - Despite being an item that was years in discussion, it was discovered that we didn't have a resolution in place. Mark Rozinsky approved to allow full payment of the invoice since PO was already issued to Dearborn Community Fund.

3. EDDDA ONLY ITEM

a. Appointment of Interim Treasurer/Secretary

Eric has moved onto a new position at Comcast with Government Affairs and his last day with Beaumont is this Tuesday.

2. NEW BUSINESS/DISCUSSION

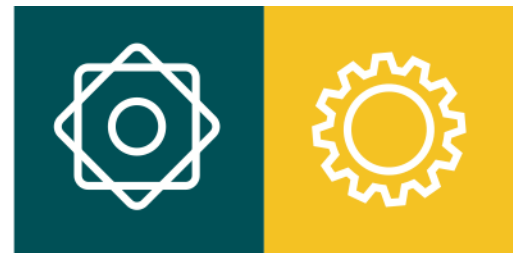
a. DRW Staffing/Committee/Social Media/Implementation

b. Board Orientation Packet

Cristina - did a sit down presentation, and will have copies at the board meeting. It will have all key documents and the MOU.

c. South Connector Streets Kick-Off – Oct. 21- 9am

Cristina - Internal meeting - will observe streets and walk the area. If you wish to be a part of just notify us and we'll add to invite.



5. OLD BUSINESS

- a. EDDDA L&M Contract RFP/ITB
Cristina - RFP is about to go out.
- b. Vision Plan – Need final edits this month!
Jordan - the last study session was on marijuana so hope to have it at the next session.
- c. Grease Issue/Lighting at Wellesley Lot
Jordan - meeting with Mayor's office on the next steps. Jordan to include Matt in next meeting. Cristina - About \$15,000 was earmarked for dumpsters but lot needs lighting upgrades, too.
- d. EDDDA Pedestrian Alley – Stakeholder Meeting
Cristina - had internal meeting to discuss the design and budget. Next meeting will be Oct. 19 - calendar invite will be sent out.
- e. WDDDA Library Parking Lot – Oct. 13 mtg

6. CALL TO EXEC COMMITTEE

DEV Committee - Matthew has an architect, William Bingham, that might be interested. Jackie confirmed that Eric Blaine is a realtor and has committed to be part of the committee. Janet Bloom connected with Tyler Moll from Dearborn Historical Museum and he is the one doing the renovations at the Commandant's Quarters. He is an architect with an emphasis on historical structures and would also be interested in being on the DEV committee. Cristina will create a brief description of the committee and position to be able to send to the three potential committee members.

NOVEMBER ITEMS SLATED

- Nomination Committee

DECEMBER ITEMS SLATED

- Vision Plan Adoption



DOWNTOWN DEARBORN PROMOTIONS COMMITTEE MINUTES



September 28, 2022

9 a.m.

Attendees: Julie Schaefer, Steve Horstman, Elizabeth Curran, Katie Merritt, Matthew Dietz, Jackie Lovejoy, Hassan Sheikh, Helen Lambrix, Cristina Sheppard-Decius, and Janet Bloom.

A. Storytelling Time– What’s Happening Around Town

Cristina - mural closure time extending due to rain. Katie - fall decor has been going up. Two cars went up on sidewalk over the course of the weekend. One took out a street light. Jackie- Ribbon Cutting - Oct. 11 Nasser Beydoun. Nine and Dine - usually \$2K, but was around \$5K this year. Ladies Night is Oct. 20. Nov. 10 - Executive Beer Tasting. Holiday Gala is Dec. 1.

B. Event Survey Preliminary Results

Cristina - 18 responses since Monday. Results were not clear cut so may need to send out to the community/share out for more input.

C. 2023 Event Schedule

Cristina - need to get more input and lean towards large events that need attention now. Jackie - city requested Halloween events for press release. Julie will reach out on their activities. Helen provided DDDA events.

D. 2nd/3rd Quarter Events/Promotions

- a. Perennial Exchange Wrap-Up
- b. Trick-or-Treat/Pumpkin Carving

Cristina - need volunteers for Pumpkin Carving. Katie offered to help. Janet will be onsite. City Hall Park was busy, Wagner took a bit to get started last year.

E. 4th Quarter Event Plans

- a. Shop Small Marketing Plan

Helen - six week plan with WNIC/WDIV - will have commercial running and big presence on their website. Will also do something with Audacy.

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

Meeting ID: 308 973 055

Password: 123811

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

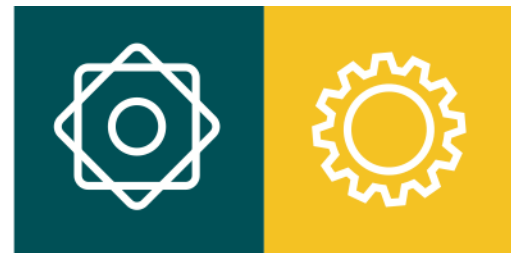
Dial by your location
+1 929 205 6099
US (New York)
+1 312 626 6799
US (Chicago)
+1 301 715 8592
US

Meeting ID: 308 973 055
Find your local number: <https://zoom.us/j/308973055>

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



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WDET - will get set up. Will refresh commercial with Octane since that is already in contract. Metro Times, Times Herald and Arab American News - do we do print? Jackie will pass along her contact with Detroit Free Press to Helen.

b. Bandwango On-boarding & Incentives

Helen - need businesses to buy into program, working on that now. Meeting tomorrow. Cristina - need to lock in what the incentives will be. Can offer double the rewards during the event. One point at one location during regular time of year and at events maybe its two - still need to set up. We have added Downtown Dearborn swag so we aren't relying on American Express program, which decreases each year. During DRW, can change to have rewards at restaurants. Goal is Nov. 1 no later than Nov. 15 to have it onboard with businesses. Jackie would like to get more information on incentives and how chamber can leverage.

Helen - Santa - reached out to our Santa from last year and see if he is able to do the Santa Pop Ups. Pulling together dates and locations. Looking at Kidcadia, Blick, and Green Brain in East. West - Better Health, Dearborn Shop and Modern Greek. Padewski Gallery is also interested in having Santa - DDDAs would sponsor and pass out our swag at the holiday vendor event Dec. 3.

F. 1st Quarter 2023 Events

a. DRW Action Plan/Training – Oct. 7

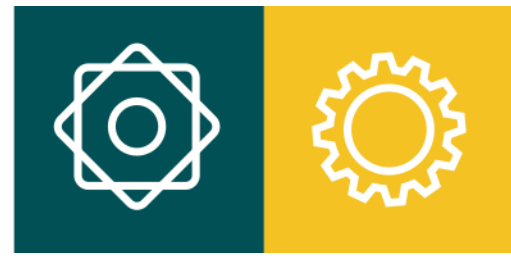
Cristina - doing training at DDDA office, 9-10:30am. Will ask Sam Abbas, Moe Hider, Anton Botosan, and someone from this committee so they understand the event. Want people to have a general understanding of what was done so they can do event next year. Steve Horstman will attend. Jackie offered to attend. Team will pull together elements. Turning over execution of event to Steve Horstman, ED Dept. and Promotions Committee.

b. Committee Recruitment

Recommend to bring on more people for DRW committee.



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G. Social Media Report & Future Management/Transition

Helen - For August, impressions: 93K, 1.9 million for year; impressions per platform- Facebook is highest. Engagement: 5884, with 6.3% rate, with industry rate at 2% - seeing stuff organically so that is good.

Engagement for year: 62K which is above our goal of 60K and we aren't through year yet. Audience: 231 new followers last month, now over 19K, which was goal, so now setting new goal of 20K.

Cristina - as we wind down, we need to work with ED Dept. on how this will be managed. Need a game plan. Recommend it is not handled by someone who is handling alot because it will not be priority. Also need to pass along our social handles to someone - 9-10 accounts. DRW is very intensive (would start first week of February). Need to have consistent voice.

H. Volunteer Management

a. Committee Needs

Cristina - need to see who is active, speak to those not active to remove from committee, and find gaps of knowledge or skills that each committee needs to fill with new members. Before the end of year, need to fill committees and train members on their roles and how to best engage on committees. Chairs need to know to reach out to members and make sure they have tasks to do.

Janet - volunteer subcommittee will help begin this process and handle recruitment. Jackie offered to help on volunteer subcommittee starting next week. Jackie stated maybe Peggy from DFCU might be a contact to include for DEV and volunteer strategy.

b. Event Volunteer Needs

Janet- need volunteer subcommittee to review volunteer forms/applications and update with Octane. Also, need to round out volunteer needs per event (number of volunteers needed and



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- task per volunteer). Will start next week on process with Jackie and Helen. First need is Pumpkin Carving and Trick or Treat - will ask committee members and board members to help.
- c. Volunteer Recruitment & Training Packet – Complete by Nov. 1



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Downtown Dearborn 2022 Holiday Campaign

Celebrate Local-Shop Small

STRATEGY



Downtown Dearborn Objectives:

- Bring new consumers into Downtown Dearborn to shop local for the holiday season.
- Encourage consumers to THINK Downtown Dearborn for the holiday season.

Strategy

Audacy will run an over the air and streaming campaign 11/19/22-12/23/22 and will provide promotional support as added value. Downtown Dearborn will receive:

- Advertising schedule to air on Detroit's ALT 98.7 WDZH, WWJ Newsradio 950 and 99.5 WYCD Country.
- WWJ Newsradio 950 to conduct interviews with five key retailers in advance to promote shopping Downtown Dearborn during the holiday season. Interview segments will air multiple times on WWJ starting Thanksgiving Day through Small Business Saturday.
- Each station will run (15x) :15 second promos to drive consumers to Downtown Dearborn for holiday shopping (45x) total.
- Sponsorship of a "winning weekend" feature that airs on 99.5 WYCD providing an additional (25x) name mentions.



SCHEDULE



WYCD Weekly Schedule

Daypart	Spot Total	Rate	Length	Weeks
Sat-Sun 5a-8p	2x	\$25.00	:30 sec	11/14
Sat-Sun 5a-12m	2x	\$5.00	:15 sec	11/14

Daypart	Spot Total	Rate	Length	Weeks
W-F 5a-8p	5x	\$100.00	:30 sec	11/21, 11/28, 12/5, 12/12 & 12/19
W-F 5a-8p	2x	\$63.50	:15 sec	11/21, 11/28, 12/5, 12/12 & 12/19
W-Su 5a-5a	5x	\$5.00	:30 sec	11/21, 11/28, 12/5, 12/12 & 12/19

Total Investment: \$3,320

Total Commercials to run: 64x

Total Campaign Reach: 301,500

Accepted on behalf of Downtown Dearborn

Date



SCHEDULE



WDZH Weekly Schedule

Daypart	Spot Total	Rate	Length	Weeks
Sat-Sun 5a-8p	2x	\$10.00	:30 sec	11/14
Sat-Sun 5a-12m	2x	\$5.00	:15 sec	11/14

Daypart	Spot Total	Rate	Length	Weeks
W-F 5a-8p	5x	\$40.00	:30 sec	11/21, 11/28, 12/5, 12/12 & 12/19
W-F 5a-8p	2x	\$15.00	:15 sec	11/21, 11/28, 12/5, 12/12 & 12/19
W-Su 5a-5a	5x	\$5.00	:30 sec	11/21, 11/28, 12/5, 12/12 & 12/19

Total Investment: \$1,305

Total Commercials to run: 64x

Total Campaign Reach: 163,500

Accepted on behalf of Downtown Dearborn

Date



SCHEDULE



WWJ Weekly Schedule

Daypart	Spot Total	Rate	Length	Weeks
W-F 5a-8p	5x	\$100.00	:30 sec	11/21, 11/28, 12/5, 12/12 & 12/19
W-F 5a-8p	2x	\$75.00	:15 sec	11/21, 11/28, 12/5, 12/12 & 12/19
W-Su 5a-5a	5x	\$5.00	:30 sec	11/21, 11/28, 12/5, 12/12 & 12/19

Daypart	Impression Total	CPM	Length	Weeks
W-Sun Audacy Stream	83,333 Geo 30 Miles	\$12.00	:30 sec	11/14-12/23

Total Investment: \$4,375
Total Commercials to run: 60x
Total Campaign Reach: 378,333

Accepted on behalf of Downtown Dearborn

Date



APPENDIX



Detroit's ONLY 100% News Station



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
NEWS	ADULTS 35-64	400,700	56,413	72,340	57,136

CURATED CONTENT

- **Detroit's exclusive All-News radio station** featuring 24/7 news coverage with traffic, weather, sports and business reports.
- **Provide PSA's on behalf of dozens of local organizations** also supported through events such as Winter Survival Radiothon for THAW.
- **Honored with the national Crystal Award for Community Service 2x.**

ENGAGED AUDIENCE

- Unlike many news stations, our audience **delivers both men and women** with a 57%/43% ratio¹.
- We are a **Top 5 station for P45+** ⁴.
- Our audience is **mature with disposable income** (29% have HHI of \$100K+), **few family responsibilities** (70% have no kids under 18) and 84% are home-owners².

INFLUENTIAL VOICES



JONATHAN CARLSON & JACKIE PAIGE
WEEKDAYS 5AM–10AM



JACKIE PAIGE
WEEKDAYS 10AM–12PM




BROOKE ALLEN
WEEKDAYS 12PM–2PM



TONY ORTIZ
WEEKDAYS 2PM–3PM



BROOKE ALLEN & TONY ORTIZ
WEEKDAYS 3PM–7PM

 Sources: 1. Nielsen Audio; M-Su 6a-12m Aug22 P18+ Cume. 2. Nielsen Audio; M-Su 6a-12m Aug22 P12+, Retail Spending Power report 3. Nielsen Audio; M-Su 6a-12m WI/SP/August22 AQH Rating. 4. Scarborough Detroit 2022 Release 2 Total (Aug2022) Metro. Listening Quintiles 1&2. Social followers and station database (Nov2020).

Detroit's Best Country



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
COUNTRY	ADULTS 25-54	476,500	17,552	116,245	38,085

CURATED CONTENT

- **Detroit's iconic country station** with 26 years in the format, named **2021 ACM Major Market Station of the Year Nominee**.
- **All live and local** on-air personalities, including, 2022 ACM "On-Air Personality in a Major Market" Josh, Rachael & Grunwald in the Morning,.
- **Host of some of Detroit's largest and best events**, such as the Hoedown and Ten Man Jam. 57% of listeners (nearly 398,000 consumers) attended paid music concerts, professional sporting events, or visited a theme park in Detroit in the past year²

ENGAGED AUDIENCE

- Delivers Adults 25-54 (50%) and **super-serves W25-54** (more than half)¹
- **Active in the community** and proud of unique bond with loyal fans. 33% of Listeners prefer 99.5 WYCD over any other station in Detroit. Loyal listeners are loyal consumers³

INFLUENTIAL VOICES



JOSH, RACHAEL & GRUNWALD IN THE MORNING
WEEKDAYS 6AM-10AM




KATIE & COMPANY
WEEKDAYS 10AM-3PM



COOP & SARAH
WEEKDAYS 3PM-7PM



ROB STONE & HOLLY HUTTON
WEEKDAYS 7PM-12AM

 Sources: 1. Nielsen Audio; M-Su 6a-12m NOVEMBER18 P12+ Cume. 2. Nielsen Scarborough, M-Su 6a-12m, R1 2022, P18+, Target Persons & % Target Composition. Social followers and station database (Nov20). 3. Nielsen Audio; M-Su 6a-12m July22 P18+ Loyalty

Your Home For Alternative In Detroit



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
ALT	ADULTS 30-54	377,100	XXX	152,865	33,220

CURATED CONTENT

- Today's top hits in alternative music.

ENGAGED AUDIENCE

- All live and local talent, reaching many generations with a **hyper-focus on millennials (P18-54!)** Alternative radio delivers three generations of listeners: **Gen Z, Millennials, and Gen X.**
- Alternative Rock listeners are in the “Age of Acquisition and Upgrades.”

INFLUENTIAL VOICES



JULIA
WEEKDAYS 6AM–10AM



IAN CAMFIELD
WEEKDAYS 10AM–3PM



BRADY
WEEKDAYS 3PM–7PM

WDIV Local 4

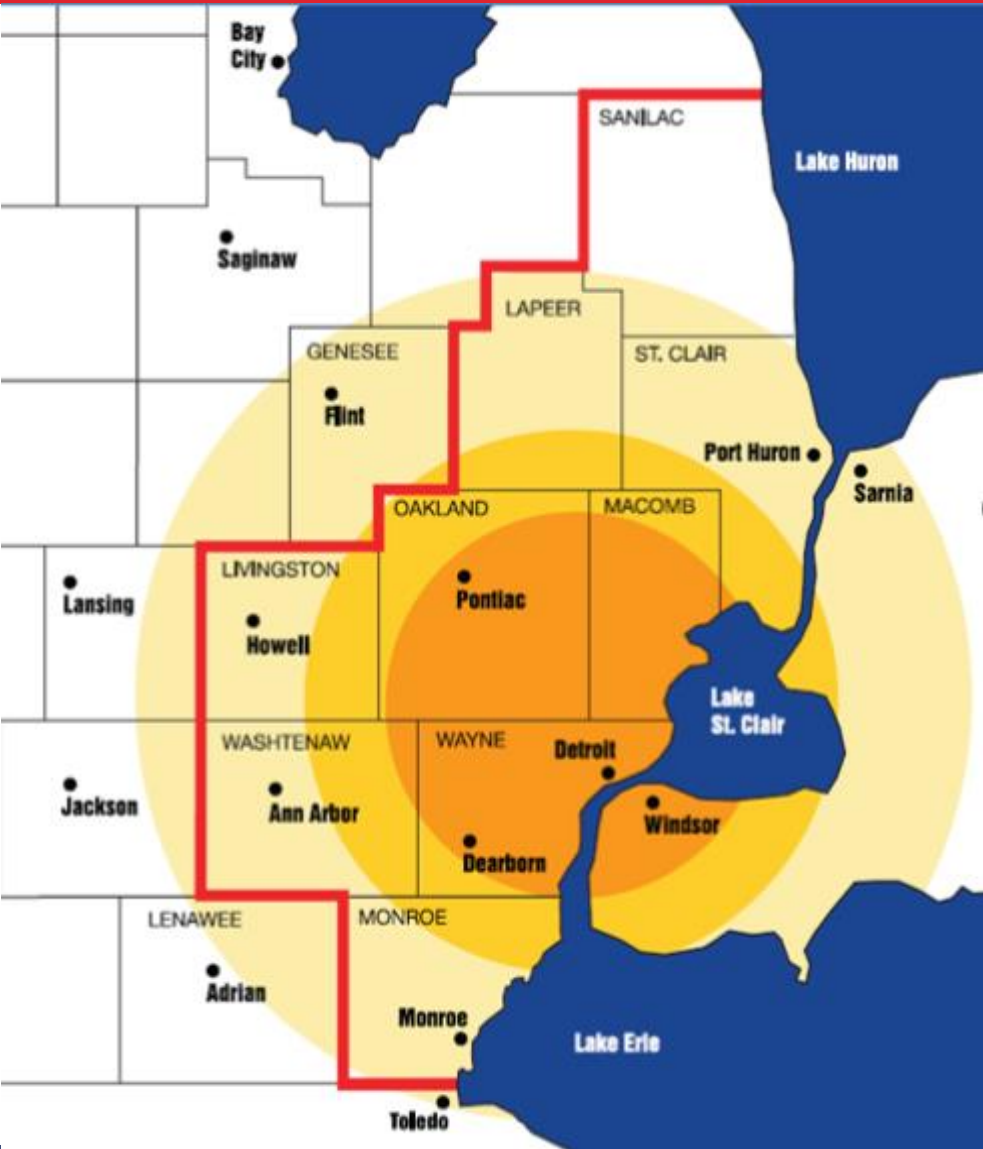


Jenn Fisher
SENIOR NEW BUSINESS
ACCOUNT EXECUTIVE

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 www.clickondetroit.com



Detroit DMA



Detroit DMA Nielsen Universe Estimates 2022

	<u>TV HH</u>	<u>Percentage</u>
TV HHs in DMA	1,910,560	100 %
Cable Only	882,679	46.2%
ADS Only	273,210	14.3%

	<u>TV HH</u>	<u>Percentage</u>
Wayne County	673,430	35%
Oakland County	507,500	27%
Macomb County	342,390	18%
Washtenaw County	144,060	8%
Livingston County	72,760	4%
St. Clair/Monroe/Lapeer/Sanilac Counties	170,420	9%



PROMOTIONAL APPEARANCE

With our producers' help, we'll create a dynamic, creative element to showcase your company's expertise as well as give you a chance for a shout-out for your company with your contact information. Here's what you'll get:

- ⚙ Your logo will be on a "snipe" promo airing in Live in the D the day before your feature
- ⚙ (1) :10 second billboard airing before your segment with logo and tagline
- ⚙ 3-4 minute integrated segment in the show (all subject matter must be pre-approved)
- ⚙ Full screen graphic at the end of the segment
- ⚙ Logo on the Live in the D page on ClickOnDetroit.com
- ⚙ Your segment will be posted in a sponsored article on ClickOnDetroit.com
- ⚙ The article will be posted on Live In The D Facebook page with the sponsor tagged
- ⚙ Contest opportunities to extend your message and grow your data base
- ⚙ The best part...You'll have WDIV/Local 4 personalities talking about your company and product.



\$2500 an Appearance

CLICK ON
DETROIT

LOCAL 4+

Omne
POWERED BY GRAHAM MEDIA GROUP

#1 Local TV News Website

ABOUT CLICKONDETROIT...

#1 local news & information website in Metro Detroit
(ComScore 2021)

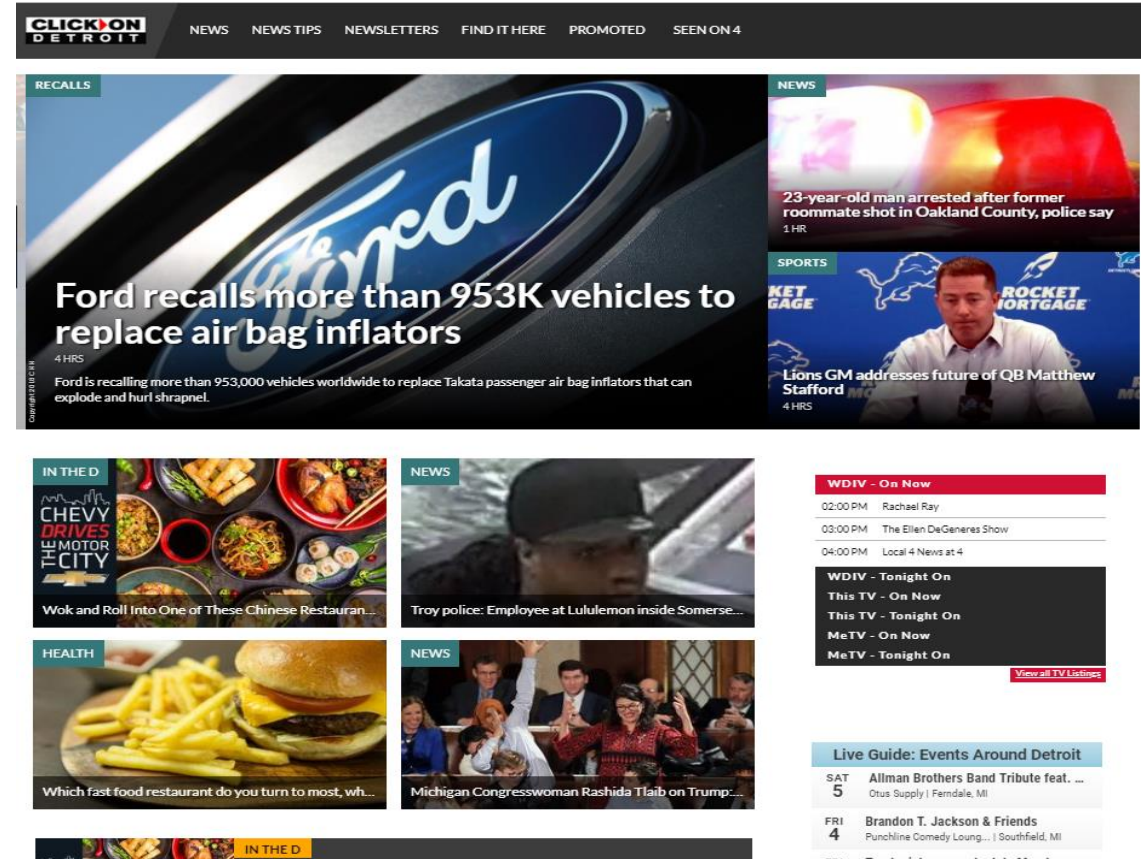
Average of more than 5 million monthly unique
visitors

Averages nearly 18 million monthly page views

Content updated by our own editorial staff.

Starting at \$3000

Per month 600,000 impressions

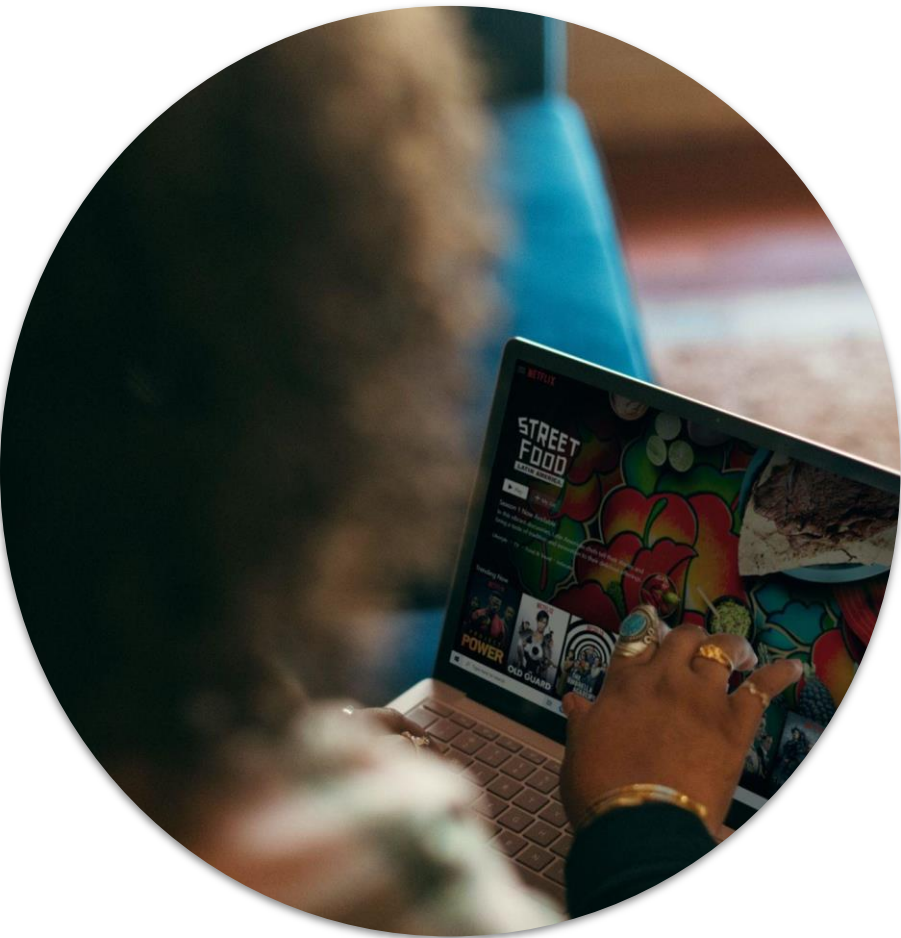


Pre-Roll Video



Pre-Roll Video

What is Pre-Roll Video?



The name of an online video commercial that appears prior to an online video, it is typically :10, :15 or :30 seconds in length. Once you click on certain online video links, you will be forced to watch a short commercial before the video content.

Starting at \$6000

Per month 400,000 impressions

**CLICK ON
DETROIT**

LOCAL **4** +

 **Omne**
POWERED BY GRAHAM MEDIA GROUP

Pre- Roll Video

Targeting options

- **Frequency Targeting:** Control frequency, limiting or increasing the number of times your ad is viewed.
- **Content Targeting:** Only interact with a user interested/viewing content relevant to the target consumer
- **Day Parting:** Control when a user is able to see your sale message.
- **Behavioral Targeting:** Target consumers based on their behavior and tracked interest online.
- **Demographic Targeting:** Target a specific age, income and/or gender when trying to reach your consumers.
- **Geographic Targeting:** Target a user based on their location, available at zip, city, state, country and radius. Custom geo fencing also available.
- **IP Targeting / Device ID:** Target a user based their computer location.



CLICK ON
DETROIT

LOCAL 4+

Omne
POWERED BY GRAHAM MEDIA GROUP

	MONDAY - FRIDAY	SATURDAY	SUNDAY	
6:00a	Dragnet	The Beverly Hillbillies	Buck Rogers in the 25th Century	6:00a
6:30a	My Three Sons	The Beverly Hillbillies		6:30a
7:00a			Saved by the Bell (E/I)	7:00a
7:30a	Toon In With Me	Popeye and Pink Panther's Party	Saved by the Bell (E/I)	7:30a
8:00a	Leave It to Beaver		Saved by the Bell (E/I)	8:00a
8:30a	Leave It to Beaver	The Tom and Jerry Show	Saved by the Bell (E/I)	8:30a
9:00a			Saved by the Bell (E/I)	9:00a
9:30a	Perry Mason	Bugs Bunny and Friends	Saved by the Bell (E/I)	9:30a
10:00a			The Flintstones	10:00a
10:30a	Matlock	Maverick	The Flintstones	10:30a
11:00a			The Flintstones	11:00a
11:30a	In the Heat of the Night	Wagon Train	The Jetsons	11:30a
12:00p				12:00p
12:30p	The Waltons	The Big Valley	The Brady Bunch Brunch	12:30p
1:00p				1:00p
1:30p	Gunsmoke	Gunsmoke		1:30p
2:00p			Full House	2:00p
2:30p	Bonanza	Bonanza	Full House	2:30p
3:00p	The Rifleman		Full House	3:00p
3:30p	The Rifleman	Rawhide	Full House	3:30p
4:00p		Have Gun, Will Travel	Gilligan's Island	4:00p
4:30p	Wagon Train	Wanted: Dead or Alive	Gilligan's Island	4:30p
5:00p	Adam-12	The Rifleman		5:00p
5:30p	Adam-12	The Rifleman	The Love Boat	5:30p
6:00p	The Addams Family		The Andy Griffith Show	6:00p
6:30p	Happy Days		Collector's Call	6:30p
7:00p	M*A*S*H	The Three Stooges	M*A*S*H	7:00p
7:30p	M*A*S*H		M*A*S*H	7:30p
8:00p	The Andy Griffith Show			8:00p
8:30p	The Andy Griffith Show	Svengoolie Classic Horror & Sci-Fi Movie	Perry Mason: The TV Movies	8:30p
9:00p	Gomer Pyle, U.S.M.C.			9:00p
9:30p	Green Acres			9:30p
10:00p	Hogan's Heroes	Svntoonie	Ed Sullivan's Rock 'n' Roll Classics	10:00p
10:30p	Hogan's Heroes	Batman	The Carol Burnett Show	10:30p
11:00p	The Carol Burnett Show		The Dick Van Dyke Show	11:00p
11:30p		Star Trek: Original	The Dick Van Dyke Show	11:30p
12:00a	Perry Mason		The Honeymooners	12:00a
12:30a	The Twilight Zone <12:35am>	Kolchak: The Night Stalker	The Twilight Zone	12:30a
1:00a	Alfred Hitchcock Presents <1:05am>			1:00a
1:30a	Alfred Hitchcock Presents <1:35am>	Lost In Space	The Alfred Hitchcock Hour	1:30a
2:00a				2:00a
2:30a	Mannix <2:05am>	Voyage to the Bottom of the Sea	The Fugitive	2:30a
3:00a				3:00a
3:30a	Cannon <3:05am>	Land of the Giants	Mission Impossible	3:30a
4:00a				4:00a
4:30a	Barnaby Jones <4:05am>	The Time Tunnel	Peter Gunn	4:30a
5:00a	Highway Patrol		Peter Gunn	5:00a
5:30a	Dragnet	The Invaders	Highway Patrol	5:30a
			Dragnet	5:30a

OVER-THE-AIR CHANNEL

4.3 WDIV



Expect More.

AIRING CLASSIC FAVORITES

SUCH AS...

On MeTV



ON METV NOW:

Perry Mason

THE CASE OF THE WEDNESDAY WOMAN

Released from prison after serving a sentence for the murder of his employer, Phillip maintains his innocence and may do something...

UP NEXT:

10:00AM Matlock

11:00AM In the Heat of the Night



Saved by the Bell



The Brady Bunch



Hogan's Heroes

Starting at
\$1500

For 75 :30 commercials

3/28/2022

MONDAY - FRIDAY		SATURDAY		SUNDAY		
05:00A	PAID PROGRAMMING	PAID PROGRAMMING	PAID PROGRAMMING	05:00A		
05:30A				05:30A		
06:00A	MURDER, SHE WROTE	MURDER, SHE WROTE	HIGHWAY TO HEAVEN	06:00A		
06:30A				06:30A		
07:00A	MURDER, SHE WROTE	MURDER, SHE WROTE	HIGHWAY TO HEAVEN	07:00A		
07:30A				07:30A		
08:00A	QUINCY, M.E.	McCLOUD (2HR)	EARTH ODYSSEY (E/I)	08:00A		
08:30A			EARTH ODYSSEY (E/I)	08:30A		
09:00A	QUINCY, M.E.		WILD CHILD (E/I)	09:00A		
09:30A			ONE TEAM POWER SPORTS (E/I)	09:30A		
10:00A	EMERGENCY!	COLUMBO (2HR)	THE VOYAGER (E/I)	10:00A		
10:30A			VETS SAVING PETS (E/I)	10:30A		
11:00A	EMERGENCY!		HEARTLAND	11:00A		
11:30A			HEARTLAND	11:30A		
12:00P	LITTLE HOUSE ON THE PRAIRIE	MCMILLIAN & WIFE (1.5HR)	HEARTLAND	12:00P		
12:30P			HEARTLAND	12:30P		
01:00P	LITTLE HOUSE ON THE PRAIRIE	BANACEK (1.5HR)	HEARTLAND	01:00P		
01:30P			HEARTLAND	01:30P		
02:00P	LITTLE HOUSE ON THE PRAIRIE		HEARTLAND	02:00P		
02:30P			HEARTLAND	02:30P		
03:00P	AMEN	QUINCY, M.E.	AMEN	03:00P		
03:30P	AMEN		AMEN	03:30P		
04:00P	GIMME A BREAK	QUINCY, M.E.	GIMME A BREAK	04:00P		
04:30P	GIMME A BREAK		GIMME A BREAK	04:30P		
05:00P	GIMME A BREAK	QUINCY, M.E.	GIMME A BREAK	05:00P		
05:30P	GIMME A BREAK		GIMME A BREAK	05:30P		
06:00P	THE NANNY	EMERGENCY!	THE MUNSTERS	06:00P		
06:30P	THE NANNY		THE MUNSTERS	06:30P		
07:00P	THE NANNY	EMERGENCY!	THE MUNSTERS	07:00P		
07:30P	THE NANNY		THE MUNSTERS	07:30P		
08:00P	FRASIER	COLUMBO (2HR)	THE MUNSTERS	08:00P		
08:30P	FRASIER		THE MUNSTERS	08:30P		
09:00P	FRASIER		FRASIER	09:00P		
09:30P	FRASIER		FRASIER	09:30P		
10:00P	ROSEANNE	COLUMBO (2HR)	ROSEANNE	10:00P		
10:30P	ROSEANNE		ROSEANNE	10:30P		
11:00P	ROSEANNE		3RD ROCK FROM THE SUN	11:00P		
11:30P	ROSEANNE		3RD ROCK FROM THE SUN	11:30P		
12:00A	THE NANNY	THE SIX MILLION DOLLAR MAN	3RD ROCK FROM THE SUN	12:00A		
12:30A	THE NANNY	THE SIX MILLION DOLLAR MAN	3RD ROCK FROM THE SUN	12:30A		
01:00A	WILL & GRACE		3RD ROCK FROM THE SUN	01:00A		
01:30A	WILL & GRACE	THE SIX MILLION DOLLAR MAN	3RD ROCK FROM THE SUN	01:30A		
02:00A	WILL & GRACE		WILL & GRACE	02:00A		
02:30A	WILL & GRACE	THE SIX MILLION DOLLAR MAN	WILL & GRACE	02:30A		
03:00A	3RD ROCK FROM THE SUN		WILL & GRACE	03:00A		
03:30A	3RD ROCK FROM THE SUN	THE SIX MILLION DOLLAR MAN	WILL & GRACE	03:30A		
04:00A	3RD ROCK FROM THE SUN		MURDOCH MYSTERIES	MURDOCH MYSTERIES	04:00A	
04:30A	3RD ROCK FROM THE SUN			MURDOCH MYSTERIES	04:30A	

(E/I) = EDUCATIONAL/INFORMATIONAL

SUBJECT TO CHANGE

COLOR INDICATES CHANGE TO SCHEDULE

OVER-THE-AIR CHANNEL 4.4
WDIV



Starting at \$1500

For 150 :30 commercials

Monthly Investment



Let's Recap....

SERVICE	DETAILS	MONTHLY INVESTMENT
Click on Detroit Display ads	600,000 IMPRESSIONS	\$3000
COD – PRE-ROLL	:10, :15 OR :30 SECOND ADS TARGETED 400,000 IMPRESSIONS	\$6000
Optional		
METV	75 :30 SECOND COMMERCIALS	\$1500
COZI	75 :30 SECOND COMMERCIALS	\$1500
Total Monthly Investment		\$9,000

Thank you



THANK YOU



Proposal Summary



Advertiser: Downtown Dearborn Agency: Direct Name: Downtown Dearborn Dates: 11/19/22 - 12/23/22 AE: Kiki Loparnos	Est. Gls: 3,589,600 Gross Cost: \$8,998.00 Rates and Inventory valid until 10/12/22
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Product Summary

	Broadcast	Run Dates 11/19/22 - 12/23/22	Est. Gls 3,589,600	Gross Cost \$8,998.00
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Title: Downtown Dearborn	Rates and Inventory valid until 10/12/22
Advertiser: Downtown Dearborn	Date/Time: 10/05/22 04:00pm
Agency: Direct	Demographics:
Spots: 103	Primary: 18+ Persons
Gross Cost: \$8,998.00	N/A

Schedule Summary

	Total Spots	Gross Cost	IMPs	Reach	Freq.
SCHEDULE TOTALS/AVERAGES	103	\$8,998.00	3,589,600	1,300,000	2.8
DETROIT-MI	103	\$8,998.00	3,589,600	1,300,000	2.8

DETROIT-MI

Nielsen Survey(s): Holiday 2021 - MSA

Counties/Zips: N/A

WNIC-FM (AC - Mainstream)

Station/Daypart	Spots	Spot Distribution							Rate	Length	AQH Per	IMPs	Reach	Freq.	Cume
STATION TOTALS / AVERAGES	103	M	T	W	T	F	S	S	\$83.60		34,850	3,589,600	1,300,000	2.8	2,018,394

11/19/22 - 11/20/22 - 1 week

Total per week	10								\$35.60		34,150	341,500	914,900	3.9	1,215,900
Sa-Su 10a-7p	2	-	-	-	-	-	X	X	\$94.00	30	40,600	81,200	77,626	1.0	881,800
Sa-Su 10a-7p	3	-	-	-	-	-	X	X	\$56.00	15	40,600	121,800	111,530	1.1	881,800
Sa-Su 6a-12a	5	-	-	-	-	-	X	X	\$0.00	15	27,700	138,500	131,293	1.1	2,018,400

11/21/22 - 11/27/22 - 1 week

Total per week	20								\$92.30		34,825	696,500	914,900	3.9	1,215,900
Mo-Fr 10a-3p	2	X	X	X	X	X	-	-	\$194.00	30	40,700	81,400	78,891	1.0	1,279,500
Mo-Fr 3p-7p	2	X	X	X	X	X	-	-	\$195.00	30	40,200	80,400	77,681	1.0	1,148,300
Sa-Su 10a-7p	2	-	-	-	-	-	X	X	\$94.00	30	40,600	81,200	77,626	1.0	881,800
Mo-Fr 6a-10a	2	X	X	X	X	X	-	-	\$116.00	15	15,700	31,400	30,510	1.0	538,100
Mo-Fr 10a-3p	2	X	X	X	X	X	-	-	\$120.00	15	40,700	81,400	78,891	1.0	1,279,500
Mo-Fr 3p-7p	2	X	X	X	X	X	-	-	\$120.00	15	40,200	80,400	77,681	1.0	1,148,300
Sa-Su 10a-7p	3	-	-	-	-	-	X	X	\$56.00	15	40,600	121,800	111,530	1.1	881,800
Mo-Su 6a-12a	5	X	X	X	X	X	X	X	\$0.00	15	27,700	138,500	131,293	1.1	2,018,400

11/28/22 - 12/04/22 - 1 week

Total per week	20								\$92.30		34,825	696,500	914,900	3.9	1,215,900
Mo-Fr 10a-3p	2	X	X	X	X	X	-	-	\$194.00	30	40,700	81,400	78,891	1.0	1,279,500
Mo-Fr 3p-7p	2	X	X	X	X	X	-	-	\$195.00	30	40,200	80,400	77,681	1.0	1,148,300
Sa-Su 10a-7p	2	-	-	-	-	-	X	X	\$94.00	30	40,600	81,200	77,626	1.0	881,800
Mo-Fr 6a-10a	2	X	X	X	X	X	-	-	\$116.00	15	15,700	31,400	30,510	1.0	538,100
Mo-Fr 10a-3p	2	X	X	X	X	X	-	-	\$120.00	15	40,700	81,400	78,891	1.0	1,279,500
Mo-Fr 3p-7p	2	X	X	X	X	X	-	-	\$120.00	15	40,200	80,400	77,681	1.0	1,148,300
Sa-Su 10a-7p	3	-	-	-	-	-	X	X	\$56.00	15	40,600	121,800	111,530	1.1	881,800
Mo-Su 6a-12a	5	X	X	X	X	X	X	X	\$0.00	15	27,700	138,500	131,293	1.1	2,018,400

12/05/22 - 12/11/22 - 1 week

Total per week	20								\$92.30		34,825	696,500	914,900	3.9	1,215,900
Mo-Fr 10a-3p	2	X	X	X	X	X	-	-	\$194.00	30	40,700	81,400	78,891	1.0	1,279,500
Mo-Fr 3p-7p	2	X	X	X	X	X	-	-	\$195.00	30	40,200	80,400	77,681	1.0	1,148,300
Sa-Su 10a-7p	2	-	-	-	-	-	X	X	\$94.00	30	40,600	81,200	77,626	1.0	881,800
Mo-Fr 6a-10a	2	X	X	X	X	X	-	-	\$116.00	15	15,700	31,400	30,510	1.0	538,100
Mo-Fr 10a-3p	2	X	X	X	X	X	-	-	\$120.00	15	40,700	81,400	78,891	1.0	1,279,500
Mo-Fr 3p-7p	2	X	X	X	X	X	-	-	\$120.00	15	40,200	80,400	77,681	1.0	1,148,300
Sa-Su 10a-7p	3	-	-	-	-	-	X	X	\$56.00	15	40,600	121,800	111,530	1.1	881,800
Mo-Su 6a-12a	5	X	X	X	X	X	X	X	\$0.00	15	27,700	138,500	131,293	1.1	2,018,400

DETROIT-MI

Nielsen Survey(s): Holiday 2021 - MSA

Counties/Zips: N/A

Station/Daypart	Spots	Spot Distribution						Rate	Length	AQH Per	IMPs	Reach	Freq.	Cume
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12/12/22 - 12/18/22 - 1 week

Total per week	20									\$92.30		34,825	696,500	914,900	3.9	1,215,900
Mo-Fr 10a-3p	2	X	X	X	X	X	X	-	-	\$194.00	30	40,700	81,400	78,891	1.0	1,279,500
Mo-Fr 3p-7p	2	X	X	X	X	X	X	-	-	\$195.00	30	40,200	80,400	77,681	1.0	1,148,300
Sa-Su 10a-7p	2	-	-	-	-	-	X	X		\$94.00	30	40,600	81,200	77,626	1.0	881,800
Mo-Fr 6a-10a	2	X	X	X	X	X	X	-	-	\$116.00	15	15,700	31,400	30,510	1.0	538,100
Mo-Fr 10a-3p	2	X	X	X	X	X	X	-	-	\$120.00	15	40,700	81,400	78,891	1.0	1,279,500
Mo-Fr 3p-7p	2	X	X	X	X	X	X	-	-	\$120.00	15	40,200	80,400	77,681	1.0	1,148,300
Sa-Su 10a-7p	3	-	-	-	-	-	X	X		\$56.00	15	40,600	121,800	111,530	1.1	881,800
Mo-Su 6a-12a	5	X	X	X	X	X	X	X	X	\$0.00	15	27,700	138,500	131,293	1.1	2,018,400

12/19/22 - 12/23/22 - 1 week

Total per week	13								\$96.77		35,546	462,100	914,900	3.9	1,215,900	
Mo-Fr 10a-3p	2	X	X	X	X	X	X	-	-	\$194.00	30	40,700	81,400	78,891	1.0	1,279,500
Mo-Fr 3p-7p	2	X	X	X	X	X	X	-	-	\$195.00	30	40,200	80,400	77,681	1.0	1,148,300
Mo-Fr 10a-3p	2	X	X	X	X	X	X	-	-	\$120.00	15	40,700	81,400	78,891	1.0	1,279,500
Mo-Fr 3p-7p	2	X	X	X	X	X	X	-	-	\$120.00	15	40,200	80,400	77,681	1.0	1,148,300
Mo-Fr 6a-12a	5	X	X	X	X	X	X	-	-	\$0.00	15	27,700	138,500	131,293	1.1	2,018,400

	Nov/22	Dec/22	Jan/23	Feb/23	Mar/23	Apr/23	May/23	Jun/23	Jul/23	Aug/23	Sep/23	Oct/23	Nov/23
Total Spots:	30	73	0	0	0	0	0	0	0	0	0	0	0
Gross Cost:	\$2,202.00	\$6,796.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Net Cost:	\$2,202.00	\$6,796.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Proposal Totals

	Spots	Gross Cost	IMPs	Reach	Frequency
WNIC-FM	103	\$8,998.00	3,589,600	1,300,000	2.8
Total	103	\$8,998.00	3,589,600	1,300,000	2.8

**JOINT DDDA BOARD OF DIRECTORS
ADOPTED RESOLUTIONS
SEPTEMBER 2022**

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Beaumont Office Lease Non-Renewal Letter 2022-EDDDA

Date Adopted: September 15, 2022

Motioned by: Director Kamal Turfah

Seconded by: Director Zaineb Hussein

WHEREAS: At its December 16, 2021, Board meeting, the EDDDA resolved to move into one of the commercial office spaces in the Beaumont building at Michigan Ave. and Schaefer Road; and

WHEREAS: The EDDDA Board executed a lease agreement on December 21, 2021, for an office in 4700 Schaefer Road, Suite 360, Dearborn, MI 48126 for an office with a monthly rental amount of \$1000, from building rental line item #297-6100-911-44-10; and

WHEREAS: The WDDDA Board agreed to sharing the office space with the EDDDA and adopted a budget for office lease for FYE2022 of \$7,000; and for FYE2023 for \$6,000;

WHEREAS: The EDDDA has been sharing this office space with the WDDDA since December of 2021 and has been paying half of the office's monthly rent (\$1000.00) since December of 2021; and

WHEREAS: At the Joint Board meeting in June 2022, the EDDDA and WDDDA resolved to reduce the office lease budget in half for FYE2023 with the intent to not renew the current lease on the office space at 4700 Schaefer Rd., Suite 360 on December 15, 2022, as the City transitions DDDA staffing in-house; and

WHEREAS: Submitting a notice of renewal or non-renewal to Beaumont by October 15, 2022, is required per the lease agreement; therefore, let it be

RESOLVED: The EDDDA Board authorizes the Manager of the DDDAs to execute a Letter of Non-Renewal to Beaumont for office space at 4700 Schaefer Road, Suite 360, subject to the review and approval by Corporation Counsel by October 15, 2022.

Yes: Vice Chairperson Matthew Dietz, Director Zaineb A. Hussein, Director Jay P. Kruz, Director Amanda Bright McClanahan, Director Hamzah Nasser, Director Zo Olabi, and Director Kamal Turfah.

No:

Abstained: Chairperson Eric Woody

Absent: Mayor Abdullah Hammoud and Director Khalil Dabaja.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Beaumont Office Lease Non-Renewal Letter 2022-WDDDA

Date Adopted: September 15, 2022

Motioned by: Director Jackie Lovejoy

Seconded by: Vice Chairperson Mohammed Hider

WHEREAS: At its December 16, 2021, Board meeting, the WDDDA resolved to move into one of the commercial office spaces in the Beaumont building at Michigan Ave. and Schaefer Road; and

WHEREAS: The WDDDA Board executed a lease agreement on December 21, 2021, for an office in 4700 Schaefer Road, Suite 360, Dearborn, MI 48126 for an office with a monthly rental amount of \$1000, from building rental line item #296-6100-911-44-10; and

WHEREAS: The EDDDA Board agreed to sharing the office space with the WDDDA and adopted a budget for office lease for FYE2022 of \$7,000; and for FYE2023 for \$6,000;

WHEREAS: The WDDDA has been sharing this office space with the EDDDA since December of 2021 and has been paying half of the office's monthly rent (\$1000.00) since December of 2021; and

WHEREAS: At the Joint Board meeting in June 2022, the EDDDA and WDDDA resolved to reduce the office lease budget in half for FYE2023 with the intent to not renew the current lease on the office space at 4700 Schaefer Rd., Suite 360 on December 15, 2022, as the City transitions DDDA staffing in-house; and

WHEREAS: Submitting a notice of renewal or non-renewal to Beaumont by October 15, 2022, is required per the lease agreement; therefore, let it be

RESOLVED: The WDDDA Board authorizes the Manager of the DDDAs to execute a Letter of Non-Renewal to Beaumont for office space at 4700 Schaefer Road, Suite 360, subject to the review and approval by Corporation Counsel by October 15, 2022.

Yes: Chairperson Sam Abbas, Vice Chairperson Mohammed Hider, Secretary-Treasurer Jackie Lovejoy, Director Tahrik Alcodray, Director Thomas L. Clark, Director Zaineb A. Hussein, Director Amanda Bright McClanahan, Director Devon O'Reilly, and Director Audrey A. Ralko.

No:

Abstained:

Absent: Mayor Abdullah Hammoud

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Staffing Plan Adoption - EDDDA

Date Adopted: September 15, 2022

Motioned by: Director Zaineb Hussein

Seconded by: Director Kamal Turfah

WHEREAS: With the impending expiration of the POW! Strategies contract on December 31, 2022, the proposed Staffing Plan is to take the place of the status quo to ensure smooth transition and provide high level of services; and

WHEREAS: The positions of Deputy Director of Economic Development, Senior Economic Development Assistant, Business District Liaison, and Events and Marketing Manager positions will formulate the team; and

WHEREAS: The total cost will not exceed the total amount currently allocated for the POW! Strategies contract unless approved by the EDDDA Board; so let it be

RESOLVED: That the EDDDA adopts the proposed Staffing Plan as proposed; and let it be

RESOLVED: That the remaining allocated funds from the POW! Strategies contract after December 31, 2022, shall be utilized to fund these positions; and let it be

RESOLVED: The EDDDA board accepts the staffing proposal as presented by Economic Development team with an amendment of providing information by next board meeting providing information on timelines, staffing, hiring dates, events, and funding; and 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 Eric Woody, Vice Chairperson Matthew Dietz, Director Zaineb A. Hussein, Director Jay P. Kruz, Director Amanda Bright McClanahan, Director Hamzah Nasser, Director Zo Olabi, and Director Kamal Turfah.

No:

Abstained:

Absent: Mayor Abdullah Hammoud and Director Khalil Dabaja.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Landscape/Maintenance Temporary Contract Extension- October to November 2022 - EDDDA

Date Adopted: September 15, 2022

Motioned by: Director Amanda Bright McClanahan

Seconded by: Chairperson Eric Woody

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

WHEREAS: The current Landscape and Maintenance provider, Four Seasons, has serviced the Landscape and Maintenance obligations in the EDDDA from May 10, 2022 to September 30, 2022.

WHEREAS: As the bid is being prepared for the next multi-year contract, Four Seasons is being requested to extend their contract for an additional two months, October 1, 2022- November 30, 2022. The indicated scope of work is as the follows:

- Litter Removal (5x a week)
- Remove large debris/graffiti as needed
- Landscape and Maintenance of sidewalks, alleys, parking lots, planters, tree wells, City Hall Park including:
 - Installation of holiday decor(1x)
 - Installation of Shop Small banners (1x)
 - Installation of Downtown Dearborn branded banners (1x)
 - Grass Cutting (1x/week)
 - Weeding as needed
 - Pruning as needed
 - Leaf Removal (1x/week)

and,

WHEREAS: The cost for this additional two months of service with Four Seasons is up to \$61,350; and

WHEREAS: A portion of these funds will be expended under the Special Assessing District (SAD) fund which is payable by the Department of Public Works (DPW); and therefore, be it

RESOLVED: The EDDDA authorizes the temporary landscape and maintenance contract with Four Seasons starting October 1, 2022-November 30, 2022, up to \$61,350; furthermore, let it be

RESOLVED: This is contingent upon the Executive Board having the ability to act on behalf of the board for approval; and let it be

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

Yes: Chairperson Eric Woody, Vice Chairperson Matthew Dietz, Director Zaineb A. Hussein, Director Jay P. Kruz, Director Amanda Bright McClanahan, Director Hamzah Nasser, Director Zo Olabi, and Director Kamal Turfah.

No:

Abstained:

Absent: Mayor Abdullah Hammoud and Director Khalil Dabaja.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Staffing Plan Adoption - WDDDA

Date Adopted: September 15, 2022

Motioned by: Director Zaineb Hussein

Seconded by: Director Tahrik Alcodray

WHEREAS: With the impending expiration of the POW! Strategies contract on December 31, 2022, the proposed Staffing Plan is to take the place of the status quo to ensure smooth transition and provide high level of services; and

WHEREAS: The positions of Deputy Director of Economic Development, Senior Economic Development Assistant, Business District Liaison, and Events and Marketing Manager positions will formulate the team; and

WHEREAS: The total cost will not exceed the total amount currently allocated for the POW! Strategies contract unless approved by the WDDDA Board; so let it be

RESOLVED: That the WDDDA adopts the proposed Staffing Plan as proposed; and let it be

RESOLVED: That the remaining allocated funds from the POW! Strategies contract after December 31, 2022, shall be utilized to fund these positions; and let it be

RESOLVED: The WDDDA board accepts the staffing proposal as presented by Economic Development team with an amendment of providing information by next board meeting providing information on timelines, staffing, hiring dates, events, and funding; and 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 Jackie Lovejoy, Director Tahrik Alcodray, Director Thomas L. Clark, Director Zaineb A. Hussein, Director Amanda Bright McClanahan, Director Devon O'Reilly, and Director Audrey A. Ralko.

No:

Abstained:

Absent: Mayor Abdullah Hammoud

