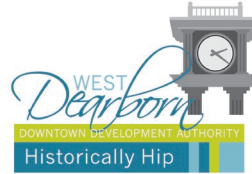




EAST DOWNTOWN DEARBORN
Neighborhood Feel. Totally Real.



EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING

THURSDAY, SEPTEMBER 19, 2019

8:00 A.M. – 9:30 A.M.

Dearborn Administrative Center
16901 Michigan Avenue, Dearborn, MI

I. Call to Order

Chairman J. Scott Saionz/Chairman Sam Abbas

II. Roll Call

Secretaries Kruz & Lynch

III. Joint Meeting Chair for September 2019: Sam Abbas

IV. Approval of the August 2019 Meeting Minutes

V. Treasurer's Report

Finance/Treasurers

VI. Action Items

A. Joint Board Actions

1. Movies in the Park Addendum
2. CTM Brochure Distribution 2020
3. Interim Design Items
4. DRW Website Hosting & Maintenance
5. Snow Removal
6. Winterfest Market
7. Holiday decor
8. Banners

B. WDDDA Actions Only

1. none

C. EDDDA Actions Only

1. Schaefer Street Trees
2. Intercept Survey

VII. PMADS Report

Nick Siroskey

VIII. Committee Reports

IX. DDDA Executive Management Team & ECD Reports

X. Call to Board of Directors

XI. Call to Audience

3 min./guest

XII. Adjournment

AENDA OVERVIEW

Action Items

JOINT ACTIONS

Movies in the Park Addendum

An addendum is needed for the Movies in the Parks, realizing that the Facebook advertising wasn't included in the resolution although planned and expended at \$100 per event (\$400 total) split equally between the East & West DDDAs.

CTM Brochure Distribution & Printing

The DDDAs have annually distributed 30,000 rack cards throughout the Metro Detroit area in hotels, convention and visitor centers through CTM Brochure Distribution. The rack cards provide a general overview of Downtown Dearborn and some of the events and activities throughout the year. We were able to procure a sponsor in 2019, and anticipate that partner will continue, in addition to our partnering organizations of the City of Dearborn and Dearborn Area Chamber of Commerce (details in resolution). The overall cost including print production and distribution is \$8700 which has been budgeted annually and equally shared by the DDDAs. The resolution would commit the DDDAs to distribution in 2020.

Interim Design Items

Interim design services have still been needed as we continue to finalize the new brand ID. The items needed for design include the Henry Ford Giant Screen Ads and display boards for the student fairs at UofM Dearborn, which are reusable for other functions to promote Downtown Dearborn. The resolution is attached authorizing these expenditures.

Dearborn Restaurant Week (DRW) Website Hosting & Maintenance

The Dearborn Restaurant Week (DRW) website was previously hosted through Hallarsan Group, but has been shifted over to Essential IT (which hosts the DowntownDearborn.org and Farmers Market sites) to consolidate providers of the various websites the DDDAs hold. The resolution will be provided at the table.

Snow Removal

Bids for snow removal for the 2019/2020 season have been competitively solicited. The bid includes the option for three one-year renewals. Bids are due back on Wednesday. A resolution will be provided at the table with an overview of the bid solicitation. The DDDAs have budgeted \$45,000 each annually for snow removal.

Winterfest Market/Winter Breeze

The Winterfest Market is scheduled for Saturday, December 14, in both the East & West DDDAs. The West Winterfest Market will be held at W. Village Commons in lieu of Wagner Park because of the impending DTE burial of power lines (starting October – Spring 2020 completion). The East "Winter Breeze" Winterfest Market will be held at Artspace again, but in the East building where the original

Winter Breeze was held in 2017. Both events will have artisans and gift vendors, photos with Santa and his reindeer, entertainment and ice sculptures. A resolution is included in the packet with the current confirmed service providers, and again in October will all final service providers for the events. The WDDDA budgeted \$14,665 and the EDDDA budgeted \$15,000.

Holiday Decor

Annually the DDDAs have been building a stock of holiday décor. This year's supply includes adding décor to new streetscapes/elements on Michigan Ave, Howard, Mason, Monroe and Schaefer. It will also include more lights for trees throughout the districts. A resolution will be provided at the table of the recommended vendors. The WDDDA & EDDDA have budgeted \$20,000 each for holiday decor this year. Installation is provided by each district's maintenance teams.

Banners

A partial supply of Shop Small banners is needed to supplement the existing stock, as well as for new lightpole locations in both districts. The resolution is included in the packet. Both Boards have budgeted \$30,000 each for General Marketing & Banners this year.

WDDDA ACTIONS ONLY

none

EDDDA ACTIONS ONLY

Schaefer Street Trees

There are 10 tree wells along Schaefer south of Michigan Avenue that currently do not have a tree within them. Attached is a resolution authorizing \$6000 for the 10 needed trees to be installed by WH Canon.

Intercept Survey

The Executive Management team has retooled this project by trimming the scope of work to having a team only conduct the surveying component, while Executive Management will use the data to formulate a report and strategy for business recruitment in the EDDDA in order to reduce the cost of the project. Previous attempts to bid this project produced quotes ranging from \$25,000 to \$50,000 for both the surveying, report and strategy.

C&F Market Research can provide four days of surveying with two surveyors per day at a cost of \$2960. Executive Management time is projected at 30-36 hours to complete oversight and management of the survey team, data tabulation, reporting and research, mapping, and strategy development.

Projected start date is mid-October. Completion of report would be December 20.

CITY OF DEARBORN
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)
REGULARLY SCHEDULED JOINT BOARD MEETING
August 15, 2019
DEARBORN ADMINISTRATIVE CENTER
MINUTES

MEMBERS PRESENT

EAST DDA : Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Secretary-Treasurer Jay P. Kruz (left 9:05am), Director Janice B. Cislo, Director Mark Guido, Director Julia Kapilango (8:10) Director Judith A. McNeeley, Director Mary O'Bryan, Mayor Jack O'Reilly

WEST DDA : Chairperson Sam Abbas (phone in), Vice Chairperson James M. Jernigan, Director Thomas L. Clark, Director Mark Guido, Director Jeff Lynch, Director John L. McWilliams (left 9:00am), Mayor Jack O'Reilly, Director Audrey Ralko

MEMBERS ABSENT

EAST DDA : Director Kamal Turfah

WEST DDA : Director Mohammed Hider, Director Jackie Lovejoy, Director Karen Nigosian

NON-MEMBERS PRESENT :

CITY OF DEARBORN : Licia Yangouyian (Legal), Jenn Ryan (Finance), Moe Almaliky (Finance), Hassan Sheikh (ECD), Cristina Sheppard-Decius (DDDA), Janet Bloom (DDDA), Jean Smith (DDDA)

OTHERS : Brian Boyle (Issue Media)-stepped out during Metromode vote

I. Call to Order

Joint DDDA Chair Scott Saionz called the meeting to order at 8:02 am.

II. Roll Call

Vice Chairperson James M. Jernigan called the roll of Board members for West.

Secretary/Treasurer Jay P. Kruz called the roll of Board Members for East.

WDDDA: A quorum was present.

EDDDA: A quorum was present.

III. Joint Meeting Chair for August 2019: Chairman Scott Saionz

IV. WDDDA Secretary/Treasurer Appointment & Nominations

The WDDDA Board has a vacancy on the Executive Committee. The position of Secretary/Treasurer is currently open. In the interim, motion was made by Director James Jernigan to appoint Director Tom Clark to the position of Acting Secretary/Treasurer for the August 2019 Board Meeting. Motion was seconded by Mayor Jack O'Reilly. Approved by all. No dissenting votes.

V. Approval of the July 2019 Meeting Minutes

Mayor Jack O'Reilly noted to modify minutes to add himself and Director Mark Guido to both East and West attending members list, rather than have them both listed under "Joint East & West" to avoid confusion.

EDDDA: The minutes from the July 2019 Board meeting were presented for approval. It was moved by Vice-Chairperson Mark Guido and supported by Director Jan Cislo to approve the minutes as presented. Minutes will be modified to incorporate requested change. A voice vote unanimously approved.

WDDDA: The minutes from the July 2019 Board meeting were presented for approval. It was moved by Director Tom Clark and supported by Director John McWilliams to approve the minutes as presented. Minutes will be modified to incorporate requested change. A voice vote unanimously approved.

VI. Treasurer's Report

A. Receive & File Report

Cristina Sheppard-Decius introduced a new Finance contact, Jenn Ryan, who created this month's financial reports for the DDDA's. Jenn then introduced Moe Almaliky, who will be taking Maria Buffone's role and will be the primary contact for the DDDA's moving forward.

EDDDA: Jenn Ryan from Finance reviewed the financial statement dated June 30, 2019. Revenue to date totaled \$823,417. Total expenditures totaled \$926,821. The current cash position equals \$1,099,982 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$578,027.

Chairman Scott Saionz asked that the minutes show the Treasurer's Report as received and filed.

WDDDA: Jenn Ryan from Finance reviewed the financial statement dated June 30, 2019. Revenue to date totaled \$982,915. Total expenditures totaled \$786,147. The current cash position equals \$917,897 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$535,799.

Chairman Scott Saionz asked that the minutes show the Treasurer's Report as received and filed.

VII. Action Items

A. Joint Board Actions

1. Metromode

Resolution introduced to exercise one of the two 3-month options for renewal at the end of the contract, expiring August 31, 2019. The cost is \$12,000 per renewal, split equally between East and West DDDAs. Metromode has been an important part of telling Dearborn's stories. Both boards had budgeted accordingly to continue supporting this program through FYE2020. For WDDDA, Director John McWilliams motioned to approve; seconded by Director Sam Abbas. A voice vote passed unanimously. For EDDDA, Director Dan Merritt motioned to approve; seconded by Director Jan Cislo.

2. Artspace Lease

Resolution introduced to clarify dates and concurrent fiscal years until the end of the lease term since previous resolutions were not definitive to that information. Lease term at Artspace Connector expires December 31, 2021 at a rate of \$1805 per month. EDDDA originated lease agreement, with WDDDA beginning to share cost of space June of 2018. For WDDDA, Director Tom Clark motioned to approve; seconded by Director Audrey Ralko. A voice vote passed unanimously. For EDDDA, Director Mark Guido motioned to approve; seconded by Director Jay Kruz. A voice vote passed unanimously.

3. Office Cleaning

Resolution introduced to continue cleaning contract through FYE 2020 with current provider, Campbell's Cleaning Company. Cleanings are twice a month, for \$150. For WDDDA, Director Audrey Ralko motioned to approve; seconded by Mayor Jack O'Reilly. A voice vote passed unanimously. For EDDDA, motion to approve by Director Mark Guido; seconded by Director Jan Cislo. A voice vote passed unanimously.

4. MOU

Resolution introduced to craft a Memorandum of Understanding between EDDDA and WDDDA as they continue to work together using the five key transformational strategies for Downtown Dearborn. This is also a stepping stone to a future collective action. It is also noted that this MOU complies with PA57. For WDDDA, Director Mark Guido motioned to approve; seconded by Director Tom Clark. A voice vote passed

unanimously. For EDDDA, motion to approve by Director Mark Guido; seconded by Director Jan Cislo. A voice vote passed unanimously.

5. Temporary Parking Signs

Resolution introduced for 6 sandwich boards with 2 hour parking during Homecoming. Additional temporary parking signs to direct consumers to free parking to be installed prior to branded parking signage. WDDDA sign inserts - \$200; a frame signs - \$1000. EDDDA sign inserts - \$200; a frame signs - \$1000. For WDDDA, Director Tom Clark motioned to approve; seconded by Director Audrey Ralko. A voice vote passed unanimously. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Julia Kapilango. A voice vote passed unanimously.

6. Fall Promotions

Adopt-a-Tree-Well is Month of October, Pumpkin Carving is October 19, and Trick or Treat is October 26. For these events a fall promotions poster and social media campaigns are created to advertise the events and also funding for pumpkin carving supplies are requested. Trick or Treat Facebook ads - \$100 (EDDDA and WDDDA); Pumpkin Carving Facebook ad - \$100 (EDDDA only); donuts/cider/supplies for Pumpkin Carving - \$100 (East only); Pumpkins - planned for donation; Beshara for fall posters and brochures- \$1200 (East and West DDAs). For WDDDA, Director Jim Jernigan motioned to approve; seconded by Director Sam Abbas. A voice vote passed unanimously. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Judith McNeeley. A voice vote passed unanimously.

7. 2020 Board Calendar

Resolution introduced to approve the joint board meeting dates for 2020. Two dates were selected to meet the PA 57 requirement for two meetings a year: July and October 2020 board meeting dates. For WDDDA, Director Tom Clark motioned to approve; seconded by Director Mayor Jack O'Reilly. A voice vote passed unanimously. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Judith McNeeley. A voice vote passed unanimously.

8. MDA Fall Conference

Michigan Downtown Association holds a two day conference providing education and networking opportunities for attendees. Dates are November 7-8, 2019 in Holland, MI. Cost is estimated at \$500 per person with both boards usually sending a representative. For WDDDA, Director Sam Abbas motioned to approve; seconded by Mayor Jack O'Reilly. A voice vote passed unanimously. For EDDDA, motion to approve by Director Mark Guido; seconded by Director Dan Merritt. A voice vote passed unanimously.

9. AANM Gala

East and West DDA's support the Arab American National Museum Gala by purchasing a full page program ad which includes four tickets to the event. The shared cost is \$1500 (\$750 each) plus minimal cost of updating graphic work. Event date is November 16 at MGM Grand Detroit. The board was asked to submit requests for tickets to attend. For WDDDA, Director Jeff Lynch motioned to approve; seconded by Mayor Jack O'Reilly. A voice vote passed unanimously. For EDDDA, motion to approve by Director Jan Cislo; seconded by Director Judith McNeeley. A voice vote passed unanimously.

10. Shop Small

In its fifth year, East and West DDDAs will market collaboratively to showcase retailers and restaurants for the national Shop Small campaign by offering great deals and give customers an opportunity to win prizes. Approved iHeart Media radio ads for \$7500, Facebook ads of \$500, WDIV "Live in the D" program for \$2500 and Beshara for Passport printing of \$1300. For WDDDA, Mayor Jack O'Reilly motioned to approve; seconded by Director Tom Clark. A voice vote passed unanimously. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Mary O'Bryan. A voice vote passed unanimously.

A. WDDDA Actions Only

1. Secretary/Treasurer Position

Resolution introduced to select Jeff Lynch for Secretary/Treasurer for remainder of 2019 to fill vacated seat on West DDDA Board. For WDDDA, Mayor Jack O'Reilly motioned to approve; seconded by Director Tom Clark. A voice vote passed unanimously.

2. Bistro Tables

Resolution to purchase Bistro Tables and Chairs from Furniture Designhouse for Wagner Park for a cost of \$6505.43. Twelve tables and 36 chairs - black metal frames with wood slat chairs. For WDDDA, Director Mark Guido motioned to approve; seconded by Director Tom Clark. A voice vote passed unanimously.

C. EDDDA Actions Only

1. Trash receptacles

Resolution to purchase trash receptacles from Global Supply, gray with colorful tops, for \$7700.28. Four colors selected. Inserts will be vinyl wrapped for additional pop of color. Britten will create vinyl wrap for \$720 and Malko Media with apply wrap to inserts for \$960. For EDDDA, Director Judith McNeeley motioned to approve; seconded by Director Jan Cislo. A voice vote passed unanimously.

VIII. Committee Reports

No discussion.

IV. DDDA Executive Management Team & ECD Reports

Hassan Sheikh introduced himself to group. No current updates to share.

X. Call to Board of Directors

1. Linked In - Director Dan Merritt suggested the DDDAs start to use the LinkedIn platform as a tool for business engagement, recruitment, and also event postings. It could also tie in local businesses together via this tool.
2. WDDDA - it was mentioned to look at replacing plants in bump-outs that might be damaged by salt spray. Need to get salt tolerant plants.
3. Facebook - Director Dan Merritt stated that mentions for fall and winter events need to be staggered so they don't hit all at once.
4. Director Scott Saionz mentioned the Redico parking deck on Schaeffer was locked and unable to be accessed over the weekend.
5. Director Scott Saionz mentioned for Director Mary O'Bryan and Janet Bloom discuss getting a TV in DDDA office conference room for presentation purposes.

XI. Call to Audience

No discussion

XII. Adjournment

Meeting adjourned at 9:48am

Approved by:

Jay Kruz, Secretary-Treasurer, EDDDA

Tom Clark, Acting Secretary-Treasurer for August 2019 meeting, WDDDA

Financial Statement Summary

	FY2018	FY2019	FY2020				
	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Revenue							
Property Tax Capture	\$496,066	\$686,335	\$ 505,710	\$ 505,710	\$ -	\$ -	\$ 505,710
Brownfield Tax Capture	119,900	132,940	235,220	235,220	-	-	235,220
Local Community Stabilization Authority	12,332	25,313	25,320	25,320	-	-	25,320
Farmer's Market Federal Grant	-	1,424	1,000	1,000	-	-	1,000
Farmer's Market Miscellaneous	12,900	18,865	23,500	23,500	45	-	23,455
Donations from a Private Source	88,742	46,115	83,500	83,500	319	-	83,181
Interest Income	9,786	12,629	20,698	20,698	-	-	20,698
Miscellaneous Income	-	6,194	-	-	-	-	-
Contributions from the General Fund	39,102	53,100	35,000	35,000	5,833	-	29,167
Total Revenue	<u>\$778,828</u>	<u>\$982,915</u>	<u>\$ 929,948</u>	<u>\$ 929,948</u>	<u>\$ 6,197</u>	<u>\$ -</u>	<u>\$ 923,751</u>

Expenditure

Part-time Wages	\$ 4,830	\$ 81	\$ -	\$ -	\$ -	\$ -	\$ -
City Share of FICA & Medicare	369	6	-	-	-	-	-
Workers Compensation Contribution	3	-	-	-	-	-	-
Audit Services	329	381	400	400	-	-	400
Sanitation Contractual Services	22,152	20,160	25,920	25,920	-	-	25,920
Development Contractual Services	253,616	347,411	499,826	534,826	20,945	65,397	448,484
Farmer's Market Contractual Services	5,089	10,953	22,000	22,000	3,160	3,205	15,635
WATER/SEWAGE	-	-	-	1,500	-	-	1,500
Copier Repair & Maintenance Services	-	362	375	375	-	-	375
Building Rental	-	10,935	11,010	11,010	1,805	9,025	180
Community Promotion	137,110	249,086	341,345	485,796	24,653	103,160	357,983
Insurance	2,985	2,670	3,730	3,730	622	-	3,108
Communications	-	19	-	-	290	939	(1,229)
Training & Transportation	2,569	2,836	3,500	3,500	-	-	3,500
Office Supplies	693	746	4,125	4,125	70	-	4,055
POSTAGE	-	-	-	-	202	-	(202)
Non-Capital Equipment	-	-	18,600	17,100	-	-	17,100
Repair & Maintenance Supplies	-	281	-	-	-	-	-
Planting Materials	8,276	6,766	30,000	30,000	(8)	-	30,008
Memberships	413	513	940	940	-	-	940
Other Operating Expenses	150,000	-	1,250	1,250	-	-	1,250
Transfer to Brownfield Redevelopment Authority	119,900	132,940	235,220	235,220	-	-	235,220
Total Expenditure	<u>\$708,334</u>	<u>\$786,146</u>	<u>\$1,198,241</u>	<u>\$1,377,692</u>	<u>\$ 51,739</u>	<u>\$ 181,726</u>	<u>\$1,144,227</u>
Revenues Over/(Under) Expenditures	\$ 70,494	\$196,769	\$ (268,293)	\$ (447,744)	\$ (45,542)	\$ (181,726)	\$ (220,476)

Balance Sheet

Cash Position		\$ 834,751
Current Receivables		(49,573)
Unearned Income		923,751
Current Liabilities		80,417
Encumbrances		(181,726)
Uncommitted Budget		(1,144,227)
Estimated Ending Cash Position	\$787,019	\$906,009
		<u>\$ 463,393</u>

Expenditure Details	FY2018	FY2019	FY2020				
	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Beautification							
Sanitation Contractual Services	\$ 22,152	\$ 20,160	\$ 25,920	\$ 25,920	\$ -	\$ -	\$ 25,920
Holiday Décor & Installation	17,350	11,861	20,000	20,000	-	-	20,000
Landscape & Maintenance	55,820	152,785	219,080	219,080	8	-	219,072
Snow Removal	38,250	39,678	45,000	45,000	-	5,267	39,733
On-Street Bike Racks	516	-	6,000	6,000	-	-	6,000
Master Plan/Vision, Art in Public Spaces	-	-	10,000	30,000	-	-	30,000
Planting Materials	8,276	6,766	30,000	30,000	(8)	-	30,008
Total Beautification	<u>\$142,364</u>	<u>\$231,250</u>	<u>\$ 356,000</u>	<u>\$ 376,000</u>	<u>\$ -</u>	<u>\$ 5,267</u>	<u>\$ 370,733</u>
Development							
General Marketing (banners, printing, social media)	\$ 4,625	\$ 5,709	\$ 30,000	\$ 30,000	\$ 3,909	\$ 6,714	\$ 19,377
Branding	-	118,371	120,000	252,881	-	67,920	184,961
Graphic Design	1,474	-	5,000	5,000	-	78	4,922
Photography	1,825	1,850	5,000	5,000	375	525	4,100
Metro Mode / Issue Media	30,000	18,000	24,000	24,000	6,000	6,000	12,000
Mobile App	-	1,197	3,750	3,750	-	-	3,750
CTM Brochure Distribution	5,852	2,047	4,250	4,250	-	583	3,667
Website, Constant Contacts	275	226	230	230	-	-	230
Website Hosting & Domain Registration	985	801	1,350	1,350	360	174	816
Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
Community Art Enhancement	-	-	4,000	4,000	-	-	4,000
Dearborn Community Fund Sculpture Initiative	5,900	5,900	6,000	6,000	-	-	6,000
Art month, Art Spark, Pocket Park Mural, POP-Student	1,500	5,500	1,000	1,000	-	-	1,000
Fall Promotions	476	193	300	300	-	-	300
Holiday Promotions, Holly Berry Brunch Program	3,950	16,144	14,665	14,665	-	-	14,665
Shop Small Business Saturday	7,201	3,665	7,000	7,000	-	5,650	1,350
Restaurant week	12,465	17,581	16,500	16,500	-	-	16,500
Big Read	1,000	-	1,000	1,000	-	-	1,000
Tunes at Noon	-	-	-	-	2,616	400	(3,016)
Friday Nites Concert Series & Food Truck Rally	34,328	28,340	44,600	44,600	4,784	241	39,575
W.Village Commons & Wagner Place Programs	10,368	11,621	29,600	29,600	463	224	28,913
Wagner Place Park Equipment	-	2,280	15,000	26,570	-	6,505	20,065
Main Street Materials	790	-	-	-	-	-	-
Martian Marathon	619	375	500	500	-	-	500
Bike Dearborn	-	250	-	-	-	-	-
Kids Day	-	-	-	-	4,145	25	(4,170)
Farmer's Market Promotions	1,729	2,700	-	-	-	3,115	(3,115)
Farmer's Market Contractual Services	5,089	10,953	22,000	22,000	3,160	3,205	15,635
Building / Business Incentives	-	-	40,000	55,000	-	-	55,000
Other Community Development	13,336	4,229	2,000	2,000	2,000	5,005	(5,005)
Total Development	<u>\$149,387</u>	<u>\$263,532</u>	<u>\$ 403,345</u>	<u>\$ 562,796</u>	<u>\$ 27,812</u>	<u>\$ 106,364</u>	<u>\$ 428,620</u>
Planning & Administration							
Executive Director	\$ 94,570	\$ 42,339	\$ 47,996	\$ 47,996	\$ 3,833	\$ 19,168	\$ 24,995
Operations Manager	-	25,163	30,950	30,950	3,869	11,606	15,475
Design & Planning Manager	-	8,400	12,000	12,000	1,500	4,500	6,000
Event Manager, Farmer's Market Manager	9,771	24,413	27,900	27,900	3,488	10,463	13,949
Communications Manager, Public Relations	30,064	38,430	40,000	40,000	8,173	13,494	18,333
Total Directors Expenses	<u>134,405</u>	<u>138,745</u>	<u>158,846</u>	<u>158,846</u>	<u>20,863</u>	<u>59,231</u>	<u>78,752</u>
Wages & Benefits	5,202	87	-	-	-	-	-
Other Office Expenses	7,076	7,907	13,070	14,570	1,184	939	12,447
Office Cleaning	-	750	900	900	75	900	(75)
Building Rental	-	10,935	11,010	11,010	1,805	9,025	180
Non-Capital Equipment (lighting, repairs)	-	-	18,600	17,100	-	-	17,100
Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250
Parking Debt Contribution	150,000	-	-	-	-	-	-
Transfer to Brownfield Redevelopment Authority	119,900	132,940	235,220	235,220	-	-	235,220
Total Planning & Administration	<u>\$416,583</u>	<u>\$291,364</u>	<u>\$ 438,896</u>	<u>\$ 438,896</u>	<u>\$ 23,927</u>	<u>\$ 70,095</u>	<u>\$ 344,874</u>
Expenditures	\$708,334	\$786,146	\$1,198,241	\$1,377,692	\$ 51,739	\$ 181,726	\$1,144,227

	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Revenue							
Property Tax Capture	\$ 331,579	\$ 343,896	\$ 354,750	\$ 354,750	\$ -	\$ -	\$ 354,750
Brownfield Tax Capture	464,566	464,099	475,240	475,240	-	-	475,240
Local Community Stabilization Authority	-	23,733	23,740	23,740	-	-	23,740
Federal Sources (contra-revenue)	-	(142,029)	-	-	-	-	-
Donations from a Private Source	22,965	41,850	115,000	115,000	174	-	114,826
Interest Income	18,257	19,028	31,218	31,218	-	-	31,218
Miscellaneous Income	-	-	14,205	14,205	-	-	14,205
Contributions from the General Fund	35,681	72,840	11,310	11,310	1,885	-	9,425
Total Revenue	<u>\$ 873,048</u>	<u>\$ 823,417</u>	<u>\$1,025,463</u>	<u>\$1,025,463</u>	<u>\$ 2,059</u>	<u>\$ -</u>	<u>\$1,023,404</u>
Expenditure							
Part-time Wages	\$ 51,593	\$ 505	\$ -	\$ -	\$ -	\$ -	\$ -
City Share of FICA & Medicare	3,947	39	-	-	-	-	-
Workers Compensation Contribution	33	-	-	-	-	-	-
Audit Services	772	762	800	800	-	-	800
Sanitation Contractual Services	33,603	9,714	11,310	11,310	-	-	11,310
Other Professional Services	150	-	-	-	-	-	-
Development Contractual Services	133,045	239,615	359,856	402,197	54,168	69,079	278,950
Copier Repair & Maintenance Services	58	362	375	375	-	-	375
Building Rental	25,000	10,935	11,010	11,010	1,805	9,025	180
Community Promotion	154,922	180,604	339,980	422,022	29,197	38,363	354,462
Insurance	3,255	4,110	6,260	6,260	1,042	-	5,218
Communications	720	68	-	-	290	939	(1,229)
Training & Transportation	3,310	2,539	3,500	3,500	-	-	3,500
Office Supplies	642	746	4,125	4,125	70	-	4,055
Postage	4	154	100	100	212	-	(112)
Non-Capital Equipment	1,720	-	3,500	3,500	-	-	3,500
Repair & Maintenance Supplies	-	281	-	-	-	-	-
Planting Materials	7,057	11,775	30,000	30,000	-	-	30,000
Memberships	413	513	1,190	1,190	-	-	1,190
Reference Materials	28	-	-	-	-	-	-
Licenses, Fees, & Permits	-	-	300	300	-	-	300
Other Operating Expenses	536,989	-	15,455	15,455	14,203	-	1,252
Transfer to Brownfield Redevelopment Authority	464,566	464,099	475,240	475,240	-	-	475,240
Total Operating Expenditures	<u>1,421,827</u>	<u>926,821</u>	<u>1,263,001</u>	<u>1,387,384</u>	<u>100,987</u>	<u>117,406</u>	<u>1,168,991</u>
Building Demolition Services	-	-	-	2,522	-	-	2,522
Architect & Engineering Services	4,250	-	-	60,256	-	16,831	43,425
Construction Contractor	25,180	-	-	137,785	-	137,147	638
Undistributed Appropriations	-	-	-	62,345	-	-	62,345
Total Capital Expenditures	<u>29,430</u>	<u>-</u>	<u>-</u>	<u>262,908</u>	<u>-</u>	<u>153,978</u>	<u>108,930</u>
Total Expenditure	<u>\$1,451,257</u>	<u>\$ 926,821</u>	<u>\$1,263,001</u>	<u>\$1,650,292</u>	<u>\$ 100,987</u>	<u>\$ 271,384</u>	<u>\$1,277,921</u>
Revenues Over/(Under) Expenditures	\$ (578,209)	\$ (103,404)	\$ (237,538)	\$ (624,829)	\$ (98,928)	\$ (271,384)	\$ (254,517)
Balance Sheet							
Cash Position					\$1,019,851		
Current Receivables					(65,945)		
Unearned Income					1,023,404		
Current Liabilities					32,070		
Encumbrances					(271,384)		
Uncommitted Budget					(1,277,921)		
Estimated Ending Cash Position	\$1,090,062	\$1,042,608			\$ 460,075		

Expenditure Details	FY2018	FY2019	FY2020				
	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Beautification							
Sanitation Contractual Services	\$ 33,603	\$ 9,714	\$ 11,310	\$ 11,310	\$ -	\$ -	\$ 11,310
Fall Décor	814	-	-	-	-	-	-
Holiday Décor & Installation	20,646	17,256	27,500	27,500	-	1,135	26,365
Landscape & Maintenance	5,425	46,800	70,170	70,170	-	630	69,540
Snow Removal	37,575	38,536	45,000	45,000	-	2,574	42,426
Artspace, Public Space Design	25,180	-	10,000	44,581	34,580	-	10,001
Streetscape Enhancements	4,250	-	41,000	41,000	-	8,660	32,340
Master Plan/Vision, Art in Public Spaces	-	-	10,000	10,000	-	-	10,000
Parking Master Plan (M20006)	7,880	-	-	262,908	-	153,978	108,930
East Dearborn Parking Lots (M20017)	535,386	-	-	-	-	-	-
Planting Materials	28,952	11,775	30,000	30,000	-	-	30,000
Total Beautification	\$ 699,711	\$ 124,081	\$ 244,980	\$ 542,469	\$ 34,580	\$ 166,977	\$ 340,912
Development							
General Marketing (banners, printing, social media)	\$ -	\$ 4,035	\$ 30,000	\$ 30,000	\$ 252	2,275.00	\$ 27,473
Branding	-	34,210	120,000	202,042	-	17,080.00	184,962
Graphic Design	-	340	5,000	5,000	-	-	5,000
Photography	1,325	1,125	5,000	5,000	-	900.00	4,100
Metro Mode / Issue Media	34,682	18,000	24,000	24,000	6,000	6,000.00	12,000
Mobile App	-	1,197	3,750	3,750	-	-	3,750
CTM Brochure Distribution	-	2,047	4,250	4,250	-	583.00	3,667
Website, Constant Contacts	-	226	230	230	-	-	230
Website Hosting & Domain Registration	1,020	801	1,350	1,350	-	534.00	816
Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
Community Art Enhancement	15,000	-	10,000	10,000	-	-	10,000
Dearborn Community Fund Sculpture Initiative	5,900	5,900	6,000	6,000	-	-	6,000
Art Month	-	4,480	1,000	1,000	-	-	1,000
Pocket of Perception (student art project)	-	8,000	20,000	20,000	-	-	20,000
Fall Promotions	-	592	600	600	-	-	600
Holiday Promotions (Holiday Open House, Santa)	-	8,197	15,000	15,000	-	-	15,000
Shop Small Business Saturday	9,735	4,581	7,000	7,000	-	5,650.00	1,350
Restaurant Week	12,465	15,583	16,500	16,500	-	-	16,500
Big Read	-	-	1,000	1,000	-	-	1,000
Movies in the Park	1,774	2,110	2,000	2,000	787	2,145.00	(932)
Music in the Park	-	-	-	-	316	-	(316)
Tunes at Noon	4,858	8,495	-	-	-	-	-
City Hall Park Events	-	-	2,700	2,700	-	-	2,700
Jazz on the Ave	50,864	48,636	55,000	55,000	21,842	2,290.00	30,868
Eastborn Clean Up	-	448	1,500	1,500	-	-	1,500
Other Community Development	11,726	6,544	2,500	2,500	-	905.00	1,595
Total Development	\$ 154,949	\$ 181,147	\$ 339,980	\$ 422,022	\$ 29,197	\$ 38,362	\$ 354,463
Planning & Administration							
Executive Director	\$ -	\$ 46,173	\$ 47,996	\$ 47,996	\$ 3,833	\$ 19,168	\$ 24,995
Operations Manager	-	26,453	30,950	30,950	3,869	11,606	15,475
Design & Planning Manager	-	8,900	12,000	12,000	1,500	4,500	6,000
Event Manager	7,075	15,675	17,100	17,100	2,138	6,413	8,549
Communications Manager, Public Relations	30,064	38,430	40,000	40,000	8,173	13,494	18,333
Building/Business Incentive	-	-	7,760	7,760	-	-	7,760
Unemployment	-	-	7,240	7,240	-	-	7,240
Total Directors Expenses	37,139	135,631	155,286	163,046	19,513	55,181	88,352
Wages & Benefits	55,573	544	-	-	-	-	-
Other Office Expenses	9,196	9,634	16,650	16,650	1,614	939	14,097
Office Cleaning	1,800	750	900	900	75	900	(75)
Building Rental	25,000	10,935	11,010	11,010	1,805	9,025	180
Non-Capital Equipment (light poles)	1,720	-	3,500	3,500	-	-	3,500
Other Operating Expenses (utilities)	1,603	-	1,250	1,250	-	-	1,250
DCC Gun Range ArtSpace Loan Payment	-	-	14,205	14,205	14,203	-	2
Transfer to Brownfield Redevelopment Authority	464,566	464,099	475,240	475,240	-	-	475,240
Total Planning & Administration	\$ 596,597	\$ 621,593	\$ 678,041	\$ 685,801	\$ 37,210	\$ 66,045	\$ 582,546
Expenditures	\$ 1,451,257	\$ 926,821	\$ 1,263,001	\$ 1,650,292	\$ 100,987	\$ 271,384	\$ 1,277,921

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Movies in the Park (City Hall Park) Amendment 2019

Adopted on:

Motioned by:

Seconded by:

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

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

WHEREAS: The EDDDA reviewed a specific budget of \$2,350 for Movies in the Park for 2019 event season; therefore, be it

RESOLVED:

1. That the EDDDA authorizes \$200 for social media advertising on Facebook, changing the budget to \$2420 in expenditures for the Movies in the Park event for 2019 event season from the Community Promotions Budget # 297-6100-911-51-00; and
2. The EDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Movies in the Park event as presented.

Vendor	Purpose	Amount
Stardust Theaters	screen	\$ 900.00
Swank	movies	\$ 1,000.00
Beshara Printing	posters- 100 and proportionate cost of event brochure	\$ 320.00
Facebook Advertising via POW! Strategies	social media advertising (qty. 2 at \$100/each)	\$200.00

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Movies in the Park (City Hall Park) Amendment 2019

Adopted on:

Motioned by:

Seconded by:

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

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

WHEREAS: The WDDDA reviewed a specific budget of \$2,350 for Movies in the Park for 2019 event season; therefore, be it

RESOLVED:

1. That the WDDDA authorizes \$200 for social media advertising on Facebook, changing the budget to \$2420 in expenditures for the Movies in the Park event for 2019 event season from the Community Promotions Budget # 296-6100-911-51-00; and
2. The WDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Movies in the Park event as presented.

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Beshara Printing	posters- 100 and proportionate cost of event brochure	\$ 320.00
Facebook Advertising	social media advertising (qty. 2 at \$100/each)	\$200.00

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

FYE 2020 CTM Marketing Brochure Distribution

Date Adopted:

Motioned by:

Seconded by:

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

WHEREAS: The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn partnered in 2019 to distribute 30,000 pieces annually of marketing materials called “rack cards” at hotels, visitor and convention locations throughout Metro Detroit via CTM, a brochure distribution company located in Livonia, MI, and another 10,000 pieces at local downtown businesses and organizations; and

WHEREAS: Based on circulation in 2019, it is recommended to increase total circulation to 50,000 pieces through CTM in 2020, with 10,000 more being added for Metro Detroit circulation; and

WHEREAS: Printing of the rack cards is by Foster Printing, a subsidiary of CTM, that directly delivers to CTM and ships any additional print runs to the DDDAs as requested; and

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

WHEREAS: The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn are anticipated to partner in the production and distribution of the rack cards equally, at a maximum of \$2125 each, in addition to any potential sponsors; be it

RESOLVED: The EDDDA approves entering into a one-year contract with CTM for FYE2020 in an amount not to exceed \$7200 shared equally with the WDDDA, and brochure printing production with Foster Printing not to exceed \$1500 shared equally with the WDDDA for 50,000 rack cards from the CTM Brochure Line Item #297-6100-911-51-00 FYE2020; and

RESOLVED: The WDDDA and EDDDA anticipates revenue of \$6250 from the Dearborn Area Chamber of Commerce, City of Dearborn and other sponsoring partners shared equally; be it also

RESOLVED: The EDDDA Executive Director is authorized to execute the contracts for distribution and printing.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

FYE 2020 CTM Marketing Brochure Distribution

Date Adopted:

Motioned by:

Seconded by:

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

WHEREAS: The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn partnered in 2019 to distribute 30,000 pieces annually of marketing materials called “rack cards” at hotels, visitor and convention locations throughout Metro Detroit via CTM, a brochure distribution company located in Livonia, MI, and another 10,000 pieces at local downtown businesses and organizations; and

WHEREAS: Based on circulation in 2019, it is recommended to increase total circulation to 50,000 pieces through CTM in 2020, with 10,000 more being added for Metro Detroit circulation; and

WHEREAS: Printing of the rack cards is by Foster Printing, a subsidiary of CTM, that directly delivers to CTM and ships any additional print runs to the DDDAs as requested; and

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

WHEREAS: The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn are anticipated to partner in the production and distribution of the rack cards equally, at a maximum of \$2125 each, in addition to any potential sponsors; be it

RESOLVED: The WDDDA approves entering into a one-year contract with CTM for FYE2020 in an amount not to exceed \$7200 shared equally with the WDDDA, and brochure printing production with Foster Printing not to exceed \$1500 shared equally with the WDDDA for 50,000 rack cards from the CTM Brochure Line Item #296-6100-911-51-00 FYE2020; and

RESOLVED: The WDDDA and EDDDA anticipates revenue of \$6250 from the Dearborn Area Chamber of Commerce, City of Dearborn and other sponsoring partners shared equally; be it also

RESOLVED: The WDDDA Executive Director is authorized to execute the contracts for distribution and printing.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

FYE2020 Interim Graphic Design Services_Bright Sky Creative

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA and WDDDA collaborates on marketing and advertising projects where graphic design services are needed in addition to the cost of advertising; and

WHEREAS: It is recommended to use Tanner Friedman's recommended graphic design provider, Bright Sky Creative, for these graphic design services to remain consistent with these advertising outlets at a total cost of \$440 and to share the cost equally between the EDDDA and WDDDA; therefore, let it be

RESOLVED: The EDDDA authorizes the expenditure of \$220 from the Community Promotion/Graphic Design account #297-6100-911-51-00 from FYE2020 for graphic design services provided by Bright Sky Creative itemized below; let it be further

RESOLVED: The EDDDA authorizes the expenditure of \$25 from the same account for the printing of the files sent from Bright Sky Creative to Malko Media to print the signs for the U of M - Dearborn onsite student events.

Vendor	Item	Cost
Bright Sky Creative	2 - Henry Ford Giant Screen Graphics	\$200
Bright Sky Creative	Uof M-Dbn - signage files-sent to Malko Media	\$220
Malko Media	Print signs for U of M-Dbn events	\$ 50

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

FYE2020 Interim Graphic Design Services_Bright Sky Creative

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA and WDDDA collaborates on marketing and advertising projects where graphic design services are needed in addition to the cost of advertising; and

WHEREAS: It is recommended to use Tanner Friedman's recommended graphic design provider, Bright Sky Creative, for these graphic design services to remain consistent with these advertising outlets at a total cost of \$440 and to share the cost equally between the EDDDA and WDDDA; therefore, let it be

RESOLVED: The EDDDA authorizes the expenditure of \$220 from the Community Promotion/Graphic Design account #296-6100-911-51-00 from FYE2020 for graphic design services provided by Bright Sky Creative itemized below; let it be further

RESOLVED: The EDDDA authorizes the expenditure of \$25 from the same account for the printing of the files sent from Bright Sky Creative to Malko Media to print the signs for the U of M - Dearborn onsite student events.

Vendor	Item	Cost
Bright Sky Creative	2 - Henry Ford Giant Screen Graphics	\$200
Bright Sky Creative	Uof M-Dbn - signage files-sent to Malko Media	\$220
Malko Media	Print signs for U of M-Dbn events	\$ 50

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Winterfest Market 2019

Date Adopted:

Motioned by:

Seconded by:

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

WHEREAS: The Promotions Committee is planning the 2019 Winterfest Market for Saturday, December 14th from 10 a.m. to 4 p.m. at West Village Commons and City Hall Park; and

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

RESOLVED: The EDDDA authorizes the Executive Director to execute contracts on behalf of the EDDDA with the approved vendors listed, subject to the review and approval of Corporation Counsel.

Vendor	Item	Price
Reindeer Ranch	Reindeer onsite 4 hours	\$3000
Santa Joe and Mrs. Tricia	4 hours	\$550
Facebook via POW! Strategies	Facebook/Instagram Advertising	\$100

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Winterfest Market 2019

Date Adopted:

Motioned by:

Seconded by:

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

WHEREAS: The Promotions Committee is planning the 2019 Winterfest Market for Saturday, December 14th from 10 a.m. to 4 p.m. at Wagner Park and City Hall Park; and

WHEREAS: The WDDDA budgeted \$14,665 from Community Promotions fund / Holiday Promotions line item in account #296-6100-911-51-00 for activities and performances at the Winterfest Market; therefore, be it

RESOLVED: The WDDDA authorizes the Executive Director to execute contracts on behalf of the WDDDA with the approved vendors listed, subject to the review and approval of Corporation Counsel.

Vendor	Item	Price
Reindeer Ranch	Santa with Reindeer & Bench - 4 hours	\$3200
Pebbles the Clown/Dana Woods	Face Painter - 5 hours	\$575
AJ Lynn	entertainment - 6 hours	\$500
Facebook via POW! Strategies	Facebook/Instagram Advertising	\$100

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Additional Shop Small Banners and New Placements

Date Adopted:

Motioned by:

Seconded by:

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

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

WHEREAS: Some Shop Small Banners require replacement for FYE2020; and

WHEREAS: New placement locations for banner installation with new streetlights would benefit the existing banner system and create consistency throughout the district; and

WHEREAS: Britten Banners Inc. created the Shop Small banners from FYE2017 through to FYE 2019, and still has the design on file which will reduce the EDDDA's costs in producing additional banners; therefore be it

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

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Additional Shop Small Banners and New Placements 2020

Date Adopted:

Motioned by:

Seconded by:

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

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

WHEREAS: Some Shop Small Banners require replacement for FYE2020; and

WHEREAS: New placement locations for banner installation with new streetlights would benefit the existing banner system and create consistency throughout the district; and

WHEREAS: Britten Banners Inc. created the Shop Small banners from FYE2017 through to FYE 2019, and still has the design on file which will reduce the WDDDA's costs in producing additional banners; therefore be it

RESOLVED: The WDDDA authorizes expending up to \$3000 for the production of Shop Small banners from Britten Banners Inc. from the General Marketing budget line item account #296-6100-911-51-00.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Street Trees_Schaefer FYE 2020

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority understands that upkeep and improvements to the grounds, trees and foliage within its district is vital to the downtown image and imparts a sense of pride and investment into the community; and

WHEREAS: Ten tree wells along Schaefer Avenue were identified as needing trees; and

WHEREAS: WH Canon is under contract to the EDDDA for landscaping and maintenance in the East Dearborn Downtown Development Authority District; therefore, be it

RESOLVED: The EDDDA authorizes the expenditure not to exceed \$6000 to purchase ten trees to install in selected tree wells along Schaefer Avenue; be it further

RESOLVED: The EDDDA authorizes the Executive Director to execute the purchase of said trees through WH Canon with budget line item account #297-6100-911-62-40.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

East Downtown Dearborn Trade Area Intercept Survey 2019

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA may conduct market research and analysis of the downtown in order to plan and implement market strategies; and

WHEREAS: The EDDDA solicited proposals for an intercept survey to be conducted in the district for 2019; let it be

RESOLVED: That the EDDDA authorizes expending \$2960.00 from FYE2019 Contract Services 297-6100-911-34-90, a carry forward budget item, with C&F Market Research to complete an intercept survey of the East Downtown Dearborn district using two interviewers over the course of four days.

Yes:

No:

Abstained:

Absent:



EXECUTIVE REPORT

09/16/19

DOWNTOWN DEARBORN STEERING & EXECUTIVE COMMITTEE

- See Committee Reports
- Michigan Main Street is coming to us! Please make sure you make time to participate in this working session on Oct. 1 at 3pm at the Dearborn Administrative Center
- Main Street Oakland County has opened up its trainings to Dearborn and the metro area communities. They are offering a training of the “Main Street Refresh” and DDA compliance laws on September 26. See flyer in supplemental materials.
- 2020 Sponsor Package to be released in October. We need Board members to help connect the DDDA to potential sponsors, as well as determine their own participation for 2020.

PROMOTIONS/ORGANIZATION

- Event Analysis for summer events will be provided in October.
- Branding will be presented in October.
- Last call for Shop Small, Trick or Treat and Adopt a Tree Well! Please make sure to sign up or let us know at the meeting.
- Open City entrepreneur event focused on food entrepreneurs with Metromode will be September 26 at the Wagner Place.
- Tanner Friedman coordinated an Instagram promotion that generated new followers. See attached infographic.
- The Michigan Community Development Association will be in town on September 19 & 20 for their annual conference. The DDDA Executive Director will be giving a walking tour on September 19 in the WDDDA; and Freddie Houston of Artspace will be providing a tour on September 20.

DESIGN/ECONOMIC VITALITY

Joint Items

- The next Tackling Vacancies Property Owner Roundtable is scheduled for October 9.
- Creating a plan for bike rack installations for 2020.
- Developing design “cheat sheets” for businesses.
- Received numerous calls and inquiries for interest in the Open Door Dearborn business grant. Developing a community outreach plan to personally visit businesses and review the opportunities. Met with M Cantina to discuss the sidewalk café project.

WDDDA

- Connector Streets construction underway.
- Brady Site – Gateway Redevelopment – Waiting on Plan from MEDC.
- Wagner Place tenants under construction. Wagner Place streetscape to be finished upon completion of DTE connections starting in October-Spring 2020. Pavement markings and landscape materials completed.
- Attended SEMCOG training on TAP grant to continue pushing for funding for Michigan Avenue. Meeting with ECD to be set up to review and set new schedule.

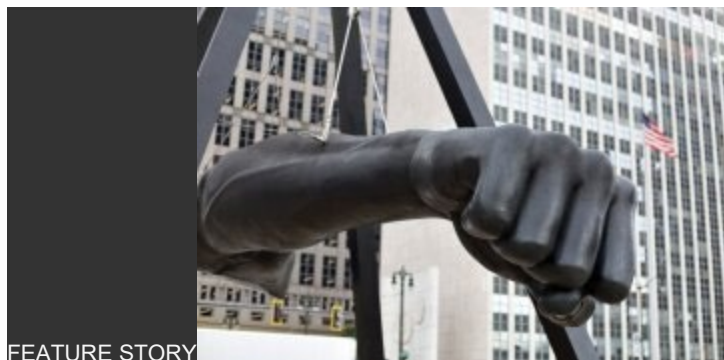
EDDDA

- Schaefer Lighting project – construction to begin by October.
- Sustainable Parking Lot project – held meeting with City team to finalize all elements and determine which items are better as a bid vs. a RFP.
- Alley improvements completed by engineering recently in the EDDDA in the Neckel Parking Lot.
- Artspace Connector is available for leasing and information is available on website.
- Trash Receptacles –installation planned for October.
- Blick is interested in partnering on a mural for the side of their building.

METROMODE STORIES

<http://www.secondwavemedia.com/metromode/cities/dearborn/default.aspx>

ARTS AND CULTURE



FEATURE STORY

More than a Motor City: 5 Metro Detroit walking tours

KATE ROFFTHURSDAY, SEPTEMBER 12, 2019



ENTREPRENEURSHIP

Green Brain Comics celebrates 20 years of putting fans first in Downtown Dearborn

BIBA ADAMSTHURSDAY, SEPTEMBER 12, 2019



ARTS AND CULTURE

PHOTOS: Food and beauty in downtown Dearborn

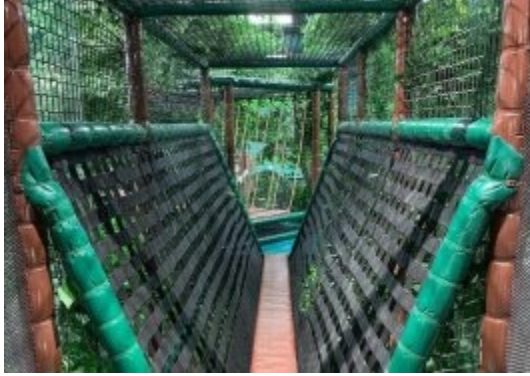
DAVID LEWINSKI WEDNESDAY, AUGUST 21, 2019



COMMUNITY DEVELOPMENT

Streetscape improvements underway in West Downtown Dearborn

MJ GALBRAITH THURSDAY, AUGUST 15, 2019



ENTREPRENEURSHIP

New cafe and children's playcenter hopes to become catalyst for east downtown Dearborn development

MJ GALBRAITH THURSDAY, AUGUST 15, 2019



ARTS AND CULTURE

Q&A: Restaurateur Sam Abbas on his new brunch spot in historic Dearborn hotel

MJ GALBRAITH THURSDAY, AUGUST 08, 2019



ARTS AND CULTURE

Q&A: Dearborn's Black Box Gallery owner Ray Alcodray on embracing creativity and structure

TIMOTHY J. SEPPALATHURSDAY, JULY 25, 2019



DEVELOPMENT NEWS

ENTREPRENEURSHIP

Dearborn's Stormy Records celebrates 20 years of business with concerts, giveaways, and more

MJ GALBRAITHTHURSDAY, JULY 18, 2019



ARTS AND CULTURE

5 ways to enjoy Dearborn in the hot weather

MJ GALBRAITH THURSDAY, JULY 11, 2019



COMMUNITY DEVELOPMENT

From Flat Rock to Northville: New park and miles of trailways announced throughout Wayne County

MJ GALBRAITH THURSDAY, MAY 16, 2019



FEATURE STORY

ENTREPRENEURSHIP

Gâteaux Patisserie brings old-world elegance to West Dearborn

TIMOTHY J. SEPPALAWEDNESDAY, MAY 15, 2019



ARTS AND CULTURE

Panelists discuss artists, business in Downtown Dearborn

STEPHEN KOSSTHURSDAY, JUNE 27, 2019



ARTS AND CULTURE

Dearborn has a wealth of youth programs to combat the 'summer slide'

TIMOTHY J. SEPPALAWEDNESDAY, JUNE 26, 2019



FEATURE STORY

TRANSPORTATION

By connecting people to resources, shared mobility boosts quality of life

BRIAN ALLNUTT THURSDAY, JUNE 20, 2019



COMMUNITY DEVELOPMENT

Four Dearborn businesses that are changing the way we look at old buildings

MJ GALBRAITH THURSDAY, JUNE 20, 2019

DEARBORN BIKE SHARE MEETING

Minutes

August 22, 2019

10:00am

Attendees: Tim Harrison, Sara Gleicher, Marc Brigolin, Patrick Kelsey, George M. (The Henry Ford), Dave Norwood, Cristina Sheppard-Decius, Janet Bloom

AGENDA

Updates? 2019 Plans, Stations & Other Amenities

- A. Homecoming Results/Recommendations - flat tire, one not showing, two you couldn't lock; put out city discount codes and the two closest stations had major issues. There are currently 15 showing "in maintenance" out of 70 bikes in inventory. Maintenance person is part time and can only remove one at a time to work on and store usually. Pat will work with Operations Team. Vandalism noted. bikesupport@zagster.com Connect with Bob on frequency of maintenance and his process and review reports. Next month - add an Ops. person to answer questions.
- B. Coordination of Moving Station in EDDDA – Dave coordinate with DPW - no movement yet on this.
- C. Other Locations & Sponsors?
 - a. Fairlane Town Center – interested in 3 locations – Zagster Coordinating; goal of Fairlane is to get UofM students over to Fairlane. Pat connected with Assad, sent PPT, currently in motion.
 - b. Wagner Place – Chris Small/Jeff Lynch update?
- D. MMTP/Bike Network Update – What's the Communication and Implementation Plan? – Need a summary/powerpoint for DDDAs/roadshow www.walkbike.info/dearborn
- E. Fix It Stations Needed at Monroe/Carlisle & UofM (\$1327 each + install)
- F. Scooters Update - can launch Fall or Spring. Owned by Ford "Spin". UofM and Fairlane in conversation. Can turn off access to areas. Do possible pilot.

2020 Plans – Zagster contract expires June 12, 2020

- A. Adaptive Bikes – Healthy Dearborn follow up/grants? UofM Dearborn interest to collaborate - \$1800/bike; \$3000 new station; needs a dedicated station (twice the dock size as a normal station)
- B. dockless options? Hybrid model (can lock with ulock or on cycle); same cost. Can offer financial incentive if locked at dock.

Marketing & Membership

- A. Blog volunteer? Tim Harrison - in process.

- B. UofM Student Orientation: Sept. 3 (4:30-6:30); Sept. 11 Fall Welcome (11am-1pm) Recognize top 5 riders.
- C. Schedule Social Media Ideas: Need some new ideas for Fall Rides; promotion with UofM Dearborn
- D. Coordinate a UofM/Henry Ford Promotion (Carolyn Ward/Marc) Zagster to ship marketing materials and water bottles to Marc. 1200 participated at ticketed bike event at Greenfield Village (too many).
- E. Survey UofM Riders – Pat to send codes for incentives and provide data/CSD to send survey questions
- F. Open Streets Logistics– Oct. 6 Vernor Hwy. 11am-3pm - SMART to have two busses at Vernor, Recreation doing an activity. 3 hubs of programming in 3 mile route. Will need to set up as system for 8-10 bikes at two stations.

Bikedearborn = ½ off annual membership BY A CERTAIN DATE – PICK DATE.

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

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

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

Downtown Dearborn

Design & Economic Vitality Committee

Minutes

September 11, 2019 @ 2pm

DDDA Office, 13615 Michigan Ave.

Attendees: Mark Guido, Jeff Watson, Hassan Sheikh, Jackie Lovejoy, Mike Kirk, Cristina Sheppard-Decius, Janet Bloom

1 HOT ACTIONS

- **Open Door Dearborn Incentives - have received some responses**
 - Committee Outreach - need to target businesses who could benefit from program; Set up a small business advisory group that helps others. Do a “Business Resource Day” and visit a few businesses. Can also do a general meeting and invite businesses to participate.
 - Education/Resource Teams Approach
 - Funding Opps? MEDC & CRA – status?
- **Open Cities/ Metromode: September 26**
- **Tackling Vacancies Property Owner Roundtable**
 - Set Date (Location at former Nar Bar) - after Oct. 7 (verify certificate of occupancy)
 - [Review Notes](#)
 - Agenda (ie: property owner updates, site presentation, leasing report, property maintenance, Marketing 101) Additional ideas: Sam Baydoun, Hallil from Wayne County, Ara Tapouzian with MVCA, form a panel of realtors, list top 5 items to note with vacant properties

2 Updates & To Do's

a) Public Spaces & Amenities

- i) Trash Receptacles –2nd round – Art Project – proceed?
- ii) Seating at Fishnet Studios/Mural
- iii) City Hall Park Redesign/Stormwater - mid-February to end of April
- iv) Wagner Park Amenities – daily service; umbrellas
- v) Design Cheat Sheets – Need lighting & signage sheets - Nick to do.
- vi) Art in Public Spaces Plan Discussion - Consumers Energy Foundation? Coordinate with Emma Jean
- vii) Sculptures/Art 2020 – meet with Emma Jean - check with Artspace - should have list of original emails from when soliciting artists.
- viii) Suggested to use vacant windows for art, historical pics, contact the DDA.

b) Branding Update 9/26 - verify link on site yet. advisory committee mtg - U of M, Henry Ford and Boards.

c) Incubator/Co-Working Hubs –

- i) Launch Lab Concept – Steps to Bring it to Fruition? Check out Ferris Wheel in Flint

d) Streets Updates

- i) Connector Streets construction underway
- ii) EDDDA Parking Lots RFP for Design/Build – internal meeting Thursday
- iii) MMTP Education/Community Outreach & Coordination

iv) Cultural Trail – status? No updates - do follow up

e) RRC & Development Site Updates

- i) Brady Site
- ii) 5050 Schaefer - Tom Paison has been in regular contact
- iii) Howard; and Between Decks
- iv) RRC List (Façade Targets) -EDDDA <https://drive.google.com/open?id=1VIVN1D1QGcqYv7cACXYFl7w-5Jq2Jpl4>
- v) Suggested to do Visio chart, use a “start up” consultant, do a peer/mentor scenario and pair up people (those who have gone through process. Use SCORE, county, MEDC, banks.

f) On-Deck Planning

- i) Schedule Meeting with Southwest Detroit Business Association/Michigan Ave. Biz
- ii) Downtown Master Plan/Vision Document – bid this out
- iii) RRC - Liquor License Process – needs to be clearly defined locally (single source document); Sgt. Faith

OBJECTIVE	ASSIGNED TO:	NEXT STEPS:	BUDGET/ VOLUNTEER NEEDS/NOTES
Objective: Recruit Businesses (1.75)	Adam/Hassan/ Andrea	TASKS	IMPORTANT DOCS
Ecosystem—Networking/Incubator/Shared Space/Accelerators/ Pop Ups (2)	Hassan/Reaching out for New UofM Rep	<ul style="list-style-type: none"> Recruitment of an Incubator/Co-Working Space Metromode Follow Up Partners Funding!! Hub Location: Commercial Kitchen Needed – <u>Discuss Code Issues in downtown districts</u> 	Metromode DRAFT Summary Launch Lab Framework Launch Dearborn Vision Plan Draft Entrepreneur Ecosystem Committee Notes
Business Start-up/Recruitment Incentive (4.67)	Andrea/Stacey /Steve/Jackie	<ul style="list-style-type: none"> Incentives to Boards Innovate this Space - Recruitment Marketing Campaign with Key Retail Properties - develop <ul style="list-style-type: none"> EDDDA Intercept Survey – Sent for Rebid Vacancy Roundtable – See above 	Open Door Dearborn Vision Vacancy Roundtable Business Promotion Micro-Grant link FINAL Open Door Dearborn Incentive link
Business Assistance Programs/Trainings	Steve/Stacey /Hassan	<ul style="list-style-type: none"> Round Table with Entrepreneurs for Strategy on Needs/Missing Links <u>Website Resource Draft – Partnership to Manage</u> Hubs: Tech Lab @Artspace; Kitchen Connect; FEAST Detroit – Commercial Kitchen Needed 	https://staceygrant1.wixsite.com/launchlab Business Resource Incentives Document
Objective: Redevelop Sites (1.8)	Steve/Doug/ Mike/Jennifer	TASKS	
Redevelopment Ready Marketing of Sites (1.8)	Doug/Steve/Mike/Jennifer	<ul style="list-style-type: none"> PRIORITY 1 SITES: Brady & MI; 5050 RRC NEXT STEPS: Tour of Top 10 Development Sites – <u>schedule with Ford Land</u> – coordinate event - Lease sites (Developer Road Show) & separate development sites (DABOR partnership potential) Howard & Michigan RFP – marketing needed? 	

Design Guidelines/Façade Improvement Program (2.25)	Hassan/ Mike/Steve	<ul style="list-style-type: none"> • Final Guidelines • Sponsor Recruitment/Sale Sheet; • Lending Partners Needed (ie: Comerica, Huntington, Chase) • Meet with CRA Wayne County – HASSAN – Status? • Finalize and Approach Design Assistance Firms – Inquiring with City on any recommended architects 	<p>Candidates for Façade Program: Merchants, Jiu Jitsu, and refer to previous list identified for EDDDA;</p> <p>-FBC Code presentation and user guide;</p> <p>FBC Code</p> <p>-Business Overlay & Sample Guidelines;</p> <p>Committee Notes;</p> <p>Suggested Design Asst. Firms</p> <p>FINAL DESIGN GUIDELINES</p> <p>FINAL INCENTIVE PROGRAM</p>
Objective: Streetscape/Walkability Improvements (4) – 2 votes	Mark G		
Streets		<ul style="list-style-type: none"> • Connector Streets & Michigan Ave • Multi-Modal Plan – (Jeff) • Amenities for Spring 2019 <ul style="list-style-type: none"> ○ Trash Cans Spring 2019 ○ Tree Well Planters/Sidewalk Cafes ○ Mural Seating Area – need concept design (volunteer?) • Artspace Landscaping/Campus Plan – discussed preliminarily with Kim Moore <ul style="list-style-type: none"> • Schaefer Lighting – contract in process • Bike Share Spring 2019 launched 	<p>Presentation for Connector Streets & Michigan Ave.</p> <p>MMTP draft plan link</p> <p>Tree Well Overview</p> <p>Overall Rendered Plan</p> <p>Schaefer Rendered Plan</p>
Public Spaces		<ul style="list-style-type: none"> • Sidewalk Café/Design Cheat Sheets - SmithGroup • Alley in AANM Lot – need concept – part of Parking Lot CIP • Wagner Place Event Amenities 2019 - SmithGroup <ul style="list-style-type: none"> • Art in Public Spaces Plan – 2020 • Sculpture Initiative 2019 confirmed 	<p>Using Public Sidewalks How To Sheet DRAFT</p> <p>FYE2020 - Art In Public Spaces Plan budgeted</p>
Objective: Branding (2.6)	Cristina	Draft Summary of Visioning & Survey Summary	www.brandingdearborn.com
Wayfinding (3.83)		June 20 Information Session	

Downtown Dearborn Promotions Committee Minutes

Meeting Date:
August 28, 2019
10:00 am

Meeting Location:
DDDA Office
13615 Michigan Avenue

Attendees: Christine Sickle, Maryanne Bartles, Julie Schaefer, Katie Merritt, Julia Kapilango, Jeff Watson, Sam Abbas (in at 10:36 am), Jean Smith, Janet Bloom

- I. Mobileteer App - Daniel, sales rep. from Mobileteer, presented the application to attendees and discussed how it maps location of business, provides real time sales, 12 month results of sales, immediate change of sales if promotion not doing well. Can capture data. Cost around \$100-\$200 per business to participate. Most of meeting time on this item
- II. 2020 Calendar
 - a. Review Submittal to Mary - final due by Sept. 10. DDAs events sent over already.
 - b. Send Dates to TF- need to do
 - c. WDIV Advertising Opp - Sam A. suggested getting other package prices from other media outlets to determine best course of action.
- III. Third Quarter Events – Planning & Recruitment
 - a. Sign Up Deadline – September 5
 - b. Action Plans Needed - Jean S. currently working on.
 - i. Beer Crawl - happening 9/21 - DDA not currently involved -tickets on Eventbrite = \$64. 6-9:30 pm.Michigan Beer Tour Co. - meet at Wagner Parking Deck.
 - ii. Fall Perennial Exchange
 - iii. Trick or Treat*
 - iv. Adopt a Tree Well*
 - v. Doggone Dearborn – reach out to Animal Shelter to run
 - vi. Pumpkin Carving*
 - vii. Shop Small*
 - viii. Winterfest Market / Open House* (include Fishnet Studios)
- IV. Impact Analysis & Final Expenses

- a. Prepare All Summer Final Analysis by Sept. 6
- V. Photography – September 18 (and 20th is rain date) – downtown lifestyle shots outside on the streets -- **need 5-6 diverse, volunteer models**, and 2-3 business owners per district 11am-3pm
- VI. Volunteer/Committee Needs
 - a. Volunteer Recruitment
 - i. Volunteer Fair at Esper Library – Sept. 30th
 - ii. Student Fairs at UofM Dearborn – Sept. 3 & 11th
 - b. Current Committee/Event Needs – Chairpersons for Shop Small & Winterfest
 - c. Volunteer Management Plan:
 - i. Sign Up Banner/A-Frame for Events
 - ii. Volunteer Manual (August Completion) – needs to include executive summary, quick overview of work flow - Janet still working on.
 - iii. Outreach Plan (Develop Target List) – Ideas: Senior Housing/ATA, Corporations
 - iv. Tracking Form - <https://forms.gle/CFr83W2ffJ53CrYp7>
 - v. Maestro Update –
 - d. Volunteer Training
 - i. Schedule Board Training (Quarterly)
 - e. Volunteer Recognition Event:
 - i. Schedule/Confirm – December Open House
- VII. 2020 Sponsorships
 - a. [Target List](#)
 - b. Sponsor Ideas: Kidcadia, Blick, HFC, Dearborn Fresh, Gafari, Dearborn Credit Union, AAA
- VIII. Metromode Contract
 - a. Approved for next 3 months
- IX. Branding Update
- X. Social/Online Communication
 - a. Business & Community Leader Profiles: Interns and TF to flush out further
 - b. Student Instagram Take Over – re-earth in the Fall

DATE	EVENT	HASHTAG	CHAMPION
February 10-16, 2020	Dearborn Restaurant Week	#DRW2020	Sam Abbas

March	Reading Month		Maryanne Bartles
April	Art Month		Emma Jean Woodyard
April 13	Martian Marathon		Mo Hider
May 1	Ladies Night		Chris Sickle
May 4	Free Comic Book Day		Katie Merritt
May 18	Spring Perennial Exchange		Katie Merritt
June 7	Wagner Park Opening Day	#WagnerPark	Ford Land
June 7 – Sept. 27	Farmers Market	#DFM	Jean Smith (need a chairperson)
June 7, July 12, Aug. 9	Kids Days	#KidsDays	
June 5-July 10	Music in the Park	#MIP2019	Julia Kapliango
June 14, July 19, Aug. 16 & Sept. 13	Movies in the Park (West & East Alternate)	#Movies2019	
June 14 – Aug. 30	Trenchtown Festival	#TrenchtownFest	Kalette Willis
June 15	Farm to Table	#DearbornF2T	Maria Marzolo
June 28, July 26 & Aug. 23	Friday Nites	#FridayNites	Jim Jernigan
July 17-Aug. 21	Jazz on the Ave	#JazzAve2019	Kalette Willis
July 16 – Aug. 20	Tunes at Noon	#TunesatNoon	
Sept. 14	Fall Perennial Exchange		Katie Merritt
Oct. 19	Pumpkin Carving		
Oct. 26	Trick-or-Treat	#DearbornTreats #TrickorTreat	
Oct. 26	Doggone Dearborn		
???	Beer Crawl		Lynette Downey
Nov. 30	Shop Small	#ShopSmall	
Dec. 14	Winterfest Market	#DWM2019	

DOWNTOWN DEARBORN STEERING COMMITTEE

September 11, 2019

Attendees: Mark Guido, Hassan Bazzi, Mike Kirk, Jackie Lovejoy, Jeff Watson, Cristina Sheppard-Decius, Janet Bloom

- I. DDI Formation/Exploration Actions
 - a. Partner Engagement Recruitment - select larger Dearborn employers
 - i. Letter of Request
 - 1. List supporting partners? Key Stakeholders?
 - 2. Reposition Letter (shorter/sweeter) & add a successes/overview sheet
 - ii. Fund Development
 - 1. Review Sponsor/Partner Worksheet – Identify/Prioritize - take a few days to review and get suggestions back.
 - 2. What's the Value Proposition? What do you think they will want? - Need to know their motivation to participate. Goodwill plays a part in being in something larger than yourself. Finalizing package - will be ready to go out in October.
 - 3. Grants/Foundation Research (need help)
 - a. Suggested: Ford Fund, University, DTE, Kresge, ACCESS, LAHC - also Community Foundation of SE MI. Would do we need to meet with - set meetings in October.
 - 4. Open Doors/Conversations - all play a role in connecting our organization to area employers and foundations.
 - b. Michigan Main Street Work Session – Oct. 1
 - i. Treasury Inquiry - call has been made to connect with Dept.



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

- ii. Agenda Topics: Placemaking document, structure, MS Benefits, Commitments/Requirements, Changing the Volunteer Culture, Benchmarking & Other Community Experiences
- iii. What Would we Want to Change on the Benefits/Technical Assistance Services Agenda provided by MS?

II. Board Training – set date - looking at October

III. Next Steps

- a. Michigan Avenue and Downtown Vision Plans – proceeding with RFP
- b. Service Agreement (emailed Licia)
- c. By-Law draft



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

- Partner Engagement Recruitment
- Collaborative Budget
- Enact Engagement & Communication Plan
- By-Laws
- Vision Document

JOINT DDDA EXECUTIVE COMMITTEE MEETING

Minutes

September 9, 2019

5:30pm

Attendees: Scott Saionz, Sam Abbas, Jim Jernigan, Cristina Sheppard-Decius, Janet Bloom

1. JOINT BOARD MEETING AGENDA ITEMS

- a. CTM Brochure Distribution for Fall/Winter rack cards/brochures - Good partnership, continue with program; split costs with EDDDA, WDDDA, DPI, and Chamber as we have in past.
- b. Winterfest Market - Jean wrapping up rest of vendors. Scott S. asked for tables, centerpieces, and table cloths.
- c. Addendum to Movies in the Park - Facebook line item - adding line item for advertising that was inadvertently left off first Movies in the Park resolution. Scott S. asked office to consider LinkedIn, Instagram, and other social media options since Facebook is having privacy issues.
- d. Interim Design Items (Display Boards for UofM Dearborn student fairs, HF Giant Screen ads)- Bright Sky Graphic Design for two Display Boards and Henry Ford Giant Screen ads. Scott S. mentioned not seeing ad last time at movie - will need to double check proof of performance.
- e. Snow Removal - bids due back Wednesday, September 18 at 3 pm. Scott asked that they remove snow to connect EDDDA and Georgetown condos.
- f. DRW website hosting & maintenance - bundle with Essential IT to be more efficient with our services. Scott S. requested gluten free options be advertised during DRW.
- g. Holiday decor- currently counting inventory; goal is to add more lighting to fill out trees, more items in City Hall Park, and add to new light poles with power and replace missing or damaged items.
- h. Banners - order new ones to replace damaged banners; plan to make request at next board meeting for branded Spring banners to get a start on those items.
- i. Scott S. asked to add tables by Fish Market. Kind that bolt into ground.

2. EAST ONLY AGENDA ITEMS

- a. Street Trees - ten trees needed for ten tree wells.

3. WEST ONLY AGENDA ITEMS

- a. Farmers Market website hosting/maintenance - approve cost of Essential IT service of FM website.

4. EXEC COMMITTEE DISCUSSION ITEMS

- a. Fund Development Strategy - see attachment for break out of strategy on how to fundraise to meet the goal of \$222,000. Need to think bigger and more impact and Cristina will work on training people on how to do the ask. Be smart about connecting to decision makers and help in closing the deal.
- b. Michigan Main Street Meeting Oct. 1 at 3pm - Scott S. unable to attend
- c. Board Training - October training - open to new and current board members. Date TBD.
- d. Enforcement/Code Issues- Keep Nick on as a monthly update at Joint Board Meetings and available for questions.
- e. Upcoming Contract RFPs/Bids
 - i. Communications & Marketing – (Tanner Friedman expires January 19, 2020) Need to review amount but keep same deliverables and see if city can help support funding.
 - ii. Executive Management (contract expires December 31) - meetings have been happening reviewing this RFP. Should be available soon.
 - iii. EDDDA Parking & Alley Project - added 4th zone by Kidcadia.
 - iv. EDDDA City Hall Park Redesign
- f. EDDDA Updates
 - i. Litter/Debris Schedule - Contract - currently out 2x a week; would like to increase that to 4x a week.
 - ii. Lighting on Schaefer Schedule - two more weeks.
 - iii. Intercept Survey - consider putting in Google Forms and buy Ipads to facilitate survey. Still reviewing options.
 - iv. 2 Mill Levy - approved in city budget. They need to get it passed. Call into State Treasury for further details.
- g. WDDDA Updates
 - i. Parking Study/Plan - discussing with Fordland.
 - ii. Connector Streets Construction Update - Howard - parking signs - need to check on.



WORKSHOP

DDA Refresh:

BEST PRACTICES TO KEEP YOUR
COMMUNITY IN COMPLIANCE
AND IN THE KNOW

SEPT **26** 2019

8:30 a.m. to Noon

Register Today:
AdvantageOakland.EventBrite.com

The University Center | 3350 Auburn Road
Auburn Hills, MI 48326

Cost: Free | Registration required by Sept. 23

Downtown Development Authority (DDA) laws, rules and regulations have been in flux over the past few years in Michigan. Changes to reporting, who can opt in and out, and other facts every DDA should know have come fast and furious.

Join Main Street Oakland County and the Michigan Downtown Association for a half-day overview on the best practices to keep your local DDA in compliance and in good standing with the State of Michigan:

- What's new
- Actions to avoid
- DDA Boards
- TIF law - PA 57
- Updating your TIF Plan and Downtown Development Plan
- Strengthening your partnership with your city and council
- Creating a plan and sticking to it
- Involving the right stakeholders
- What the best functioning DDA's have in common

Who Should Attend

- Main Street, Downtown Development Authority and Non-Profit Organization Leaders, Staff, Boards and Volunteers
- City, Village and Township Elected and Appointed Officials, Boards and Staff

Questions? Contact Annaka Norris

norrisa@oakgov.com | (248) 858-5447



Open City: Taste the Dearborn Experience will take place **Thursday, September 26 from 5:30-7:30pm.**

This event will feature a panel discussion atop the Wagner Place (West). Enjoy the up and coming Downtown skyline, good eats (and drinks); and, learn what's attracting food entrepreneurs to the area + the driving force behind recent business expansions.

This is the second event in a 3-part Open City Dearborn series, presented by Build Institute, in partnership with Metromode Media and Dearborn DDAs. The series aims to shine a spotlight on Dearborn's unique community of entrepreneurs; and, the influx of new businesses looking to setup shop in the area.

We need your help to promote this event to the greater Dearborn and metro Detroit areas. Please take a moment to share the event on your social media channels and via email by clicking the links below. The media kit includes language to promote the event along with links to RSVP.

Listed below is also a flier to forward to your networks. We will continue to send reminders and eblasts to promote this event over the next few weeks. Please let me know if you have any questions.

[Facebook event](#)
[Registration link](#)
[Media Kit](#)





**Michigan Community
Development Association**
Building the future of Michigan's communities

Michigan Community Development Association
Fall Annual Conference
Michigan Communities
Get it Done! Make a Difference!

September 18-20, 2019
Dearborn, MI



www.mcdahome.org



Wednesday, September 18

3:00-4:30 pm Fair Lane Tour - Home of Clara and Henry Ford

Location: Fair Lane Home, 1 Fair Lane Dr., Dearborn, MI (Transportation to the event is on your own.)

Fair Lane was more than just a home. It was a place where they took simple ideas and turned them into actions that opened the highway to all. More than 100 years later we are bringing back Fair Lane to be a place of discovery, exploration and inspiration. Come join us for a private tour of the estate and current restoration projects.

6:30-8:30 pm Meet and Greet

Location: Grille39, DoubleTree Hotel Lobby Restaurant

Come early and settle in for the night at the hotel while networking with fellow industry professionals. Enjoy drinks, grab a meal, and converse with fellow MCDA members. (Food/beverage not included in conference registration.)

Thursday, September 19

8:00-9:00 am Registration & Continental Breakfast

9:00-9:30 am Conference Kickoff and Welcome

Speakers: Christopher Klimchalk, City of Dearborn Heights, MCDA Chairperson; Daniel Paletko, Mayor of Dearborn Heights, and John O'Reilly, Mayor of Dearborn (Invited)

9:30-10:45 am

IDIS 101: Navigating the Integrated Disbursement and Information System

Speaker: Cynthia Vails, Financial Analyst, HUD, Detroit Field Office

As a nationwide database, the Integrated Disbursement and Information System (IDIS) provides HUD with current information regarding the program activities underway across the Nation, including funding data. HUD uses this information to report to Congress and to monitor grantees. In this session, HUD staff will address common concerns when utilizing this mandatory reporting system with a focus on basic IDIS tools and techniques.

Affordable Housing Development: Boot Camp Basics

Speaker: Luke Forrest, Executive Director, CEDAM, Kirsten Elliott, Vice President of Development, Community Housing Network, and Dorla Bonner, Community Development Manager, City of Kalamazoo

Since its inception, the Community Economic Development Association of Michigan (CEDAM) has hosted an annual Real Estate Development Boot Camp training teaching the fundamentals of the affordable housing development process from start to finish. In this session, CEDAM's trainers and Boot Camp alums will share highlights of the major lessons from the week-long training and the roles of the key players in the process. Whether you're a municipal community development practitioner or a developer, there's something to learn. There will also be an opportunity for you share ideas about making the CEDAM Boot Camp more useful for MCDA members.

Combining Common Standards During Inspections

Speaker: Steve Swan, Interim Building Safety Manager, City of Lansing, Jake Gleason, Western Regional Coordinator, ETC Group, Roxanne Case, Interim Executive Director, Ingham County Land Bank Authority

This session will feature a guided panel discussion from professionals in three different areas of consideration for professionals conducting inspections in residential rehabilitation projects. Through interactive dialogue with representatives from code compliance, lead inspection, and rehab program management, attendees will explore how common items in these areas can be most efficiently addressed.



10:45-11:00 am Break

11:00 am-12:15 pm

HUD-CPD Monitoring Overview and Summary Results

Speakers: Mark Sorbo, and Ellen Chung, Program Managers at the HUD-CPD Detroit Field Office

This session will include summary information on the HUD monitoring process, with a focus on the Community Development Block Grant (CDBG), HOME Investment Partnerships (HOME), and Emergency Solutions Grant (ESG) programs. A review of common program issues identified in HUD Monitoring Reports completed throughout the State of Michigan over the past few years will be provided, along with common corrective actions provided to resolve monitoring findings and concerns. All monitoring result information presented and discussed will be based on summary-level data and not specific to any individual HUD grant recipient. An opportunity for further discussion of general monitoring activities through participant questions and answers will be included, but please refrain from discussing specific matters related to any HUD monitoring activities at your organization.

Ending Veteran's and Family Homelessness

Speakers: Vera Beech, Executive Director, Community Rebuilders and Anna Diaz, Chief Operating Officer, Community Rebuilders

Community Rebuilders is dedicated to ending homelessness in Kent County using a strengths-based, housing first model. As a leading rapid re-housing service provider, Community Rebuilders is experienced in McKinney-Vento homeless assistance programs (CoC/ESG) and HOME. Community Rebuilders spearheaded the Grand Rapids Area Continuum of Care Ending Veteran Homelessness Committee to become the first county in Michigan to reach functional zero in 2017. Now with a \$5 million grant from the Bezos Day 1 Families Fund, Community Rebuilders will partner with community agencies and institutions to end family homelessness in Kent County. This session will highlight Community Rebuilders programs using HUD funds, proven strategies, and new innovative work that seeks to ensure homelessness is rare, brief and one time.

Pros and Cons of Window Replacement

Speakers: Bryan Dryer, Housing Rehab Agent, City of Lansing

A written scope of work for housing rehab projects frequently involves old windows that are experiencing different types of deficiencies. Whether it's lead-based paint and related dust, or weatherization and moisture infiltration, or broken glass and rotting wood, there are lots of reasons to include window work in your specs. Attendees at this session will participate in a focused discussion about the various reasons that windows need attention, and what the costs and benefits are of replacing them from the perspective of lead safety, code compliance, and contractor scheduling and fees.

12:15-2:00 pm Lunch Keynote

The Lennon Center

Speakers: Katherine Quintana Lennon, Director of Development & Outreach and Christina Hall, former Lennon Center client

2:00-3:15 pm

Uniform Guidance

Speakers: Bill Tucker IV, CPA, Principal, Maner-Costerisan

The Office of Management and Budget's (OMB) Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (commonly called "Uniform Guidance") was officially implemented in December 2014 by the Council on Financial Assistance Reform. This session will guide grantees in aligning your procurement procedures with the Uniform Guidance.

Foundation for Excellence Grant

Speaker: Bobby Hopewell, Mayor of Kalamazoo

Mayor Hopewell of Kalamazoo, MI will share his experience of working with local philanthropists to bring funds to the City to impact residents and government sustainability.

Technical Assistance for Roofing Projects

Speaker: TBD

Damaged roofing components can mean significant hazards and major costs for a housing rehab project, so it's important to know exactly what to look for when conducting your inspection. Attendees at this session will hear about the most common deficiencies that might be encountered during an inspection, related problems to look for once these issues are identified, and what the regulatory requirements are for repairing, replacing, or rebuilding a dwelling's roof.



3:15-3:30pm Break

3:30-4:45 pm

MSHDA Neighborhood Enhancement Program Grants

Speaker: Tonya Young, Portfolio Management Manager, MSHDA

The NEP program can financially assist high-impact, innovative, neighborhood housing-oriented activities that benefit low and moderate income areas and residents. There are three eligible neighborhood components: 1) Neighborhood Beautification; 2) Neighborhood Public Amenity Enhancements; and 3) Housing Enhancements to owner-occupied single-family homes. All three components are designed to fund tangible housing-oriented activities that are: implementation ready; highly visible; impactful to the neighborhood and resident's quality of life; holistically/community focused; and where there is buy-in and demonstrated support within the neighborhood and community.

The NEP program's primary goals are to identify and fund innovative activities to address a neighborhood's specific needs; assist and then showcase Michigan neighborhood(s) where people are engaged and facilitating change; and to provide funding to facilitate and implement activities.

Social Media Strategies: Good Communication for a Better Government

Speaker: John Zadikian, CEO, Zadikian Multimedia

This session, hosted by the Dearborn Area Chamber of Commerce 2019 Small Business of the Year, will detail strategies to use social media platforms to promote federally funded and grant funded programs to your residents, educate the public and promote policies and processes for better government

Technical Assistance for Electrical Concerns

Speaker: William Runge, Master Electrician, Bayview Electric

What are the requirements for two prong outlets? Do you need to upgrade a home's 60 amp service? Where and when are GFCI outlets required to be installed, and do they have to be grounded? This session will discuss common electrical issues when rehabilitating existing structures, including frequently encountered hazards, the most common upgrades that are needed to meet code, and some of the myths about costly upgrades that might not be necessary. Bring all your electrical questions and issues to this session and you will leave with answers!

5:00-6:00 pm West Dearborn Walking Tour *(Transportation to the event is on your own.)*

Meet in the Hotel Lobby; tour leaves promptly at 5:00pm

This guided walking tour of downtown West Dearborn will be led by East/West DDA.

6:00-8:00 pm Reception at Ford's Garage *(Transportation to the event is on your own.)*

Friday, September 20

8:00-9:00 am

2019 MCDA Annual Membership Meeting & Breakfast & Keynote

Speaker: Keith Hernandez, CPD Director, HUD Detroit Field Office

Everyone is invited to enjoy breakfast and the general membership meeting. The business meeting for MCDA members will start at 8:15am and will include annual board elections.

9:00-10:30 am

Welcome to the Land of "OZ"

Speaker: Keith Hernandez, CPD Director, HUD Detroit Field Office

The Opportunity Zones incentive is a community investment tool established by Congress in the Tax Cuts and Jobs Act of 2017 to encourage long-term investments in low-income urban and rural communities nationwide and to spur investment in undercapitalized communities. Mr. Keith Hernandez, AICP, Director, Community Planning and Development, HUD Detroit Field Office, will provide an update on Opportunity Zones and the program's relationship with HUD programs.



CDBG Roundtable Discussion

Moderator: Christopher Klimchak, MCDA Board Chair

Everything you always wanted to know about CDBG but were afraid to ask. By request from our membership, please join fellow colleagues and a seasoned panel of community development professionals as we tackle hot topics and open up with questions, comments and concerns that affect our day-to-day relationship with the Community Development Block Grant program.

Housing Rehabilitation and the SHPO

Speaker: Robbert McKay, Historical Architect, Michigan State Historic Preservation Office

This session will feature a guided discussion of the HUD Section 106 historic preservation review process, and gaining familiarity with the Secretary of the Interior's Standards for Rehabilitation that guide it. Attendees will learn about what expectations for housing rehab projects, both from an inspection perspective and when including historic components in developing scope of work for projects.

10:30-10:45am Coffee Break

10:45 am-12:00 pm

Analysis of Impediments to Fair Housing Choice

Speakers:TBD

HUD suggests that jurisdictions conduct or update their Analysis of Impediments (AI) at least once every 3 to 5 years (consistent with the Consolidated Plan cycle). This session will discuss the requirements and policy for the AI in your community.

How to Read Your Lead Inspection/Risk Assessment Report

Speaker: Matt Duncan, Lead Regional Field Consultant, MDHHS - Detroit

A better understanding of what a lead inspection/risk assessment report says will help you write better and more accurate project specifications. This session will help attendees understand the ins and outs of a risk assessment report including what is and is not lead-based paint, what do you do with painted surfaces that are not tested, finding the location of lead-based paint hazards, what a positive reading represents, and the pros and cons of methods used to address lead-based paint and lead-based paint hazards.

Artspace, City Hall Lofts Tour (Transportation to the event is on your own.)

Tour Guide: Freddie Houston, Artspace.org

City Hall Artspace Lofts is a mixed-use, community arts campus, featuring 53 affordable live/work units for low-income artists and their families located in two historic buildings – the former Dearborn City Hall and the West Annex located at 13615 Michigan Avenue in east downtown Dearborn.

The campus also will feature nearly 20,000 square feet of commercial space in the Concourse Building that connects the residential spaces. This unique, expansive space will become a center for creative entrepreneurship, artistic and cultural collaboration. It will feature an artist-in-residence unit, a business incubator, work studios, corridor galleries, and office space for creative businesses. In partnership with the City of Dearborn, the East Dearborn Downtown Development Authority (EDDDA), Wayne County, ACCESS Growth Center, Arab American National Museum and other local and regional organizations, City Hall Artspace Lofts will open creative and economic opportunities for the entire metro-Detroit region.

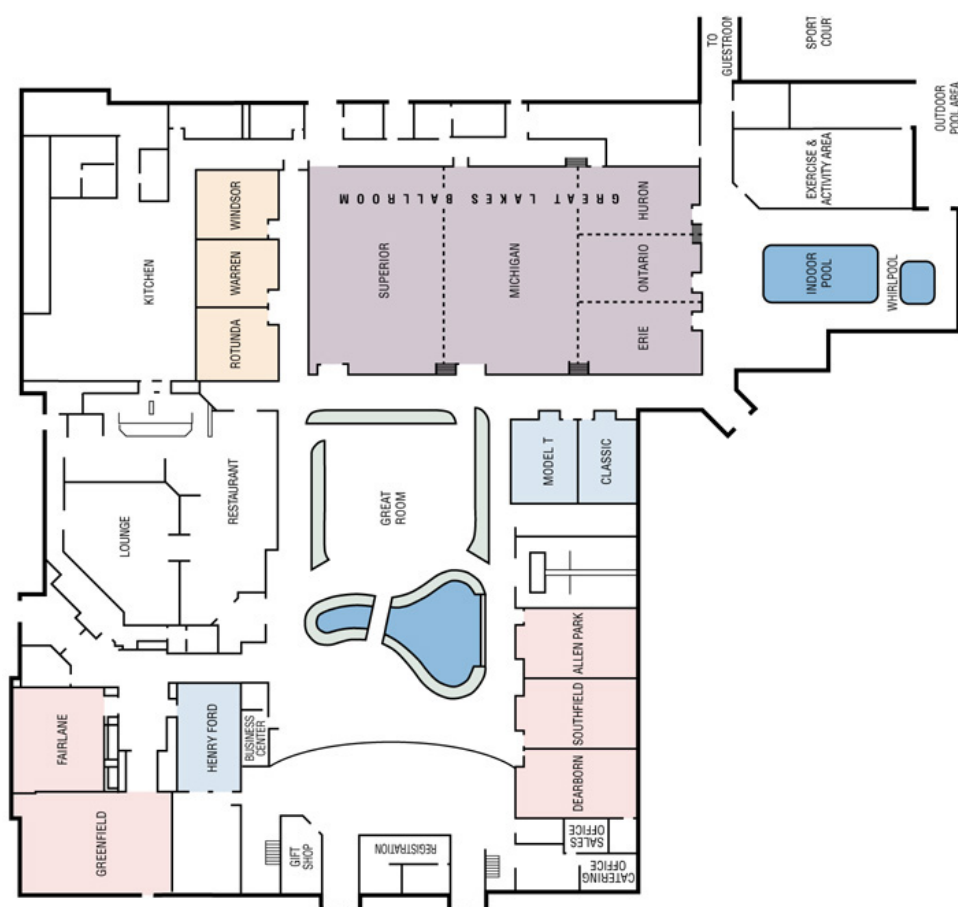
12:00-1:30 pm Lunch Keynote

Speaker: Lt. Governor Garlin Gilchrist II (Invited)



Notes:

Doubletree Hotel Map



**SAVE
THE
DATES**

MCDA Winter Technical Assistance Conference
December 4, 2019 | Lansing | www.mcdahome.org

MCDA Spring Technical Assistance Conference
March 19, 2020 | Lansing | www.mcdahome.org

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Zagster CONTEST

#BIKEDEARBORN

4 WEEKS



4 WINNERS

2,122

TOTAL REACH

151

ENGAGEMENTS

42

NEW FOLLOWERS

