



EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING

THURSDAY, SEPTEMBER 17, 2020

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

Via Zoom

Join Zoom Meeting

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

Meeting ID: 433 224 302

Password: 844577

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

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

- I. Call to Order** Chairwoman Sam Abbas
- II. Roll Call** Secretaries Merino & Lynch
- III. Joint Meeting Chair for September 2020: Sam Abbas**
- IV. Approval of the August 2020 Meeting & Special Meeting Minutes**
- V. Treasurer's Report** Finance/Treasurers
- VI. Action Items** (40 min.)
 - A. Regular Action Items**
 - 1. Joint Board Actions**
 - a) PR Contract 2020/21
 - b) Snow Removal Contract 2020/21
 - c) Adopt-a-Tree Well Signage
 - d) Shop Small
 - e) Board of Directors Dishonesty Bond
 - f) CTM Brochure Printing
 - g) MDA Annual Conference
 - h) Vision Plan Flyer Mailing
 - 2. WDDDA Actions Only**
 - a) Farmers & Artisans Market Extension
 - b) Winterfest Market
 - 3. EDDDA Actions Only**
 - a) Winter Breeze
- VII. Committee Reports** (20 min.)
- VIII. DDDA Executive Management Team & ECD Reports**
- IX. Call to Board of Directors**
- X. Call to Audience** 3 min./guest
- XI. Adjournment**

AGENDA OVERVIEW

JOINT ACTIONS

PR Contract 2020/21

The DDDAs solicited proposals through City Purchasing for Public Relations Services for a one-year contract with **four** one-year renewals. The DDDAs have budgeted \$80,000 annually (\$40,000 each) for PR services.

Nine proposals on the original solicitation were received, each voting member reviewed the submitted proposals and met to discuss them at the evaluation meeting where after they submitted their scores for each proposal. The top 3 scores ranged from 83,80, and 79 therefore felt it was necessary to shortlist these vendors due to how close they were.

Once shortlisted, a zoom meeting for each of the respective vendors was held to provide an overview of what they proposed, as well as to answer any questions the evaluation team had. After the meeting concluded, each voting member provided their scores for each of the respective shortlisted vendors.

OneMagnify is the highest rated vendor. In order to enter into contract negotiations, the Boards must authorize awarding the contract to OneMagnify. The cost is shown below. Considering this is significantly higher than what is budgeted annually, the DDDAs may either prioritize the greatest needs for this year or amend their budgets to reflect the proposal. The specs are also attached for your review and consideration. Since we are already part-way through the fiscal year, the DDDAs do have some room to be flexible in the first year. The DDDAs may also look at adjusting future budget years to meet the needs and scope of work.

At this juncture, Executive Management is recommending the attached resolution to authorize the awarding of the contract to OneMagnify with final contract terms to be brought back to the Boards for approval. The Executive Management Team and Executive Committee will then meet to discuss priorities, and then the Executive Management Team will meet with the vendor to negotiate terms.

Monthly Cost	\$ 20,267.00
Annual Cost	\$ 243,204.00
Discovery/Strategy	
One Time Setup	\$ 39,730.00
Strategy 1	\$ 32,520.00
Strategy 2	\$ 55,140.00
Strategy 3	\$ 55,320.00
Strategy 4	\$ 38,424.00
Strategy 5	\$ 18,264.00
Strategy 6	\$ 22,896.00

Strategy 7	\$ 20,640.00
Expenses (travel, supplies,) etc	\$ 60,000.00
Content Creation	
Media Budget	
Total	\$ 342,934.00
5 - Year Total	\$ 1,255,750.00

Snow Removal

It is recommended to renew the snow removal contract with Premium Lawn this year (second year of contract). While last year was not an extremely heavy snow season as in years past, Premium did correct their previous issues in the years past and did provide services per the scope and satisfaction of the Executive Management Team in 2019/20. As discussed at budget time, it was also determined that the cost for snow removal around the perimeter of the parking lots would be transferred to the Parking SAD fund. Parking lots and City properties such as the Wagner Parking Deck, Commandant's Quarters and Bryant Branch Library are directly funded by DPW. The DDDAs are responsible for sidewalks, alleys, pocket park, City Hall Park, removal along W. Village Drive between Howard and Mason, and parking bays where/when needed.

The breakdown is as follows:

EDDDA Cost	EDDDA SAD Parking	DPW
\$25,000	\$20,000	\$27,365
WDDDA Cost	WDDDA SAD Parking	DPW
\$36,500	\$9,500	\$18,145

Adopt-a-Tree Well

Annually the DDDAs promote an adopt-a-tree well program in the districts where businesses, organizations and residents can support the downtown by adopting a tree well to decorate for the fall season. Since there is a new brand for Dearborn, new Adopt-a-Tree Well signs are needed to indicate the sponsor locations. A resolution is attached for the printing of the signage.

FYI - This year, we are also tying it into a scavenger hunt in the downtown in lieu of the annual Trick-or-Treat event due to COVID-19. Businesses can participate in the scavenger hunt by placing a Downtown brand sticker/logo in their window or in their place of business as well as decorating windows for the fall, and then families will have the opportunity to hunt for those logos, share on social media and enter to win gift certificates.

Shop Small

Each year the DDDAs promote Small Business Saturday with its Shop Small program that encourages shoppers and diners alike to keep it local and earn a chance to win gift certificates and gift packages from local businesses. Because online purchases continue to

increase and with the changes in consumer habits due to COVID-19, the Promotions Committee recommends shifting some of its advertising dollars to online media, streaming apps and TV/Cable. It also recommends digitizing the passport program used annually so that consumers can easily participate whether they shop in-store or online. The annual budget is \$14,000 split equally between the DDDAs. While the Event Manager is still working to compile all aspects of the advertising components, there are a few items that are needed for approval to get the promotions started. Those items are in the attached resolution.

Board Dishonesty Bond

As recommended by Legal, every three years, the DDDA Boards need to renew their Dishonesty insurance bond to protect the Board from malfeasance. The resolution is attached.

CTM Brochure Printing

The DDDAs use CTM for brochure distribution to over 100 visitor and tourist locations such as hotels, transit stations, airport, and attractions in the Metro Detroit area with generally about 40,000 brochures/rack cards distributed throughout the year. Due to COVID-19, distribution halted as did billing/costs, but it has recently resumed over the last month and distribution is increasing. The contract runs through November 2020, and an updated rack card is needed. A short run of 10,000 rack cards are recommended to disburse to the visitor locations. The rack card promotes our fall/holiday events, and simply directs people to find more details online. A QR code will also be added to direct people to a specific page on the Downtown Dearborn website, which will provide some help in determining usage of the cards. At this point, we only need approval for printing the cards with a new vendor. A new vendor has been selected that will work within our payables practices and delivers to CTM.

MDA Annual Conference

The Michigan Downtown Association will hold its annual conference virtually on November 5 & 6, 2020. The MDA is offering a special sponsorship for communities of \$300 for three registrations and marketing opportunities in its website, social media and during the conference with a video feature. We ask that Board members determine if they would be able to attend the virtual conference and notify the Executive Management Team. The resolution attached authorizes the expenditure.

Conference Information:

Michigan Downtowns: Ever Changing, Ever Essential.

The Resiliency & Strength of Downtowns, Now and In The Future

This year, the MDA is celebrating its 40th Anniversary. Downtowns have seen tremendous change over the last four decades, but one thing remains constant- the need for strong downtowns and strong downtown management. Join this two-day virtual event that highlights Michigan communities, experts in the field of downtown management, and downtown success stories.

Featured Speakers:

Pam Lewis, Director, The New Economy Initiative

Tripp Muldrow, Arnett Muldrow

Chuck Marohn, Strong Towns

Vision Plan Flyer Mailing/Labels

In an effort to expedite distribution of the vision plan informational flyer/postcard, mailing directly to businesses would be a maximum of \$200 split equally between the DDAs. Resolution is attached authorizing the purchase.

WEST DDDA ACTION ITEMS ONLY

Farmers Market Extension - Fall Harvest

The Promotions Committee recommends extending the Farmers Market until the end of October to continue creating a draw for consumers to visit the downtown and a festive fall environment. Current vendors, as well as new ones, will be added to the line-up. Additional expenditures to promote the activity will be necessary, which are included in the resolution attached. However, the costs will still be within the total event budget for the year.

Winterfest Market

The WDDDA will host the Winterfest Market on December 12 on West Village Drive/Wagner Park. The WDDDA budgeted \$15,000 for the event. Resolution is attached for some of the items needed for the event to date. Additional items follow in October.

EAST DDDA ACTION ITEMS ONLY

Winter Breeze

The EDDDA will host Winter Breeze, an artisan market and showcase, at Artspace on November 28, Small Business Saturday. The EDDDA budgeted \$15,000 for the event. Resolution is attached for some of the items needed for the event to date. Additional items follow in October.

Financial Statement Summary		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Revenue								
297-0000-311.40-00	Property Tax Capture	\$ 359,405	\$ 366,558	\$ 386,700	\$ 386,700	\$ -	\$ -	\$ 386,700
	Brownfield Tax Capture	464,099	448,590	456,900	456,900	-	-	456,900
	Tax Revenue Total	\$ 823,504	\$ 815,148	\$ 843,600	\$ 843,600	\$ -	\$ -	\$ 843,600
297-0000-330.05-14	Local Community Stabilization Authority	23,733	26,223	26,000	26,000	-	-	26,000
297-6100-330.01-99	Federal Sources (contra-revenue)	(142,029)	-	-	-	-	-	-
297-6100-365.90-00	Donations from a Private Source	41,850	7,849	46,000	46,000	-	-	46,000
297-0000-361.10-05	Interest Income	27,156	16,682	18,200	18,200	-	-	18,200
297-6100-322.40-10	Events Revenue	-	6,350	3,000	3,000	-	-	3,000
297-6100-369.90-00	Miscellaneous Income	-	14,203	14,205	14,205	-	-	14,205
	Donation Revenue Total	\$ (49,290)	\$ 71,307	\$ 107,405	\$ 107,405	\$ -	\$ -	\$ 107,405
297-0000-391.96.97	Workers Compensation Fund	0	155	0	-	-	-	0
297-0000-391.91-01	Contributions from the General Fund	11,794	11,310	22,620	22,620	3,770	-	18,850
	Contribution Total	\$ 11,794	\$ 11,465	\$ 22,620	\$ 22,620	\$ 3,770	\$ -	\$ 18,850
	Total Revenue	\$ 786,008	\$ 897,920	\$ 973,625	\$ 973,625	\$ 3,770	\$ -	\$ 969,855
Expenditure								
297-6100-911.10-20	Part-time Wages	\$ 505	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.22-00	City Share of FICA & Medicare	\$ 39	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.25-00	Unemployment Compensation	\$ -	\$ 5,068	\$ 2,200	\$ 2,200	\$ -	\$ -	\$ 2,200
297-6100-911.26-00	Workers Compensation Contribution	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.30-40	Audit Services	\$ 763	\$ 800	\$ 800	\$ 800	\$ -	\$ -	\$ 800
297-2972-463.34-90	Sanitation Contractual Services	\$ 11,794	\$ 2,600	\$ 22,620	\$ 22,620	\$ 1,575	\$ 2,825	\$ 18,220
297-6100-911.30-90	Other Professional Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.34-90	Development Contractual Services	\$ 265,527	\$ 282,713	\$ 426,610	\$ 426,610	\$ 17,248	\$ 39,983	\$ 369,379
297-6100-911.43-82	Copier Repair & Maintenance Services	\$ 362	\$ -	\$ 375	\$ 375	\$ -	\$ -	\$ 375
297-6100-911.44-10	Building Rental	\$ 10,935	\$ 10,830	\$ 9,000	\$ 9,000	\$ 903	\$ 7,220	\$ 877
297-6100-911.51-00	Community Promotion	\$ 190,668	\$ 111,401	\$ 270,860	\$ 270,860	\$ 9,002	\$ 105,473	\$ 156,385
297-6100-911.52-10	Insurance	\$ 4,110	\$ 6,260	\$ 6,234	\$ 6,234	\$ 1,040	\$ -	\$ 5,194
297-6100-911.53-00	Communications	\$ 281	\$ 1,199	\$ 1,141	\$ 1,141	\$ 293	\$ 848	\$ -
297-6100-911.58-10	Training & Transportation	\$ 2,539	\$ 1,397	\$ 3,500	\$ 3,500	\$ -	\$ -	\$ 3,500
297-6100-911.60-10	Office Supplies	\$ 802	\$ 401	\$ 1,487	\$ 1,487	\$ -	\$ -	\$ 1,487
297-6100-911.60-20	Postage	\$ 154	\$ 214	\$ 350	\$ 350	\$ -	\$ -	\$ 350
297-6100-911.61-90	Non-Capital Equipment	\$ -	\$ -	\$ 3,500	\$ 3,500	\$ -	\$ -	\$ 3,500
297-6100-911.62-00	Repair & Maintenance Supplies	\$ 1,400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.62-40	Planting Materials	\$ 18,455	\$ 17,825	\$ 30,000	\$ 30,000	\$ -	\$ -	\$ 30,000
297-6100-911.65-00	Memberships	\$ 513	\$ 148	\$ 1,190	\$ 1,190	\$ -	\$ -	\$ 1,190
297-6100-911.66-00	Reference Materials	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.68-80	Licenses, Fees, & Permits	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
297-6100-911.68-90	Other Operating Expenses	\$ -	\$ 14,203	\$ 29,660	\$ 29,660	\$ 14,203	\$ -	\$ 15,457
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	\$ 464,099	\$ 448,590	\$ 456,900	\$ 456,900	\$ -	\$ -	\$ 456,900
	Total Operating Expenditures	972,946	903,649	1,263,001	1,266,427	44,264	156,349	1,065,814
	Total Capital Expenditures	-	-	-	-	-	-	-
	Total Expenditure	\$ 972,946	\$ 903,649	\$ 1,263,001	\$ 1,266,427	\$ 44,264	\$ 156,349	\$ 1,065,814
	Revenues Over/(Under) Expenditures	\$ (186,938)	\$ (5,729)	\$ (237,538)	\$ (292,802)	\$ (40,494)	\$ (156,349)	\$ (95,959)
Balance Sheet								
Equity in Pooled Cash	Cash Position					Current	Beginning of Year	
						\$ 994,168	\$ 994,168	
Current Assets	Current Receivables					10,750	10,750	
	Unearned Income					969,855	148,339	
Current Liabilities	Current Liabilities					(29,154)	(29,154)	
	Encumbrances					(156,349)	(356,384)	
	Uncommitted Budget					(1,065,814)	(335,399)	
	Estimated Ending Cash Position	\$ 1,042,608	\$ 994,168			\$ 723,456	\$ 432,320	

Expenditure Details		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Beautification								
297-2972-463.34-90	Sanitation Contractual Services	\$ 11,794	\$ 2,600	\$ 22,620	\$ 22,620	\$ 1,575	\$ 2,825	\$ 18,220
297-6100-911.34-90	Holiday Décor & Installation	\$ 17,256	\$ 14,440	10,000	10,000	-	-	10,000
297-6100-911.34-90	Landscape & Maintenance	\$ 62,470	\$ 44,841	74,070	74,070	4,000	26,811	43,259
297-6100-911.34-90	Snow Removal	\$ 38,536	26,538	25,000	25,000	-	-	25,000
297-6100-911.34-90	Artspace, Public Space Design		\$ 34,581	10,000	10,000	-	-	10,000
297-6100-911.34-90	Streetscape Enhancements		\$ 8,415	16,000	16,000	-	-	16,000
297-6100-911.34-90	Master Plan/Vision, Art in Public Spaces			10,000	10,000	-	-	10,000
297-6100-911.62-40	Planting Materials	\$ 18,455	\$ 17,825	30,000	30,000	-	-	30,000
	Total Beautification	\$ 151,331	\$ 151,836	\$ 197,690	\$ 197,690	\$ 5,575	\$ 29,636	\$ 162,479
Development								
297-6100-911.51-00	General Marketing (banners, printing, social media)	\$ 4,705	\$ 4,976	\$ 30,000	\$ 30,000	\$ 1,203	122.00	\$ 28,675
297-6100-911.51-00	Branding	34,210	35,568	120,000	202,042	-	104,012.00	98,030
297-6100-911.51-00	Graphic Design	490	220	5,000	5,000	-	-	5,000
297-6100-911.51-00	Photography	1,125	963	5,000	5,000	-	-	5,000
297-6100-911.51-00	Metro Mode / Issue Media	18,000	18,000	24,000	24,000	6,000	1.00	17,999
297-6100-911.51-00	Mobile App	1,197		3,750	3,750	-	-	3,750
297-6100-911.51-00	CTM Brochure Distribution	2,193	438	4,250	4,250	-	-	4,250
297-6100-911.51-00	Website, Constant Contacts	226		230	230	-	-	230
297-6100-911.51-00	Website Hosting & Domain Registration	801	1,828	1,350	1,350	-	-	1,350
297-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
297-6100-911.51-00	Community Art Enhancement	-	-	10,000	10,000	-	-	10,000
297-6100-911.51-00	Dearborn Community Fund Sculpture Initiative	5,900		6,000	6,000	-	-	6,000
297-6100-911.51-00	Art Month	4,480	1,000	1,000	1,000	-	-	1,000
297-6100-911.51-00	Pocket of Perception (student art project)	8,000		20,000	20,000	-	-	20,000
297-6100-911.51-00	Fall Promotions	592		600	600	-	-	600
297-6100-911.51-00	Holiday Promotions (Holiday Open House, Santa)	8,197	8,486	15,000	15,000	-	-	15,000
297-6100-911.51-00	Shop Small Business Saturday	4,581	5,565	7,000	7,000	-	-	7,000
297-6100-911.51-00	Restaurant Week	15,583	1,050	16,500	16,500	-	-	16,500
297-6100-911.51-00	Black History Month	-	43	-	-	-	-	-
297-6100-911.51-00	Big Read	-	-	1,000	1,000	-	-	1,000
297-6100-911.51-00	Movies in the Park	2,582	1,511	2,000	2,000	1,691	211.00	98
297-6100-911.51-00	Music in the Park	5,177	316	-	-	-	-	-
297-6100-911.51-00	Tunes at Noon	8,495	-	-	-	-	-	-
297-6100-911.51-00	City Hall Park Events	-	-	2,700	2,700	-	-	2,700
297-6100-911.51-00	Jazz on the Ave	51,136	25,088	55,000	55,000	-	-	55,000
297-6100-911.51-00	Eastborn Clean Up	448	-	1,500	1,500	-	-	1,500
297-6100-911.51-00	Covid Comeback Marketing	-	-	20,000	20,000	108	1,029.00	18,863
297-6100-911.51-00	Other Community Development	8,922	750	2,500	2,500	-	98.00	2,402
	Total Development	\$ 192,640	\$ 111,402	\$ 339,980	\$ 442,022	\$ 9,002	\$ 105,473	\$ 327,547
Planning & Administration								
297-6100-911.34-90	Pow Strategies	106,038	114,019	-	193,140	11,448	11,186	170,506
297-6100-911.34-90	Communications Manager, Public Relations	38,430	39,130	40,000	40,000	1,800	1,537	36,663
297-6100-911.34-90	Building/Business Incentive	-	-	7,760	7,760	-	-	7,760
	Total Directors Expenses	144,468	153,149	155,286	240,900	13,248	12,723	214,929
various (comment)	Wages & Benefits	-	-	-	-	-	-	-
various (comment)	Other Office Expenses	10,924	10,419	15,077	15,077	1,333	848	12,896
297-6100-911.34-90	Office Cleaning	825	750	900	900	-	450	450
297-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	903	7,220	877
297-6100-911.61-90	Non-Capital Equipment (light poles)	-	-	3,500	3,500	-	-	3,500
297-6100-911.68-90	Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250
297-6100-911.68-90	DCC Gun Range ArtSpace Loan Payment	-	14,203	14,205	14,205	14,203	-	2
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	464,566	448,590	456,900	456,900	-	-	456,900
	Total Planning & Administration	\$ 631,718	\$ 637,941	\$ 656,118	\$ 741,732	\$ 29,687	\$ 21,241	\$ 690,804
	Expenditures	\$ 975,689	\$ 901,179	\$ 1,263,001	\$ 1,266,427	\$ 44,264	\$ 156,350	\$ 1,065,813
	Contractual Services							
	Community Promotions							
	Other Operating Expenses							

Financial Statement Summary		FY2019	FY2020	FY2021				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Revenue								
296-0000-311.40-00	Property Tax Capture	\$ 570,692	769,618	\$ 888,400	\$ 888,400	\$ -	\$ -	\$ 888,400
	Brownfield Tax Capture	132,940	248,583	243,700	243,700	-	-	243,700
	Tax Revenue Total:	\$ 703,632	\$ 1,018,201	\$ 1,132,100	\$ 1,132,100	\$ -	\$ -	\$ 1,132,100
296-0000-330.05-14	Local Community Stabilization Authority	25,313	-	25,000	25,000	-	-	25,000
296-6110-330.01-90	Farmer's Market Federal Grant	1,424	607	1,500	1,500	-	-	1,500
296-6110-369.90-00	Farmer's Market Miscellaneous	18,865	7,265	23,500	23,500	2,520	-	20,980
296-6100-365.90-00	Donations from a Private Source	48,348	16,659	52,500	52,500	-	-	52,500
296-6100-322.40-10	Events Revenue	-	6,545	-	-	-	-	-
296-0000-361.10-05	Interest Income	19,928	14,219	15,755	15,755	-	-	15,755
296-0000-369.90-00	Miscellaneous Income	6,194	-	-	-	-	-	-
	Donations & Farmer's Market Total:	\$ 120,072	\$ 45,295	\$ 118,255	\$ 118,255	\$ 2,520	\$ -	\$ 115,735
296-0000-391.91-01	Contributions from the General Fund	37,913	35,000	35,105	35,105	5,850	-	29,255
	General Fund Contribution Total:	37,913	35,000	35,105	35,105	5,850	-	29,255
Total Revenues:		\$ 861,617	1,098,496	\$ 1,285,460	\$ 1,285,460	\$ 8,370	\$ -	\$ 1,277,090
Expenditure								
296-6100-911.10-20	Part-time Wages	81	-	\$ -	\$ -	\$ -	\$ -	\$ -
296-6100-911.22-00	City Share of FICA & Medicare	6	-	-	-	-	-	-
296-6100-911.26-00	Workers Compensation Contribution	-	-	-	-	-	-	-
296-6100-911.30-40	Audit Services	382	400	400	400	-	-	400
296-2972-463.34-90	Sanitation Contractual Services	25,920	19,620	25,920	25,920	-	540	25,380
296-6100-911.34-90	Development Contractual Services	399,227	360,287	522,540	522,540	34,413	30,795	457,332
296-6110-911.34-90	Farmer's Market Contractual Services	16,509	10,624	20,000	20,000	10,772	4,767	4,461
296-6100-911.41-75	WATER/SEWAGE	-	534	-	-	-	-	-
296-6100-911.43-82	Copier Repair & Maintenance Services	362	-	375	375	-	-	375
296-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	903	7,220	877
296-6100-911.51-00	Community Promotion	264,955	173,821	241,225	241,225	10,737	59,330	171,158
296-6100-911.52-10	Insurance	2,670	3,730	5,344	5,344	890	-	4,454
296-6100-911.53-00	Communications	225	1,010	1,140	1,140	293	847	-
296-6100-911.58-10	Training & Transportation	2,836	175	3,500	3,500	-	-	3,500
296-6100-911.60-10	Office Supplies	802	395	1,487	1,487	-	-	1,487
296-6100-911.60-20	POSTAGE	-	203	350	350	-	-	350
296-6100-911.61-90	Non-Capital Equipment	-	-	18,600	18,600	-	5,426	13,174
296-6100-911.62-00	Repair & Maintenance Supplies	1,400	-	-	-	-	-	-
296-6100-911.62-40	Planting Materials	6,798	577	40,000	40,000	-	17,916	22,084
296-6100-911.65-00	Memberships	513	148	940	940	-	-	940
296-6100-911.68-90	Other Operating Expenses	-	-	1,250	1,250	-	-	1,250
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	132,940	248,583	243,700	243,700	-	-	243,700
Total Expenditure		\$ 866,561	\$ 830,937	\$ 1,135,771	\$ 1,135,771	\$ 58,008	\$ 126,841	\$ 950,922
Revenues Over/(Under) Expenditures		\$ (4,944)	\$ 267,559	\$ (268,293)	\$ 149,689	\$ (49,638)	\$ (126,841)	\$ 326,168
Balance Sheet						Current	Beginning of Year	
Equity in Pooled Cash/Cash Position						\$ 1,083,008	\$ 1,083,008	
Current Assets						18,860	18,860	
	Current Receivables					1,277,090	230,536	
	Unearned Income					(16,076)	(16,076)	
Current Liabilities						(126,841)	(200,138)	
	Current Liabilities					(950,922)	(349,794)	
	Encumbrances							
	Uncommitted Budget							
	Estimated Ending Cash Position	\$ 906,009	1,083,008			\$ 1,285,119	\$ 766,396	
Expenditure Details		FY2018	FY2019	FY2020				
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
Beautification								
296-2972-463.34-90	Sanitation Contractual Services	\$ 25,920	19,620	\$ 25,920	\$ 25,920	\$ -	\$ 540	\$ 25,380
296-6100-911.34-90	Holiday Décor & Installation	17,350	11,861	10,000	10,000	-	-	10,000
296-6100-911.34-90	Landscape & Maintenance	55,820	193,459	188,000	188,000	20,040	18,685	149,275
296-6100-911.34-90	Snow Removal	38,250	39,678	36,500	36,500	-	63	36,437
296-6100-911.34-90	On-Street Bike Racks	516	-	4,000	4,000	-	-	4,000
296-6100-911.34-90	Master Plan/Vision, Art in Public Spaces	-	-	10,000	10,000	-	-	10,000
296-6100-911.62-40	Planting Materials	6,798	577	40,000	40,000	-	17,916	22,084
	Total Beautification	\$ 144,654	265,195	\$ 314,420	\$ 314,420	\$ 20,040	\$ 37,204	\$ 257,176

Development

296-6100-911.51-00	General Marketing (banners, printing, social media)	10,258	10,147	\$ 35,000	\$ 35,000	\$ 899	\$ 122	\$ 33,979
296-6100-911.51-00	Branding	118,371	84,932	30,000	86,964	-	56,964	30,000
296-6100-911.51-00	CTM Brochure Distribution	2,339	438	-	3,605	2,403	1,202	-
296-6100-911.51-00	Photography	1,850	963	5,000	5,000	-	-	5,000
296-6100-911.51-00	Metro Mode / Issue Media	18,000	18,000	19,000	19,000	6,000	1	12,999
296-6100-911.51-00	Website, Constant Contacts	226	-	230	230	-	-	230
296-6100-911.51-00	Website Hosting & Domain Registration	801	2,188	1,680	1,680	-	-	1,680
296-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
296-6100-911.51-00	Community Art Enhancement	-	-	4,000	4,000	-	-	4,000
296-6100-911.51-00	Art month, Art Spark, Pocket Park Mural, POP-Studen	5,500	1,000	1,000	1,000	-	-	1,000
296-6100-911.51-00	Fall Promotions	193	-	300	300	-	-	300
296-6100-911.51-00	Holiday Promotions, Holly Berry Brunch Program	16,144	13,590	14,665	14,665	-	-	14,665
296-6100-911.51-00	Shop Small Business Saturday	3,665	6,480	7,000	7,000	-	-	7,000
296-6100-911.51-00	Restaurant week	17,581	1,050	16,500	16,500	-	-	16,500
296-6100-911.51-00	Tunes at Noon	-	3,024	3,700	3,700	-	-	3,700
296-6100-911.51-00	Friday Nites Concert Series & Food Truck Rally	32,876	8,468	38,000	38,000	-	-	38,000
296-6100-911.51-00	Movies In the Park	-	658	3,100	3,100	1,023	12	2,065
296-6100-911.51-01	Black History Month	-	-	-	-	-	-	-
296-6100-911.51-00	Ladies Night Out	-	-	3,400	3,400	-	-	3,400
296-6100-911.51-00	Pernennail	-	360	550	550	-	-	550
296-6100-911.51-00	Kids Day	1,457	8,945	12,500	12,500	-	-	12,500
296-6100-911.51-00	Farmer's Market Promotions	3,936	300	-	-	-	-	-
296-6100-911.51-00	Way Finding	-	-	10,000	10,000	-	-	10,000
296-6100-911.51-00	Build Institute Program/Entrepreneur	-	-	10,000	10,000	-	-	10,000
296-6110-911.34-90	Farmer's Market Contractual Services	16,509	13,564	20,000	20,000	10,772	4,767	4,461
296-6100-911.34-90	Building / Business Incentives	-	-	40,000	40,000	-	-	40,000
296-6100-911.51-00	Covid Comeback Marketing	-	-	20,000	20,000	412	1,029	18,559
296-6100-911.51-00	Other Community Development	4,479	798	-	-	-	-	-
	Total Development	\$ 259,784	180,505	\$ 301,225	\$ 361,794	\$ 21,509	\$ 64,097	\$ 276,188

Planning & Administration

296-6100-911.34-90	Pow Strategies	128,820	79,272	193,140	193,140	12,573	10,061	170,506
296-6100-911.34-90	Communications Manager, Public Relations	30,064	38,430	40,000	40,000	1,800	1,537	36,663
	Total Directors Expenses	158,884	117,702	233,140	233,140	14,373	11,598	207,169
various (comment)	Wages & Benefits	87	-	-	-	-	-	-
various (comment)	Other Office Expenses	9,277	7,297	13,536	13,536	1,183	847	11,506
296-6100-911.34-90	Office Cleaning	-	825	900	900	-	450	450
296-6100-911.44-10	Building Rental	10,935	10,830	9,000	9,000	903	7,220	877
296-6100-911.61-90	Non-Capital Equipment (lighting, repairs)	-	-	18,600	18,600	-	5,426	13,174
296-6100-911.68-90	Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	132,940	248,583	243,700	243,700	-	-	243,700
	Total Planning & Administration	\$ 462,123	385,237	\$ 286,986	\$ 286,986	\$ 16,459	\$ 25,541	\$ 478,126

Expenditures	\$ 866,561	830,937	\$ 1,198,241	\$ 1,135,771	\$ 58,008	\$ 126,842	\$ 950,921
--------------	------------	---------	--------------	--------------	-----------	------------	------------

Contractual Services

Community Promotions

Other Operating Expenses

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

PR RFP Selection - EDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

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

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

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

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

Yes:

No:

Abstained:
Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

PR RFP Selection - WDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

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

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

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

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

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020/2021 Snow Removal Contract Renewal Year 1 - 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 \$25,000 for snow removal services FYE2021; and

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

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

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

RESOLVED: The EDDDA authorizes the Manager of the DDDAs to execute the year one of the renewal contract on behalf of the EDDDA with Premium Lawn to not exceed \$25,000 for snow removal services for the 2020/2021 snow season, from the snow removal budget line account #297-6100-911-34-90, subject to the review and approval of Corporation Counsel

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020/2021 Snow Removal Contract Renewal Year 1 - 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 \$36,500 for snow removal services FYE2021; and

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

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

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

RESOLVED: The WDDDA authorizes the Manager of the DDDAs to execute the year one of the renewal contract on behalf of the WDDDA with Premium Lawn to not exceed \$36,500 for snow removal services for the 2020/2021 snow season, from the snow removal budget line account #296-6100-911-34-90, subject to the review and approval of Corporation Counsel

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Adopt a Tree Well-EDDDA

Adopted:

Motioned by:

Seconded by:

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

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

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

RESOLVED:

1. That the EDDDA authorizes the expenditure of up to \$325 to Beshara for the adopt-a-tree well signage, expending from the Community Promotions budget line item account # 297-6100-911-51-00 for 2020; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Adopt a Tree Well-WDDDA

Adopted:

Motioned by:

Seconded by:

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

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

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

RESOLVED:

1. That the WDDDA authorizes the expenditure of up to \$325 to Beshara for the adopt-a-tree well signage, expending from the Community Promotions budget line item account # 296-6100-911-51-00 for 2020; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Shop Small FYE2021-EDDDA

Adopted:

Motioned by:

Seconded by:

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

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

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

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

RESOLVED:

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

Service Provider	Item	Total Cost	EDDDA Cost
Beshara	posters	\$100	\$50
Beshara	Passports (qty. 10K)	\$1200	\$600

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Shop Small FYE2021-WDDDA

Adopted:

Motioned by:

Seconded by:

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

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

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

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

RESOLVED:

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

Service Provider	Item	Total Cost	WDDDA Cost
Beshara	posters	\$100	\$50
Beshara	Passports (qty. 10K)	\$1200	\$600

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Nickel & Saph Board Dishonesty Bond 2020-EDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

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

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Nickel & Saph Board Dishonesty Bond 2020-WDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

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

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

CTM Marketing Brochure Printing Fall 2020 - EDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

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

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

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

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

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

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

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

CTM Marketing Brochure Printing Fall 2020 - WDDDA

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 partner to distribute marketing materials called “rack cards” at hotels, visitor and convention locations throughout Metro Detroit via CTM, a brochure distribution company located in Livonia, MI, and additional pieces to local downtown businesses and organizations; and

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

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

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

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

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

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

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

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

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

MDA Annual Conference 2020 - EDDDA

Adopted:

Motioned by:

Seconded by:

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

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

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

RESOLVED:

1. The EDDDA authorizes the expenditure of up to \$150 for the sponsorship of the 2020 Virtual MDA Annual Conference from the Training/Transportation budget line item account # 297-6100-911-58-10; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA for the MDA Annual Conference, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

MDA Annual Conference 2020 - WDDDA

Adopted:

Motioned by:

Seconded by:

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

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

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

RESOLVED:

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

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Vision Planning Postcard Mailing - EDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Vision Planning Postcard Mailing - WDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Farmers Market Extension 2020_Service Providers_ WDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

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

RESOLVED:

1. That the WDDDA authorizes the expenditure of up to \$1060 for the Farmers & Artisans Market extension from the Farmers Market budget line item account # 296-6110-911-34-90 for 2020; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the companies listed below for the extended Farmers & Artisans, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Taste the Local Difference	Advertisement- magazine	\$ 100.00
Edible WOW LLC	Advertisement- magazine	\$ 1,800.00
Farmers Market Coalition via Jean Smith	Membership renewal- POP Club related materials/ resources	\$40.00
Michigan Agritourism Association	Advertisement- magazine	\$ 150.00
Times Herald (Bewick Publications)	Advertisement- newspaper	\$ 300.00

Beshara Printing	Posters (qty. 100) and yard sign patches	\$ 310.00
Lawrence Arbor Dates: 7/17/20, 8/21/20 Visual Ronin Media (Michael Kuentz) Dates: 9/18/20, 9/25/20 Dearborn School of Music Dates: 7/24/20, 8/28/20, 9/4/20 One Man Music Band Date: 7/31/20, 8/7/20 Amy Loskowski Dates: 7/10/20, 8/14/20, 9/11/20	Entertainment at market (\$150 per performance, with exception of One Man Music Band for \$135) EXTENSION: Five more dates of music with Larry Arbour (\$150), Amy Loskowski (\$150), TBD, TBD and TBD for a total of \$750 budgeted.	\$2500.00
Malko Media	A-frame signage, road closed signage, vinyl coverups (tent, over the street banners, and street pole banners)	\$1000.00
Essential IT, LLC	web hosting, maintenance, technical support (Jan. 2020-Dec. 2020)	\$ 720.00
Michigan Farmers Market Assoc. (MIFMA)	Dues for membership- advertisement	\$200.00
Jean Smith, Events Mgr.	cooking demo supplies, caution tape, tables, a-frame signs	\$700.00
Brendel's	Portajohns, sinks, and hand sanitizer stands	\$2940
Malko Media	Yard signs - Safety reminders and FM specific (\$9.50ea - qty. 30 signs total)	\$300
Malko Media	A-frame signs (\$120 ea.) qty. 4 plus signage (8 signs at \$23ea.)	\$680
Epiccrowdcontrol.com	floor/ground stickers (\$17/ 6pk) qty 3 sets	\$51
Press & Guide	monthly newspaper - 4 ads in June	\$600
Arab American News	4 weeks of ads	\$900
Mama Mia	postcard printing and distribution	\$2990.00
Beshara	EXTENSION - posters	\$100
Brendel's	EXTENSION - portajohns/sinks	\$

Bewick Publications (Times-Herald)	EXTENSION - newspaper ad - one week	\$150
TBD	EXTENSION - yardsigns (qty. 6)	\$60

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Winterfest 2020 - WDDDA

Adopted:

Motioned by:

Seconded by:

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

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

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

RESOLVED:

1. That the WDDDA authorizes the expenditure of up to \$15,000 for the Winterfest event from the Community Promotions/Holiday Promotions budget line item account # 296-6100-911-51-00 for 2020; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the companies listed below for the Winterfest event, subject to review and approval by Corporation Counsel.

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

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Winter Breeze 2020 - EDDDA

Adopted:

Motioned by:

Seconded by:

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

WHEREAS: The Promotions Committee has scheduled the Winter Breeze holiday shopping and family fun event to coincide with Shop Small Saturday on November 28, 2020; 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 Winter Breeze Market; therefore, be it

RESOLVED:

1. That the EDDDA authorizes the expenditure of up to \$15,000 for the Winter Breeze event from the Community Promotions/Holiday Promotions budget line item account # 297-6100-911-51-00 for 2020; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with the companies listed below for the Winter Breeze event, subject to review and approval by Corporation Counsel.

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

Yes:

No:

Abstained:

Absent:

CITY OF DEARBORN

Home Town of Henry Ford

JOHN B. O'REILLY, JR., MAYOR



REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS SERVICES CONTROL NO. 136020

Issue Date: May 15, 2020

Pre-proposal Question Deadline: May 27, 2020, at 12:00 p.m., Local Time

Proposal Deadline: June 10, 2020, at 3:00 p.m., Local Time
Uploaded to www.mitn.info

Purchasing Contact: Theodore Keranen, Buyer
Phone: (313) 943-3154
Email: tkeranen@ci.dearborn.mi.us

DESCRIPTION: Proposals are being solicited for the purpose of contracting for public relations services on behalf of the Dearborn Downtown Development Authorities.

This solicitation, along with all Attachments may be downloaded from the Michigan Intergovernmental Trade Network (MITN) website at www.mitn.info. Note: Any and all addenda issued by the City of Dearborn must be viewed or downloaded from the above listed website. Award results shall also be posted on the MITN website.

Submittals must be uploaded to the MITN website by the due date and time. Allow time for the uploading process. Late submittals will not be accepted by the system. There will not be an opening due to the nature of the solicitation. NO HARD COPIES ARE TO BE SUBMITTED.

Respondent Name: _____

SCOPE OF WORK AND SPECIFICATIONS

1. **INTRODUCTION:** Through this Request for Proposal (RFP), the City of Dearborn hereby invites businesses that meet the qualifications set forth herein to submit proposals to provide public relations services for the City of Dearborn (City).
2. **GENERAL INFORMATION:** Dearborn is the eighth largest city in the State of Michigan, and the second largest city in Wayne County with over 100,000 local residents of diverse backgrounds and 1,800,000 residents in the Metro Detroit Region. It is a regional center for shopping, arts, culture, tourism and visitor attractions as well as home to Fortune 500 headquarters, healthcare services, higher education and regional transportation. Unique to Dearborn is its two downtown districts that developed out of the historic merger of Dearborn and Dearborn Township in 1929. The goal of the awarded contractor is to help change the perception of Dearborn and increase consumer behaviors and habits in Downtown Dearborn by continuing to reposition Dearborn in the Metro Detroit area. The public relations firm selected will be responsible for creating and sharing the messages and stories of Dearborn's economic and social value through a comprehensive communication plan that creates a lasting impression with Dearborn's target market, local residents and media.
3. **BACKGROUND INFORMATION:** The City of Dearborn has the ability to be the next "talk of the town" community in the Metro Detroit area by leveraging Dearborn's assets, current economic development steps and reinvestments being made by both the public and private sector. The City of Dearborn, through its master plan process, has defined a vision to unify both West Downtown Dearborn and East Downtown Dearborn via its main street, Michigan Avenue, in order to drive economic growth, improve quality of life and clearly define a brand identity that reflects the community and appeals to visitors. Both Downtowns are supported by major institutions and businesses that fuel a daytime population of over 150,000 visitors comprising mostly of Ford Motor Company and supplier workforces, visitors to the Henry Ford attractions and students of Henry Ford College, and the University of Michigan-Dearborn. These employees, visitors and students make up the core of the Downtown Dearborn target audience, which exceeds the entire population of the city's 100,000+ residents.

In August of 2015, the City of Dearborn hired a professional expert and is working with many national resources to reverse the economic decline to reposition the downtowns utilizing the Main Street Approach to revitalization. This revitalization is a grassroots approach that encourages community engagement in shaping the social, physical, economic and political forces of value in the districts. Since 2016, the community has been working on creating an "umbrella" organization/coalition that will unite the downtowns and partners in shaping its future, but it has not been finalized. As part of this effort, the East and West Dearborn Downtown Development Authorities have been working jointly, with a professional expertise, to create a vibrant Downtown Dearborn experience for all through its marketing, events. Economic development initiatives and infrastructure improvements focused on the five key transformational strategies. The five key transformational strategies include image, walkability, cohesive community, millennial appeal and innovative retail. Details on these strategies and objectives can be found in the Downtown Dearborn Economic Strategic Plan. Through the strategic planning process, the DDDAs identified both strengths and weaknesses of the community, as well as highest and greatest needs. The top need identified was Dearborn's image, both real and perceived. While the DDDAs address the physical, real issues, there still lingers a perception internally, Metro-wide and nationally that needs to be addressed.

As part of its communications plan, the DDDAs consolidated its web and online presence starting in 2017, and now hosts over 60 events throughout the year. In 2018, the DDDA Boards began meeting jointly to continue their efforts of revitalization and potentially work towards Michigan Main Street "Select Level" status and an umbrella organization that helps maintain and grow this effort to

reach the Downtown Dearborn vision. Also in 2018, the DDDAs kicked-off a branding initiative for Dearborn, which had a successful launch in November 2019. This initiative was supported by a Communications Strategy to launch the brand, as well as a long-term plan to sustain it and integrate into every aspect of Dearborn.

In both downtowns, the pedestrian environment is a work in progress. Some areas are still not walkable due to high ground-floor commercial vacancy, large surface parking lots separating nodes of activity, or a negative pedestrian experience along Michigan Avenue; but the City and Downtown Development Authorities have invested in recent streetscape improvements to change this culture, as well as implement strategies to reduce vacancies.

Retail destinations outside of the downtowns, such as Fairlane Green and Fairlane Mall, have attracted retailers and shoppers from the Downtowns for convenient big-box and mall shopping experiences. Fairlane Mall, in particular, is situated between both downtowns and attracts more than 12 million visitors annually.

Audiences:

- Ford Motor Company and Supplier Workforce; Beaumont and other significant workforces
- Employees and visitors of The Henry Ford and Arab American Museum
- University of Michigan-Dearborn and Henry Ford College employees and students
- Prospective businesses
- Existing businesses
- Residents
- Tourism visitors

Community Partners:

- City of Dearborn
- West and East Downtown Development Authorities
- Dearborn Area Chamber of Commerce
- Access Growth Center
- Ford Land
- The Henry Ford
- U of M Dearborn
- Fairlane Mall
- Hotels, ie: Dearborn Inn, The Henry
- Auto Dealers, ie: Demmer Ford, Les Stanford
- Beaumont
- **Artspace**
- **Dearborn Library System**
- **Dearborn Public Schools**
- **Henry Ford Health Systems**

Major Corporations & Business Makers:

- Ford Motor Company Headquarters
- AK Steel Dearborn Works Facility
- AAA Michigan Headquarters
- Carhartt International Headquarters
- Eppinger Manufacturing
- Beaumont Health System Oakwood
- Henry Ford Health System
- Al Wissam – Maker of designer fashion
- Dearborn Sausage Company
- Over 4,000 small to large businesses city-wide, over 400 in East and West Downtowns

Attractions:

- The Henry Ford Museum – recognized as the Nation’s largest indoor-outdoor American history museum attracting nearly two million visitors each year
- Historic Ford Estates
- Arab American Museum
- Dearborn Historical Museum
- 16 Hotels and Convention Centers
- Two campgrounds
- More than 100 city-wide special events
- **Over 40 City Parks**

Key Partner Goals:

- Encourage business growth to compliment the District’s strategies
- Attract and retain the highest quality of workforce talent
- Encourage the daytime workforce to shop, live, dine and play in the district
- Grow and capture tourism visitors to shop, dine and stay in the district
- Build community pride, sense of place and connection to its downtown
- Strengthen the Dearborn brand by integrating it into all communications and marketing

Downtown District Transformational Strategies:

- Image
- Walkability
- Cohesive Community
- Millennial Appeal
- Innovative Retail

4. **PROJECT DESCRIPTION:** The Dearborn brand campaign has created key messaging and visuals for Downtown Dearborn, both its downtown districts as major components of the whole Dearborn story, as well as a way for partnering organizations and other future districts to be a part of it. Additional funding to sustain the campaign is needed, and therefore, the firm of choice will help communicate the value of this campaign to other stakeholders and key decision makers to financially support this effort, as well as be an active part of the plan. The firm will also help to communicate the value and progress of the campaign while it is underway through next year. Upon completion of the brand, the firm selected will also help to implement further communication strategies that fully integrates the new brand in all aspects of communications.

Communication Campaign Strategies:

- Increase community engagement, pride and support of Downtown Dearborn both internally and externally for economic growth
- Build a better understanding of the cultural and socio-economic diversity of the community with timely responses to media, accurate facts and pro-active measures
- Focus on the facts of Dearborn and what’s happening economically, tackling some of the misperceptions held in the media and public
- Change public perceptions of Dearborn
- Illustrate the real stories of diversity and how our community works and lives together
- Position information on:
 - Tourism
 - Dining, entertainment, arts and shopping
 - Business development and real estate
 - Downtown living and playing
- Focus on appealing to millennials
- Work in tandem with branding firm to build brand awareness
- Build community awareness of Main Street Program and Strategic Plan

5. **SCOPE OF WORK:** The successful Respondent (Contractor) shall be required to share and strengthen the economic and social value of Dearborn (Downtown Dearborn) by creating and implementing a comprehensive Strategic Communications Plan.

➤ **STRATEGY ONE: MEDIA RELATIONS AND MONITORING**

- OBJECTIVE: Increase the placement of positive and pro-active stories, content and media that leverages the economic growth, history, assets and diversity of the community, including business development, placemaking and community activities
- OBJECTIVE: Increase the economic, **and business story** coverage in Metro Detroit media and DDDA's communication vehicles
- OBJECTIVE: Increase event coverage in **streaming platforms**, media and DDDA's communication vehicles
- OBJECTIVE: Increase content and stories on inclusivity and diversity of Dearborn
 - **RECOMMENDED TACTICS:**
 - Target specific audiences at both the local and regional level identified in Downtown Dearborn Economic Strategic Plan and Branding Strategy: Millennials, foodies, entrepreneurs, creatives, funders, brokers.
 - Identify other communication vehicles needed for targeted audiences
 - Provide guidance to Metromode partnership
 - Target a balance of stories between East and West Downtowns
 - Determine plan and implement media education & FAM Tours
 - Develop protocol for responding to the media
 - Standard facts and statements for all partners to use
 - **YEAR ONE GOALS:**
 - Impressions 10% or 7.5 million
 - Placements: 15% or 100 placements

➤ **STRATEGY TWO: SOCIAL MEDIA CONTENT DEVELOPMENT, STRATEGY AND MANAGEMENT**

- OBJECTIVE: Increase social media, followers, placements, reach and engagements on existing platforms, including Facebook, Instagram and Twitter by creating, developing and implementing a social media plan
- OBJECTIVE: Expand social media reach to Millennials and other targeted audiences (i.e.: targeted content, new platforms)
 - **RECOMMENDED TACTICS:**
 - Create daily content schedule (including supporting images, visuals and video)
 - Increase live coverage of events and key programs
 - Track, monitor and evaluate performance of social media platforms
 - Create a social media toolkit for businesses and partners they can use to promote specific events, programs and projects in Downtown Dearborn
 - Create polls, promotions, offers and campaigns around Dearborn brand, events and programs
 - Build relationships and content sharing with social media influencers
 - Recommend annual budget and strategy for paid posts; and host, create and monitor ads
 - Evaluate and determine other platforms for Downtown Dearborn to be using
 - **YEAR ONE GOALS:**
 - Annual impressions: 10%
 - Engagements: 20%
 - Followers: 25%
 - Millennial Increase: 20%

➤ **STRATEGY THREE: WEB CONTENT DEVELOPMENT, STRATEGY AND MANAGEMENT**

- OBJECTIVE: Attain 100% active and current content on websites, including but not limited to www.downtowndearborn.org, www.dearbornrestaurantweek.com, www.dearbornfarmersandartisanmarket.com and other websites as developed
 - **RECOMMENDED TACTICS:**
 - Frequently update and refresh existing content, business directory and resources on websites
 - Create new content that integrates the new brand messaging and target audiences
 - Create and write a monthly blog to be added to the www.downtowndearborn.org website
 - Create hyperlinks to transport users to Downtown Dearborn additional platforms
- OBJECTIVE: Increase views and usage on websites
 - **RECOMMENDED TACTICS:**
 - Create and implement a SEO strategy
 - Track and monitor web analytics
 - Create, manage and solicit a sponsorship opportunity for websites
- OBJECTIVE: Improve the searchable impressions and image of Dearborn and Downtown Dearborn on search engines, information sites like Wikipedia, entertainment and travel destinations
 - **RECOMMENDED TACTICS:**
 - Create and implement a SEO strategy
 - Track and monitor web analytics
 - **YEAR ONE GOALS:**
 - Users 20%
 - Sponsorship:\$2500

➤ **STRATEGY FOUR: E-COMMUNICATIONS CONTENT DEVELOPMENT, STRATEGY AND MANAGEMENT**

- OBJECTIVE: Increase readership and click-throughs on E-Communication
 - **RECOMMENDED TACTICS:**
 - Create appealing and balanced content, images and layout of Downtown Dearborn for bi-weekly e-blast and periodic special editions. Provide content and images to other organizations and businesses for their communications vehicles
 - Create, manage and solicit a sponsorship opportunity of E-Communications
 - **YEAR ONE GOALS:**
 - Subscribers: 25%
 - Click Through Open Rate: 15%
 - Open Rate: 32%
 - Sponsorship: \$2500
 - Millennial Increase: 10%

➤ **STRATEGY FIVE: BRAND MANAGEMENT**

- OBJECTIVE: Build awareness, understanding and appreciation of the value of the branding campaign to audiences, stakeholders and key decision makers in order to secure financial and community support to maintain the campaign.
 - **RECOMMENDED TACTICS:**
 - Communicate the progress and impact of the branding campaign to keep stakeholders and community informed along the way in all communication tactics
 - Build relationships with stakeholders

- **OBJECTIVE:** Increase recognition of the Dearborn brand and its Downtowns
 - **RECOMMENDED TACTICS:**
 - Incorporate the Brand Strategy and Brand Communications plan into the overall Comprehensive Strategy for Downtown Dearborn
 - Track and assess the branding benchmarks, metrics and ROI quarterly and annually
 - Provide guidance and oversee use of brand guidelines by DDDAs, City, partners and businesses
 - Implement further communications strategies that fully integrate the new brand in all aspects of communication
 - Prioritize and coordinate an annual photography plan, specifications and criteria for photo shoots. (Indicate whether photography is included in proposal or to be bid separately by DDDAs.)
 - **YEAR ONE GOALS:**
 - Corporate/Organizational Adopters: 10 Adopters
 - Sponsorship: \$50,000
 - Brand Recognition: 15%
 - Brand Perception: 10%

➤ **STRATEGY SIX: MARKETING, ADVERTISING AND BOARD/COMMITTEE MATERIALS**

- **OBJECTIVE:** Support Downtown Dearborn Board and committees with development of content and production coordination for marketing and communication materials
 - **RECOMMENDED TACTICS:**
 - Create content that is consistent across all platforms, committees and boards
 - Coordinate marketing materials for events (17 events/series of events = 60 event days annually)
 - Research, prepare and implement an annual advertising strategy
 - Update annual fundraising package (Due September)
 - Create annual report (Due December)
 - Attend 3-4 Board meetings, and up to eight committee meetings per year (Two per committee).
 - **YEAR ONE GOALS:**
 - Event Attendance: 0% (first year- due to covid), 10% in 2022
 - Impressions: 15%

➤ **STRATEGY SEVEN: METRICS AND REPORTING**

- **OBJECTIVE:** Showcase the value of the DDDAs and its communications, marketing and advertising investments
 - **RECOMMENDED TACTICS:**
 - Provide the measurable results of the communications, marketing and advertising plan on a quarterly and annually basis
 - Prepare and provide the measurable results of events, including but not limited to attendance, media reach and/or sales/participation within 30 days of the end of the event. (Work with staff/committees to gather insights)
 - Work with staff/committees to prepare sponsorship recaps
- **OBJECTIVE:** Showcase the measurable change in perspectives through surveys and benchmarking
 - **RECOMMENDED TACTICS:**
 - Use data from branding survey as benchmark
 - Create, distribute and track online survey annually

- Create, distribute and track event survey polls on social media and at events

6. DELIVERABLES/END PRODUCTS:

Specify all deliverables as part of your proposal which may include:

- Number of hours per month
- Number of media/article placements per month
- Number of e-blasts, blogs and other communication vehicles
- Meetings and focus groups
- Social media placement, design, artwork, live video or video production provided
- Reports, presentations and support materials
- Client management plan
- Shares
- Views
- Create promotional content

All items are to be submitted in accordance with the terms as specified in this RFP. All deliverables and data will become the property of the WDDDA, EDDDA and Downtown Dearborn, and the WDDDA/EDDDA/Downtown Dearborn will hold copyright on the deliverables.

All final deliverables should be provided to Downtown Dearborn. They should also be delivered in the native format of the software packages used by the consultant with font packages, 300dpi or higher resolution files of photography and art, and vector files, as well as Adobe Acrobat PDF. A cloud-based account or FTP site should be established and used to transfer and store files.

Candidates will demonstrate knowledge, skills, and experience for associations and other non-profits; understanding of usability, best practices, and trends; and the ability to meet past clients' deadlines and operate within budget.

The WDDDA/EDDDA reserves the right to choose the most appropriate company based on all materials presented and submitted. The WDDDA/EDDDA reserves the right to reject any or all bids or proposals, waive technicalities, and to be the sole judge of the suitability of the proposed services for its intended use and further specifically reserves the right to make the award in the best interest of the WDDDA/EDDDA.

7. FORMAT OF PROPOSALS

1. Introductory Letter:

- i) Company name or joint venture
- ii) Address
- iii) Contact Person
- iv) A clear and concise response as to why Downtown Dearborn should select your company for this work.

2. Statement of Qualifications of company(s) venture:

Company(s) venture personnel experience

- Name of Project Manager. Provide resume and experience record of project manager
- Name of Team Members. Provide resume and experience record of each member and specific bodies of work, as well as years of experience, education and location of each person.
- A flow chart of team personnel who will actually be assigned to perform substantial amounts of the work on this project and the role of each.
- Provide any local ties or knowledge each team member has with Downtown Dearborn or Dearborn and its businesses.

- Full disclosure of any contracts with existing businesses and property owners in Downtown Dearborn

Sub-consultant personnel experience

Names and addresses of any outside consultants or associates proposed to be involved with this project

- Include each proposed sub-consultants' experience and qualifications as described above for firm's personnel.
- Provide any local ties or knowledge each team member has with Downtown Dearborn or Dearborn and its businesses.

3. Project Approach:

A detailed description of how the company(s) proposes to approach this project. Include sufficient discussion of proposed methodologies, techniques, and procedures for each work item listed in aforementioned Project Scope of Work. Provide breakdown and description of tasks assigned per project team member. Describe the hierarchy of project management. The work program should indicate the formats and number of meetings proposed for Advisory Committee, Board of Directors and DDA staff involvement. The purpose of these meetings should also be included.

4. Project Schedule:

A proposed timeline and method of assuring that the timeline is met, including the name of the person responsible for the timeline.

5. Metrics

Provide your recommended metrics to assure we are meeting our goal based upon the content provided here.

6. Budget Proposal (list as your pricing page):

Provide in your proposal a not-to-exceed cost for all services including all fees and expenses. Additionally, provide pricing as outlined in the following option:

- A budget that your firm deems to be the best approach that meets the Public Relations Campaign goals above and beyond what is being asked for.

All costs associated with the delivery of the project should be presented in a flat rate, fee for service format. The budget proposal should break the not-to-exceed cost into the following components:

- b) Itemized costs for the elements identified in the Project Scope of Work.
- c) Costs for travel, supplies if not included within the itemized costs
- d) If additional items beyond those outlined in this RFP are incorporated in the proposal, the estimated budget shall list those items separately.

Provide a fee schedule for supplemental charges that may be charged for additional unforeseen work tasks; if such services should be required via future contract addendum, such as: fees for conducting additional meeting with DDA staff, additional stakeholder or community meetings, additional iterations of revisions, or additional information related to services provided, etc.

QUALIFICATIONS

- 1) **MINIMUM QUALIFICATIONS:** Respondents (specifically, the business that will be contractually bound under the contract with the City of Dearborn) will be deemed non-responsive and rejected without any further evaluation if they do not meet the following qualifications:
 - a) The Respondent must have performed three similar projects within the last five years. (Proof of experience must be provided in the form of references.)
 - b) Listing of similar current projects and percent complete.

EVALUATION CRITERIA AND SUBMITTAL REQUIREMENTS

- 1) **EVALUATION:** All proposals received will be evaluated by an Evaluation Team that consists of City representatives. The following factors will be considered in making the selection:

- a) Qualifications and Team Management – (20 points)
- b) Project Approach, Timeline, Understanding and Creativity – (30 points)
- c) Deliverables – (35 points)
- d) Cost – (15 points)

Each proposal submitted in response to this RFP shall focus on these criteria. In addition, the Evaluation Team also may consider the past performance of the Respondent on other contracts with the City or other entities. The City reserves the right to make such additional investigations as it deems necessary and may require the submission of additional information.

- 2) **GENERAL SUBMITTAL REQUIREMENTS:**

- a) **NUMBER OF COPIES:** The entire response must be uploaded to the MITN website only. Do not submit a hardcopy. Allow sufficient time to upload to the website. It is preferred that one file, in PDF, be submitted with a single file size limitation of 20MB. The City is not responsible for failure to have the submittal uploaded in a timely manner.
- b) **PROPOSAL FORMAT:** Each proposal should be prepared simply and economically. Responses shall be in the same order as the requirements are listed below to ensure the Evaluation Team is able to easily locate the information that is requested in this solicitation.
- c) **PROPOSAL CONTENT:** The Respondent must include the following items or the proposal will be deemed non-responsive and rejected without any further evaluation.
 - i) All general forms contained in this RFP, fully completed^{*}:
 - ii) A complete response to each of the Submittal Requirements in the next section, which are specific to the evaluation criteria.
- d) **SUBMITTAL REQUIREMENTS:** Submit a complete response to each of the following items which are specific to the evaluation criteria:
 - a) Qualifications and Team Management
 - i) Describe how you meet or exceed the Minimum Qualifications in this document,
 - ii) Provide at least 4 references for similar projects/contracts, including name of establishment, full address, dates of service, contract name and contact telephone number for reference checks.
 - iii) Organizational chart for team management and hours to be spent on the project by each member.
 - iv) Resumes and roles for member involved
 - b) Project Approach, Timeline, Understanding and Creativity
 - i) Plan of action
 - ii) Submit a timeline, preferably in Gantt format.
 - iii) Provide creative samples of videography, topography, photography, new innovations and platforms
 - iv) Target campaign strategy's
 - c) Deliverables:
 - i) Explain how you will achieve the reporting and deliverables specified on page 10 of the Scope of Work.
 - d) Cost (fixed fees, rates, etc.)
 - i) Complete the Cost Proposal Form

- 3) **SHORTLISTING:** The City may shortlist the Respondents based upon responses to the above items. If necessary, the City will conduct interviews/demonstrations. The City will notify each Respondent on the shortlist, if such presentation is required. These presentations will provide an opportunity for the Respondents to respond to questions posed by the Evaluation Team and to

^{*} Businesses that have done work for the City of Dearborn are not exempt from submitting required documents.

clarify their proposals through exhibition and discussion. The City will not reimburse oral presentation costs of any Respondent. The City reserves the right to modify scoring based on its findings from interviews/demonstrations

COMMITTEE MINUTES

Downtown Dearborn Design & Economic Vitality Committee Minutes

August 26, 2020 @ 2pm

DDDA Office, 13615 Michigan Ave.

Join Zoom Meeting

<https://zoom.us/j/323245564?pwd=NnhNjVNSE1tVTdHNjVMak91dC9nZz09>

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

Find your local number: <https://zoom.us/u/adku9nqyrM>

Join by Skype for Business

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

Attendees: Mark Guido, Steve Deisler, Adam Easterly, Jeff Watson, Hassan Sheikh, Cristina Sheppard-Decius, and Janet Bloom.

AGENDA ITEMS	TASKS/ACTIONS
A. Sidewalk Cafés	<ul style="list-style-type: none">• Temporary Applicant Update - Sattya Yoga closing street; From Tom P. sent 8/12 Approved- private property: Downing Brewing, restaurants between O’Sushi and Biggby Coffee, and Sattya Yoga, Doblos Banquet . Public - M Cantina and Biergarten.• Boardwalk Platform Dining Update - Steve talking to Good Burger to see if they want to set up; Will talk to Al-Saa’ad Bakery, talking to Julie Strong with new tenants of Wine Captain. M Cantina outdoor seating looks great. Check in with Beirgarten. They want to expand space since dumpster finally removed.• Tree Well Removals-reqs due in. Top Dog may want to do onstreet platform instead. No updates on that so pressing forward with tree well removal.• Future Items:<ul style="list-style-type: none">○ Amendment○ Design Manual

<p>B. COVID-19 Business Support</p>	<ul style="list-style-type: none"> ● CDBG loan/grant Update. Jeff-Dearborn is part of consortium which submits information together. County is responsible to turn them in. Detroit office is holding up all, despite a couple cities having application issues. City is waiting to hear from HUD. Cristina saw example of restaurants on brink using CARE dollars to then provide free food for those in need. ● Welcome Back Campaign: Video - feedback from Julia, she felt didn't have a balance of diversity. Need to review what we lose to add more shots in. Distribute to hotels, CDTV, DDDAs channels, Pure Michigan, and invite businesses to share on their channels. ● Economic Study - Kim Davis - no further updates
<p>C. Business Assistance Team</p>	<ul style="list-style-type: none"> ● Marketing/Promotions to Reach More- On 8/13 held Town Hall 2.0, 20 resources showed up. Only had a couple businesses participate. Recorded slide show and will post. Need to reach out more. ● Webinars - working on webinar; open to help and ideas.
<p>D. Open Door Dearborn</p>	<ul style="list-style-type: none"> ● Haraz Coffee Follow Up- dealing with construction issues and needs to set up inspections. ● Other Application Interests - Sam Abbas or Wine Captain new tenants, Lile's in limbo with facade and window (might be just an insurance issue)
<p>E. Tackling Vacancies Property Owner Roundtable</p>	<ul style="list-style-type: none"> ● One-on-One Meetings/Issue-Fact Finding - not doing roundtables right now. Did one with Mike Hameme and Eddie. Mark - meet standards and if not, we start billing for City to take care of. Help market open space with banner/sign with DDDA brand, people, more engaging visuals. Using Form Base code to figure out what type of businesses work in certain areas. Mark - Big change on what can be on side areas - should be available end of September, may have more give in what can be placed in locations. Two readings at City Council. Work with Adam to start in early to mid

	<p>October to set up meetings. Adam will pull together who will participate.</p> <ul style="list-style-type: none"> • Updates on 50/50 property and Beaumont property - none at this time. Wine Captain multiple tenants - interested in Open Dearborn grants and Outdoor space application.
F. Bike Facilities Implementation Plan	<ul style="list-style-type: none"> • Bike Racks for EDDDA - approved for West, but EDDDA holding off due to budget and explore local metalsmiths that could provide bike racks. Suggestions welcome. Check with Jackie for member machine shops. • Bike Share RFP - scope of work finalized. In Purchasing to get out by end of month if possible. Launch is Spring 2021. 20 potential vendors. • Healthy Streets - developing Health Streets pilots. Southend, was closing whole street down, with no vehicular traffic. Any linkage to downtowns. Mark will check with Dave on plans. Try to make connection to define path. • Explored shutting down lane closure Michigan Ave. on northern most lane (west bound) for businesses to utilize but no businesses stepping forward and coming to end of season. Pilot for biking is consideration. Explore further as we do Michigan Streetscape project.
G. Public Art	<ul style="list-style-type: none"> • DCF/Arts Has Funds for Project(s) - EmmaJean - maybe smaller type projects in visible, impact areas. Cristina to send Steve H. list to revisit. They need to expend funds within 6 months. Archway by Esper Library - could do something at base.
H. Recruitment	<ul style="list-style-type: none"> • Property Updates & Key Property Mtgs - counter offer received - closer to range city assessor provider. Need to talk about next steps. Neighboring business may have potential ideas for use. Steve D. - Jeff agreed to doing an option. Two story building is an option. • Schedule Brainstorming with KW • FBC Marketing

I. Public Spaces & Amenities	<ul style="list-style-type: none"> Michigan Avenue Temporary Lane Closure REQ for Seating at Fishnet REQ Library Lot – Survey & Engineering - moving forward on req. to conversion to greenspace. Board approved prorated portion. Work to prepare memo for city council. City Hall Park Redesign Architects: Beckett & Raeder - look at overall timeline with them. EDDDA Parking Lots Connector Streets Vision Plan - Smith Group has been working on it. Doing community engagement items. Want committees to have input, too. More breakfast places and healthy food places moving in.
------------------------------	---

ACTION PLAN & RESOURCES

OBJECTIVE	ASSIGNED TO:	NEXT STEPS:	BUDGET/ VOLUNTEER NEEDS/NOTES
Objective: Recruit Businesses (1.75)	Adam/Hassan/ Andrea	TASKS	IMPORTANT DOCS
Ecosystem—Networking/Incubator/Shared Space/Accelerators/Pop Ups (2)	Hassan/Reaching out for New UofM Rep	<ul style="list-style-type: none"> Recruitment of an Incubator/Co-Working Space Metromode Follow Up Partners Funding!! Hub Location: Commercial Kitchen Needed – <u>Discuss Code Issues in downtown districts</u> 	Metromode DRAFT Summary Launch Lab Framework Launch Dearborn Vision Plan Draft Entrepreneur Ecosystem Committee Notes
Business Start-up/Recruitment Incentive (4.67)	Andrea/Stacey/Steve/Jackie	<ul style="list-style-type: none"> Innovate this Space - Recruitment Marketing Campaign with Key Retail Properties - develop EDDDA Intercept Survey – In Process Vacancy Roundtable – Nov. 21 Keller Williams Sub-Committee 	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 • 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 CDBG funding opps/changes • Main Street funding/grant with Select Level • Finalize and Approach Design Assistance Firms – Inquiring with City on any recommended architects 	<p>Candidates for Façade Program: Merchants, Jiu Jitsu, and refer to <u>previous list identified for EDDDA</u>;</p> <p><u>-FBC Code presentation and user guide;</u></p> <p><u>FBC Code</u></p> <p><u>-Business Overlay & Sample Guidelines;</u></p> <p><u>Committee Notes;</u></p> <p><u>Suggested Design Asst. Firms</u></p> <p><u>FINAL DESIGN GUIDELINES</u></p> <p><u>FINAL INCENTIVE PROGRAM</u></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 P.) ▪ Amenities <ul style="list-style-type: none"> ○ Tree Well Planters/Sidewalk Cafes ○ Mural Seating Area – need concept design (volunteer?) ○ WDDDA Trash Cans • Artspace Landscaping/Campus Plan – discussed preliminarily with Kim Moore • Schaefer Lighting –in process • Bike Share & Scooter Launch 2020 	<p><u>Presentation for Connector Streets & Michigan Ave.</u></p> <p><u>MMTP draft plan link</u></p> <p><u>Tree Well Overview</u></p> <p><u>Overall Rendered Plan</u></p> <p><u>Schaefer Rendered Plan</u></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 • Art in Public Spaces Plan – 2020 • Sculpture Initiative 2020 	<p><u>Using Public Sidewalks How To Sheet DRAFT</u></p> <p>FYE2020 - Art In Public Spaces Plan budgeted</p>

Objective: Branding (2.6)	Cristina	Brand Design & Messaging	www.brandingdearborn.com
Wayfinding (3.83)		RFP release ?	

DOWNTOWN DEARBORN EVENT MANAGEMENT NOTES AUGUST 2020

REPORT ON RECENT EVENTS

CANCELED UPCOMING EVENTS:

- Trick or Treat- per the conversation and decision of the promotions committee, the 2020 Trick or Treat event will be cancelled and replaced with a Scavenger Hunt- See notes below.

CURRENT EVENTS:

- Movies in the Park (@WP & @CHP):
- M@WP:
 - August 7th- A Dog's Purpose-
 - Total attended=54
 - Great weather- had 24 people pre registered- 9 of the 24 checked in; 30 people showed up; 15 people sitting under tent at bistro tables
 - August 21st- Sonic the Hedgehog-
 - Total attended= 115
 - Great weather- had 100 pre registered- 50 pre registered checked in; 44 people showed up; 21 people sitting under tent at bistro tables
- M@CHP:
 - August 14th- Toy Story 4-
 - Total attended= 42
 - Great weather- had 74 pre registered- 19 of the 74 checked in; 23 people showed up
 - August 28th- Godzilla
- DFM
 - Weather has been wonderful
 - We are averaging about 350-400 attendees per market day

- We are getting inquiries from several new vendors each week. We've been scheduling in a new vendor each week

I am working on securing a new farmer.

- Octane filmed at market and are created a market video depicting the process coming into, making a purchase, and exiting the market.
- Direct mail postcard was mailed.
- Yoga Shala has been providing 45 min. Free sessions every Friday at the market. They've averages 13-15 per week
- Police Explorers have been at the market each week
- Due to COVID19 and MDARD rules the following policies will be implemented into the farmers market:
 - All vendors are now permitted to participate- all food, pet food, body care products, and crafters

As of 5/26 the following are not permitted at Michigan markets:

Entertainment, kids activities, cooking demos, food sampling/tasting, social gathering areas, eating within the market area

- The market will be contained with a caution tape barrier with one way traffic directional signage.
- All vendors, market staff, and volunteers will be required to wear face masks.
- Social distancing will be enforced and managed with directional signage and staff/volunteers.
- Signage related to COVID19 was created for market- most people have followed the one way traffic, however some people still enter at the exit
- DFM- very desperate for help here

- **FALL EVENTS**
- Fall Perennial Exchange:
 - Times Herald had is being created by Octane- will run 2x week of event
 - Posters created/ will be distributed this week
 - We will not have any speakers, goodie bags, or vendors due to COVID- the attempt is to minimize interaction
 - Event will be 2 hours instead of 3
- Pumpkin Carving
 - Event will take place in both East and West this year in order to minimize social interactions and number of people in one space
 - We will use cones to mark off 10x10 sections for each family to carve pumpkins
 - We will pre-cut the tops of all pumpkins and place in designated areas for families
 - Asking families to bring their own carving tools this year in order to minimize contact and the need to disinfect each tool after every use- however we will have some on site for those who don't have any
 - We will have a sanitation station set up for families
 - West 10am to noon- will need to arrive by 8:30 to set up
 - East will be 1:30- 3:30- this will provide teams to clean up West and get to East to set up and pre-cut
 - Suggestions to provide blow pops to each of the kids
- Adopt a Tree Well - (ATW):
 - Google Form will be going out by end of the week
 - This event will take place as it has in years past
 - New signage will be created to reflect new branding
- Trick or Treat/ Artspace Haunted Halls:
 - Per conversations with promo comm team and Artspace residents, the decision to cancel TorT and Haunted Halls has been made due to COVID and the uncertainty of each community's decision to have this annual event or not. Also the difficulties in managing so many children.
- Scavenger hunt/ Spooky Windows Event:
 - An alternative event has been decided upon to replace

TorT 2020

- We will ask businesses to decorate their windows for the month of October- similar to what many do for ATW
- Parents will be asked to dress their kids up in their costumes and parade around town taking selfies in front of as many participating businesses as possible over a 2 week period.
- Parents will tag the business and use a pre-determined Hashtag and post on DD FB page.
- We will ask businesses to donate bags of candy to the DDA and we will create 3 prize baskets- there will be a 1st, 2nd, and 3rd prize winners- we could do more?
 - Winners will be determined by the number of posts/tags they make within the 2 week period
 - Need to determine the time frame
 - FB event will need to be created
 - Google form will include all the details
- If businesses don't have a large enough window, they could do a vignette
- Shop Small
 - Event will take place as in years past in the West
 - Passports will be created- Virtual ones???
 - Looking to use TV advertisements over radio this year- more people working from home, still laid off therefore watching more TV as opposed to driving listening to radio
- Shop Small/ Winter Breeze
 - Julia/ Artspace team discussion
- Winterfest- West only
 - I reached out to both Santas. I received responses from Santa Joe, but not Reindeer Ranch
 - I reached out to Ditto with the HFC ice sculptures, but never got a response- will be reaching out to him again next week
 - Will be reaching out to vendors in the next month

Downtown Dearborn Promotions Committee Minutes

Attendees: Chris Sickie, Katie Merritt, Hassan Sheikh, Jackie Lovejoy, Cristina Sheppard-Decius, Julia Kapilango, and Janet Bloom.

Meeting Date:
August 26, 2020
10:00 am

Meeting Location:
EDDA Office
13615 Michigan Avenue

Conference Call #:
Join Zoom Meeting
<https://zoom.us/j/308973055?pwd=Sy9GNIBXaGZ4UmgxRlZrRzk3WTdHQ09>

Meeting ID: 308 973 055
Password: 123811

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

Dial by your location
+1 929 205 6099

I. 4th Quarter Events/Promotions Update

a. Downtown Day (MDA Promotion)

Sept. 26. MDA - 40 years this year. Getting Proclamation from State so it will be an annual tradition in downtowns. Sidewalk Sale - see if we can get one mass application for each downtown.

b. Fall Promotions

Treat or Trick cancelled

Pumpkin Carving Oct. 17. - bring own carving tools, take pumpkins home. Jean to contact Dearborn Fresh (East) and Westborn Market (West) to see about pumpkin donation. Wipe off pumpkins, tops cuts, then place in spot for family. See what type of decorations can be done CHP. Janet - reach out to W H Canon to do bigger display at large pine tree. Use uplighting in trees. No cider and donuts. Jean mentioned sheets to make ghosts in CHP.

Scavenger Hunt - Product placement or same image in each display. Suggest to do last two weeks of October. Up to business if they drive traffic inside. At conclusion - gift bag/raffle - suggest gift certificates to be mailed.

Hassan - need to engage more activity on W. Village Dr. since closed. Katie suggested to extend market to end of October. Specifically reach out to cider mills. Reach out to Greenfield Village -sponsor a day or bring activities out. Kapnick Orchards might be a possible vendor.

c. Winterfest Market

Winter Breeze for East. Need to confirm.

d. Shop Small/Holiday Promotions

Look at doing video. Jackie - Hulu can create content and post for \$500. Katie

- consumption has skyrocketed with streaming content. Consider static online ads on TV websites in area.

II. Comeback Campaign

- a. Video - viewed, working on wrapping up. Positive comments. Get on social media, and CDTV. Revised version sent to Julia. Individual businesses - ask them to post on their social channels. Check with hotels to see if they can run at locations. Throw in Pure Michigan Pledge logo and see if they will run. DDDAs are registered at Pure Michigan. Julia stated revised version didn't have enough diversity still.

III. 2021 Calendar due Sept. 11

IV. Volunteer Management Plan & Updates/Needs

V. Artspace Resident Survey Results

Sent 7-10 we received to Helen to put into database. We need to start reach outs to residents given responses received on forms - forward to Steve Deisler. Cristina - those who are businesses at Artspace list on our website.

VI. Storytelling Time- What's Happening Around Town

Feature businesses opening during Covid: Koja, Pine Coast Cafe, Poke Poke, Blue Fish, Romantica Cafe. Julia - hair salon been here 52 years - still open, need extra promotion - Marja at Frank Collins Beauty Salon, next to Kong Kow.

Try to get article on those with long history in downtown - Frank Collins Beauty Salon, Alcamo's, etc.

Julia stated Black History Month activities are on Feb. 26, 6 pm - 9 pm.- need to get on event calendar and allocate funds for this event. Start marketing from Thanksgiving. Need sponsorship and community support. Also recognize the full month in calendar. Start on plans in October with outreach, sponsors and getting committee help. Janet - look at doing an online artist talk and post on website.

Also add Bike Ride on Juneteenth. Julia working with a couple organizations. Goal is from Detroit to SW to Dearborn. Can connect with Healthy Dearborn and Healthy Streets.

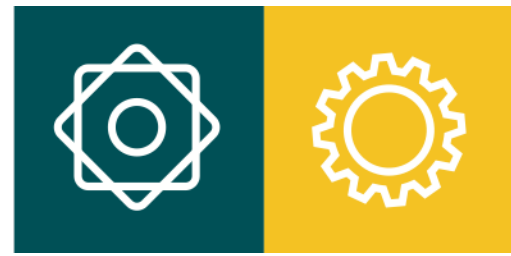
Julia stated Frank Collins Beauty Salon needs help acquiring product - both inventory and PPE items. Cristina stated they could use Business Assistance Team.

DATE	EVENT	HASHTAG	CHAMPION
	Black History Month		

March 20 - 29, 2020	Dearborn Restaurant Week	#DRW2020	Sam Abbas
March	Reading Month/ The Big Read		Maryanne Bartles
April	Art Month		Emma Jean Woodyard
May 2021	Historical Walk/Bike Tour		
May 18	Martian Marathon		Mo Hider
May 6	Ladies Night		Chris Sickle
May 2	Free Comic Book Day		Katie Merritt
May 16	Spring Perennial Exchange		Katie Merritt
July 10 – September 25	Farmers Market	#DFM	NEED A CHAIR
June 5, July 10, August 14	Kids Days	#KidsDays	NEED A CHAIR
June 3-July 8	Music in the Park	#MIP2020	Julia Kapliango
June 12, July 17, August 14, Aug. 21	Movies in the Park (West & East Alternate)	#Movies2019	NEED A CHAIR
June 26, July 24, Aug 28	Friday Nites	#FridayNites	NEED A CHAIR
July 15-August 19	Jazz on the Ave	#JazzAve2019	Julia Kapilango
July 14-August 18	Tunes at Noon	#TunesatNoon	
July 24-25, 2021	JAM3A		AANM
Sept. 12	Fall Perennial Exchange		Katie Merritt
Oct. 24 (same day as TOT?)	Pumpkin Carving		
Oct. 24	Trick-or-Treat	#DearbornTreats #TrickorTreat	
Oct. 26	Doggone Dearborn		
???	Beer Crawl		Lynette Downey
Nov. 28	Shop Small & EDDDA Winter Breeze	#ShopSmall	
Online version December 9? Spring/Summer 2021	EDDDA Open House		
Dec. 12	WDDDA Winterfest Market	#DWM2019	



DOWNTOWN DEARBORN STEERING COMMITTEE Minutes



September 9, 2020

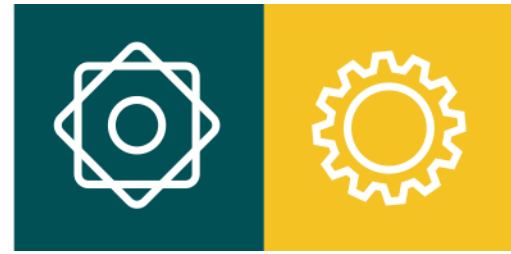
9 a.m.

Attendees: Mark Guido, Mike Kirk, Jackie Lovejoy, Kari Woloszyck, Steve Deisler, Eric Woody, Hassan Sheikh, Cristina Sheppard-Decius, and Janet Bloom.

- I. Actions/Updates
 - a. Chairperson/Lead Advocates - Follow up - Mark - need to have process in place so it is transparent. Cristina to review bylaws to see what it states about that.
 - b. Vision Plan Update - first initial community engagement via social media coming soon. Doing small focus groups as we move forward. Did Business Leaders last week. Engage board and committee members. Looking at October timeframe to accomplish. Looking to engage university students. Steve Deisler - suggested neighborhood leaders. Mark - DFNA - Dearborn Federation of Neighborhood Associations. Steve D. - Detroit or neighboring communities especially with Michigan Ave. as topic. Mark - employees might be a group to add, tourists at attractions. AmTrak - train station. R and E. Wayne County Park.
Note: Do agreement for Parks & Rec and DDDAs for CHP space.
- II. Next Steps
 - a. Submit Letter of Intent - do this week.
 - a. Service Agreement –Set Up Meeting with Legal (Julia, Eric, Jackie and Mark)
 - b. Michigan Main Street Select Level Application Work Plan - need to begin to fill out
 - i. Application – Divide Sections
 1. Physical Characteristics
 - a. Is there community support for preserving the district's overall historic character and historic buildings? Please list evidence of this support. (5000 character limit).
Suggestions were historical museum, Morley Ave.
Residents Association - Glen O'Kray is leading effort. Mike will introduce Glen to Cristina. AIDetroit - none in Dearborn. Henry Ford Homes - backs up to downtown. Not organized for new district yet. Michigan Historic Preservation Network- new director Mark Rodman. Field Rep. is Mallory Bowers for Dearborn. Mike will connect them to Cristina. They could provide Letters of Support.
 2. Organizational Structure
 - a. What will be the local Main Street program's relationship with the municipal government including city council and

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



city staff? (3000 character limit) Mark to help Cristina with this topic.

3. Community Support -

- a. Describe what actions, if any, the community will take to address downtown revitalization if your community is not selected this round? (2000 character limit)
 - b. List any significant community volunteer efforts that impacted the downtown occurring over the past three years, the lead organization and an estimate number of volunteers who participated? (300 character limit per fillable field). Cristina will start pulling this information together.
- ii. Letters of Support: (including dollar amount pledged) for the Main Street Program from organizations, institutions, business owners and citizens must be attached to the original application.
1. Partner Engagement Recruitment – Committee Progress/Update
 2. Include a municipal resolution of support for participation in the Select Level Michigan Main Street program. Need to include October/November latest to city. Provide trimmed down level and where we are at with the board (committed to applying for Main Street) and send to Mark abbreviated PPT to use for council communication.

What the organization wants to see is tangible pledges to the organization. Steering Committee is to reach out. Steve D. - provide flow chart and abbreviate PPT presentation to a one pager. Jackie assigned to abbreviate PPT to three slides. Cristina to resend PPT to Jackie and she'll do Friday.

Those on this call need to provide Letters of Support. Eric - Beaumont does a standard Letter of Support. Cristina will provide sample to Eric.

Get letter in October, latest early November. Complete application package done week before Thanksgiving. Mark - target Oct. 20 city council meeting for resolution.

- c. Downtown Management Checklist (tally) Cristina will resend out to committee along with reach out letter.
- d. GIS Mapping - Steve Deisler - been working with city GIS system with Sue K. Doing land use layer more complete. Work is in conjunction with Smith Group. Match uses to what is requested in submission. Rough draft hopefully in a couple weeks.

Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.



JOINT DDDA EXECUTIVE COMMITTEE MEETING Minutes

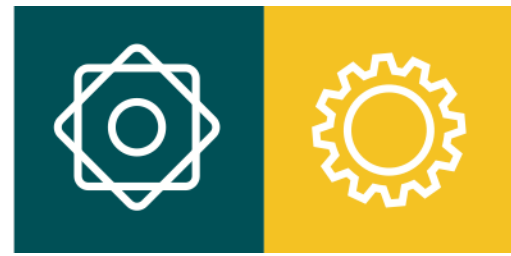


September 9, 2020

8 a.m.

Attendees: Dan Merritt, Julia Kapilango, Moe Hider, Sam Abbas, Jeff Watson, Hassan Sheikh, Cristina Sheppard-Decius, Steve Deisler, and Janet Bloom.

1. JOINT BOARD MEETING AGENDA ITEMS
 - a. PR Contract 2020/21
No results yet from Purchasing on who is awarded contract from the top three companies interviewed. It may or may not make board meeting.
 - b. Snow Removal
Recommend using same contractor as last year, Premium Lawn, exercising the first year renewable option. Need to set up meeting soon to have them bring truck onsite for blade inspection since DPW believes it has been causing top deck damage to rubberized coating.
 - c. Shop Small
Promotions Committee will still promote. Reviewing online streaming options since uptick in that service. TV advertising still on but radio will be reduced, if used. Passport – looking at generating an online portal and reduce number of print pieces. Octane will develop holiday shopping video.
 - d. Web Hosting
Due to renew. All three websites with Essential IT. Asking Essential IT for information to redo website. Also researching other companies to perform website redo.
 - e. Board of Directors Dishonesty Bond
Renews every three years to bond board members. Legal recommended coverage.
 - f. GIS Subscription (either through City or separate for DDA)
Operating license so DDDA can have account. Currently built out on Smith Group services. Jeff and Cristina to discuss offline.
 - g. CTM
CTM is now operating and is recommending getting information in racks. Prior printing was done by Foster, and problem was Fosters wouldn't ship without payment and City doesn't pay until product received. CTM has provided another printer for 10K pieces at around \$400 and no overrun planned.
 - h. MDA Annual Conference – Virtual
Two day conference Nov. 5 & 6. If sponsor at \$300 as community, get free registration and free video time, which DDDAs could display our latest video. Put email out to board to see who can attend. Send out MDA brochure and link to online version. Pam Lewis, supportive of Dearborn, a keynote speaker and was part of \$150,000 grant recently to Dearborn businesses/highlighting Business Assistance at Conference. Julia plans to attend. Other advertising available for DDDAs will be through awards submissions.



2. WDDDA ONLY ITEM

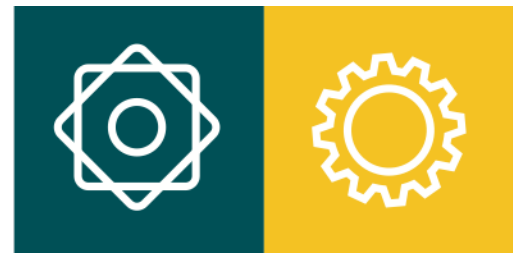
- a. Farmers & Artisans Market Extension
Extend market through October. Use unused entertainment funds. Vendors have committed to participate, if approved. Need to replace farmer, who opted out. Trick or Treat cancelled so this and Pumpkin Carving only October events. W. Village closed through October.
- b. Winterfest Market
Jean and Janet working on items for resolution. A few items will need to be bid out: TV, Reindeer, Tent, Printed Pieces.

3. EDDDA

- a. Vacant Lot Purchase/Repurpose
Broker offered lower price which matches range City Assessor suggested. Send address and size of lot to Moe Hider. Dan mentioned if kept as open space, we would need to consider security measures. Options are outdoor dining for neighboring restaurant and have them develop directly or green space. Julia stated a new green space can bring a new vibe. Moe Hider suggested a food truck station, if space allows. Jeff to send information to Licia to plan next steps.
- b. Winter Breeze
RFQ's needed for reindeer and tents. Julia requested meeting to cover all items to match vision for Winter breeze. Cristina to ask Jean to reach out to her.

4. UPDATES/DISCUSSION

- a. Holiday Décor
Finalizing inventory. For East, Michigan Ave. struggles due to power issues on streetlight poles. Those will be reviewed with DTE to increase lighting. More lighting to happen on Schaefer this year – adding lights to wreaths. Costs should be fairly low this year for any replacement or new items.
- b. Landscape & Maintenance
Julia spoke to onsite team and crew said they were to clean Good Burger to Jonathan. It appears direction is not going from management to onsite crews. They have been provided contract and maps. West onsite 5-6 days. There are hot spots that is consumer driven litter. Police has been contacted to cover some of the hot spot issues. Moe – need to begin citing those property owners that conversations have already been had with.
- c. Vision Plan – Board Special Meeting October
Get board input via Zoom. Got Business Leaders recently. Community outreach – printed, social and online survey.
- d. Virtual Board Retreat
October Board retreat for East. West interested to do one as well.
- e. Comeback Campaign Budget
Video numbers not in from Octane yet.
Reach out to Scott Racer on intermix Shop Small and new brand banners.
- f. Branding Contract Update
Octane's last bill was in March. Waiting on the summer work bill. They usually bill quarterly. Have about \$210K left on contract, minus summer work.



- g. Main Street
Julia asked Cristina to connect with Urban Main Street. Might be able to tap into some of their services.
Working on application and letter of intent. Asked Steering Committee to get letters of support. A sample letter will be emailed to Executive Board to engage. Julia recommended to get artists and also Artspace and could help facilitate.
- h. EDDDA Tree Well Removal
Req. update – need to make sure in system (found it was input July 2)
- i. EDDDA City Hall Park Redesign
Julia found two millennials for input. Three low tree wells need to be addressed. Cristina said both East and West around Schaefer need to be addressed, too. It also pulls in lighting.
- j. EDDDA Bike Lanes/Traffic Calming Points
MDOT planning grant we could be viable for connection East to West and lanes in East. Cristina to speak to Jeff and Hassan about grant. Looks at equity and all modes of traffic.

5. CALL TO EXEC COMMITTEE

Julia – add at least two doggie stations in City Hall Park area.
Moe – problems when people park on Howard. Need to check if curbs painted yellow. Parking sign on W. Village not very visible. Bring to Parking Committee.
Julia – Black Lives Matter topic to continue conversation. Cristina stated it is part of Vision Plan. Julia and Cristina to talk offline.
Cristina – Sponsorship package will be updated and distributed to team.

**DDDA BOARD OF DIRECTORS
ADOPTED RESOLUTIONS
AUGUST 2020**

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Bike Racks 2020 - WDDDA

Date Approved: August 20, 2020

Motioned by: Vice Chairperson Mohammed Hider

Seconded by: Director Audrey Ralko

WHEREAS: The WDDDA recognizes the benefit of beautification and adding aesthetic elements to a downtown for placemaking purposes; and

WHEREAS: The WDDDA values the importance of the goals and objectives of non-motorized transportation for a healthier and more engaged community; and

WHEREAS: A competitive bid for the purchase and installation of 2 on-street bike racks that add an additional function and design element to the district was solicited by the City of Dearborn on behalf of the WDDDA; therefore, be it

RESOLVED:

1. That the WDDDA awards Graber Manufacturing for the purchase and installation of 2 on-street bike racks, delineators and rubber bumpers in the amount \$2,651.52 to be expended from account # 296-6100-911-34-90; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the vendor selected, subject to review and approval by Corporation Counsel.

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

No:

Abstained:

Absent: Mayor Jack O'Reilly, Director Thomas Clark and Director Karen Nigolian

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Bryant Library Lot Updates- 2020

Date Adopted: August 20, 2020

Motioned by: Director John McWilliams

Seconded by: Secretary-Treasurer Jeff Lynch

WHEREAS: The WDDDA goal is to improve the overall walkability and pedestrian connection, as well as providing a safe and visually appealing environment in a highly visible location within the downtown business district; and

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) wishes to improve the area behind the Bryant Library branch located at 22100 Michigan Avenue, converting it from a parking lot to a pedestrian-friendly greenspace; and

WHEREAS: Survey work, engineered drawings and construction costs are estimated at \$150,000 and are to be bid out for this project through the City of Dearborn with a proposed cost-sharing of 50% by the City of Dearborn, 25% by WDDDA, and 25% by the Dearborn Public Library; therefore let it be; and

RESOLVED: The WDDDA Board authorizes amending its FYE2021 budget to include the 25% portion of the Bryant Library Greenspace project in the amount of \$37,500 and presenting the budget amendment to City of Dearborn City Council for approval.

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

No:

Abstain:

Absent: Mayor Jack O'Reilly, Director Thomas Clark and Director Karen Nigosian.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

City Hall Park Redesign Schematics

Date Adopted: August 20, 2020

Motioned by: Secretary-Treasurer Heidi Merino

Seconded by: Director Eric Woody

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) wishes to improve the City Hall Park located at 13615 Michigan Avenue; and

WHEREAS: The EDDDA goal is to improve the overall walkability and pedestrian connection, as well as providing a safe and visually appealing environment in a highly visible location within the downtown business district; and

WHEREAS: A competitive solicitation of proposals was conducted for developing a schematic redesign of City Hall Park and a construction budget; and

WHEREAS: Of the eight proposals received, the proposal recommended for awarding based on the City of Dearborn's Purchasing process is with Beckett & Raeder at a cost of \$18,000 plus the option of additional online survey for \$1750 and an additional perspective rendering at \$3500; therefore, let it be

RESOLVED: The EDDDA Board awards Beckett & Raeder for the City Hall Park Redesign project in the amount of \$18,000 plus the option of an additional online survey for \$1750 to be expended from account #297-6100-911-34-90; and let it further be

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

Yes: Chairperson Julia Kapilango, Vice Chairperson Dan Merritt, Secretary-Treasurer Heidi Merino, Director Janice Cislo, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Mary O'Bryan, Director Kamal Turfah, and Director Eric Woody.

No:

Abstain:

Absent: Mayor Jack O'Reilly

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Fall Perennial Exchange 2020 - WDDDA

Date Adopted: August 20, 2020

Motioned by: Director Audrey Ralko

Seconded by: Vice Chairperson Mohammed Hider

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

WHEREAS: The Promotions and Organization Committee has recommended hosting and coordinating a Fall Perennial Exchange in WDDDA to increase engagement in open spaces in Downtown Dearborn; and

WHEREAS: The WDDDA anticipates expenditures of \$241.50 for the Fall Perennial Exchange for posters from Beshara and newspaper ads from Bewick Publications; so let it be

RESOLVED:

1. That the WDDDA obligates \$241.50 in expenditures for the fall Perennial Exchange event from the Community Promotions Budget # 296-6100-911-51-00 for 2020; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the companies listed below for the Fall Perennial Exchange, subject to review and approval by Corporation Counsel.

Vendor	Purpose	Amount
Beshara Printing	Posters	\$91.50
Bewick Publications	newspaper advertisement	\$150.00

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

No:

Abstained:

Absent: Mayor John O'Reilly, Director Thomas Clark and Director Karen Nigosian.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Hanging Baskets 2020 Connector Streets - WDDDA

Date Approved: August 20, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Director John McWilliams

WHEREAS: The WDDDA recognizes the benefit of beautification and adding aesthetic elements to a downtown for placemaking purposes; and

WHEREAS: The WDDDA values implementing planters and landscaping to beautify the district; and

WHEREAS: A competitive bid for the purchase of twenty-four (24) self-watering hanging baskets at 22" diameter size was solicited by the City of Dearborn on behalf of the WDDDA, of which Sybertech Waste was the lowest bidder; and

WHEREAS: Fifteen (15) more hanging baskets are to be installed in the new connector street project of Mason, Howard and Monroe Streets, and

WHEREAS: City of Dearborn Purchasing Department affirmed the vendor will hold the same pricing previously bid for these additional hanging baskets; therefore, be it

RESOLVED:

1. That the WDDDA requests purchase of fifteen (15) self-watering hanging baskets, 22" diameter in size, for WDDDA, for placement at connector streets of Mason, Howard and Monroe streets, at \$131.50 each, for a total of \$1972.50, from Sybertech Waste, which is to be expended from account # 296-6100-911-62-40; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with the vendor selected, subject to review and approval by Corporation Counsel.

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

No:

Abstained:

Absent: Mayor Jack O'Reilly, Director Thomas Clark and Director Karen Nigosian.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Main Street Program Resolution of Support- EDDDA

Date Adopted: August 20, 2020

Motioned by: Director Eric Woody

Seconded by: Director Matthew Dietz

WHEREAS: The East and West Dearborn Downtown Development Authorities recognize the importance of the downtown districts to the community and region, as well as the need for revitalization of the downtown districts; and

WHEREAS: The East and West Dearborn Downtown Development Authorities have fulfilled the requirements of the Associate level of the Michigan Main Street Program and wish to apply to become a Select level Main Street community; and

WHEREAS: The East and West Dearborn Downtown Development Authorities have a memorandum of understanding to work collaboratively and are working towards the formation of an umbrella organization, Downtown Dearborn Incorporated, which will assist the Development Authorities with joint cooperation and management services across both downtown districts.

WHEREAS: The City of Dearborn's downtown districts have been accepted as meeting the physical characteristics of a Traditional Downtown; and

WHEREAS: The downtown districts are vital to our community's identity and quality of life and it is the East and West Dearborn Downtown Development Authorities' joint goal to reverse the historic trend which has led to the loss of population, jobs and businesses in the downtown districts and to work on the continued improvement, revitalization and development of the downtown districts; and

WHEREAS: The East and West Dearborn Downtown Development Authorities both plan to use the Main Street Program's Four Point Approach as an organizational tool for downtown revitalization and historic preservation; therefore, be it

WHEREAS: The Michigan Main Street Program requires a resolution of support to fulfill the requirements of the Select Level Main Street Program for 2021; therefore, be it

RESOLVED: The East Dearborn Downtown Development Authority authorizes a Resolution of Support and agrees to fulfill the requirements of the Select Level Michigan Main Street Program and authorizes the Manager of the DDDAs Cristina Sheppard-Decius to sign all related documents on behalf of the East Dearborn Downtown Development Authority, subject to review and approval by Corporation Counsel.

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

No:

Abstain:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Main Street Program Resolution of Support- WDDDA

Date Adopted: August 20, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Chairperson Sam Abbas

WHEREAS: The East and West Dearborn Downtown Development Authorities recognize the importance of the downtown districts to the community and region, as well as the need for revitalization of the downtown districts; and

WHEREAS: The East and West Dearborn Downtown Development Authorities have fulfilled the requirements of the Associate level of the Michigan Main Street Program and wish to apply to become a Select level Main Street community; and

WHEREAS: The East and West Dearborn Downtown Development Authorities have a memorandum of understanding to work collaboratively and are working towards the formation of an umbrella organization, Downtown Dearborn Incorporated, which will assist the Development Authorities with joint cooperation and management services across both downtown districts.

WHEREAS: The City of Dearborn's downtown districts have been accepted as meeting the physical characteristics of a Traditional Downtown; and

WHEREAS: The downtown districts are vital to our community's identity and quality of life and it is the East and West Dearborn Downtown Development Authorities' joint goal to reverse the historic trend which has led to the loss of population, jobs and businesses in the downtown districts and to work on the continued improvement, revitalization and development of the downtown districts; and

WHEREAS: The East and West Dearborn Downtown Development Authorities both plan to use the Main Street Program's Four Point Approach as an organizational tool for downtown revitalization and historic preservation; therefore, be it

WHEREAS: The Michigan Main Street Program requires a resolution of support to fulfill the requirements of the Select Level Main Street Program for 2021; therefore, be it

RESOLVED: The West Dearborn Downtown Development Authority authorizes a Resolution of Support and agrees to fulfill the requirements of the Select Level Michigan Main Street Program and authorizes the Manager of the DDDAs Cristina Sheppard-Decius to sign all related documents on behalf of the East Dearborn Downtown Development Authority, subject to review and approval by Corporation Counsel.

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

No:

Abstain:

Absent: Director Thomas Clark and Director Karen Nigosian.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Photography_Movies in the Park 2020 - EDDDA

Date Adopted: August 20, 2020

Moved by: Director Mary O'Bryan

Seconded by: Director Eric Woody

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

WHEREAS: The EDDDA and WDDDA recognize the need to build an inventory of photography that best demonstrates the culture, life and vibrancy of the downtown; and

WHEREAS: The EDDDA and WDDDA mutually agree to divide the costs for a photographer to capture Movies in the Park which represents one day at City Hall Park and one day at Wagner Place during the movies for a fee up to \$375; so let it be

RESOLVED: The EDDDA authorizes up to \$187.50 from the Photography budget # 297-6100-911-51-00 for Movies in the Park photography with vendor DeJuan McTaw; and let it be

RESOLVED: EDDDA authorizes the Manager of the DDDAs to execute the contracts, subject to the review and approval of Corporation Counsel selected vendor.

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

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Photography_Movies in the Park 2020 - WDDDA

Date Adopted: August 20, 2020

Moved by: Vice Chairperson Mohammed Hider

Seconded by: Director Jackie Lovejoy

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

WHEREAS: The WDDDA and EDDDA recognize the need to build an inventory of photography that best demonstrates the culture, life and vibrancy of the downtown; and

WHEREAS: The WDDDA and EDDDA mutually agree to divide the costs for a photographer to capture Movies in the Park which represents one day at City Hall Park and one day at Wagner Place during the movies for a fee up to \$375; so let it be

RESOLVED: The WDDDA authorizes up to \$187.50 from the Photography budget # 296-6100-911-51-00 for Movies in the Park photography with vendor DeJuan McTaw; and let it be

RESOLVED: WDDDA authorizes the Manager of the DDDAs to execute the contracts, subject to the review and approval of Corporation Counsel selected vendor.

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

No:

Abstained:

Absent: Director Thomas Clark and Director Karen Nigosian

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

EDDDA OFFICE CLEANING CONTRACT FOR PORTION OF FYE21

Date Adopted: August 20, 2020

Motioned by: Director Mary O'Bryan

Seconded by: Director Eric Woody

WHEREAS: The EDDDA and WDDDA boards requested at July 2020 Joint Board meeting that

DDDA's office cleaning services be reviewed and obtain quotes to see if a cost savings can be obtained while maintaining the same level of service of sanitizing and cleanliness; and

WHEREAS: The EDDDA and WDDDA currently split the office space cost at Artspace and would therefore, split the cost of the office cleaning service; and

WHEREAS: A contract for cleaning services for FYE2021 beginning October 1, 2020 to March 31, 2021 at a rate of \$35 per weekly cleaning and Bioshield-type application for a contract total not to exceed \$910 to be split equally between the EDDDA and WDDDA; therefore, let it be

RESOLVED: The EDDDA authorizes a six month contract with Services to Enhance Potential (STEP) in an amount not to exceed \$455 at a rate of \$17.50 per weekly cleaning, which will be split equally between EDDDA and WDDDA, from account #297-6100-911-34-90; and let it be further

RESOLVED: That the Manager of the DDAs is authorized to execute a contract with the listed service provider on behalf of the EDDDA, subject to the review and approval by Corporation Counsel.

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

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

WDDDA OFFICE CLEANING CONTRACT FOR PORTION OF FYE21

Date Adopted: August 20, 2020

Motioned by: Director Mark Guido

Seconded by: Director John McWilliams

WHEREAS: The WDDDA and EDDDA boards requested at July 2020 Joint Board meeting that

DDDA's office cleaning services be reviewed and obtain quotes to see if a cost savings can be obtained while maintaining the same level of service of sanitizing and cleanliness; and

WHEREAS: The WDDDA and EDDDA currently split the office space cost at Artspace and would therefore, split the cost of the office cleaning service; and

WHEREAS: A contract for cleaning services for FYE2021 beginning October 1, 2020 to March 31, 2021 at a rate of \$35 per weekly cleaning and Bioshield-type application for a contract total not to exceed \$910 to be split equally between the EDDDA and WDDDA; therefore, let it be

RESOLVED: The WDDDA authorizes a six month contract with Services to Enhance Potential (STEP) in an amount not to exceed \$455 at a rate of \$17.50 per weekly cleaning, which will be split equally between EDDDA and WDDDA, from account #296-6100-911-34-90; and let it be further

RESOLVED: That the Manager of the DDAs is authorized to execute a contract with the listed service provider on behalf of the WDDDA, subject to the review and approval by Corporation Counsel.

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

No:

Abstained:

Absent: Mayor Jack O'Reilly, Director Thomas Clark and Director Karen Nigosian.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Open Door Dearborn Business Incentives Program - Grant Application Haraz Coffee. Owner: Hamzah Nasser

Date Adopted: August 20, 2020

Motioned by: Director Kamal Turfah

Seconded by: Director Matthew Dietz

WHEREAS: The EDDDA and WDDDA are committed to promoting the downtown districts by aiding in efforts to address vacancies, beautification, and attraction within the districts; and

WHEREAS: The EDDDA and WDDDA established the Open Door Dearborn business incentive to recruit businesses to Downtown Dearborn and improve the appearance of the districts through storefront and business rehabilitation and expansions at its April 18, 2019 joint Board meeting; and

WHEREAS: Haraz Coffee, a proposed EDDDA district small business coffee shop start-up, applied for Level I and Level II of the Open Door Dearborn grant program; and

WHEREAS: Three quotes for the signage, as requested by the Design/EV Committee, has been received and reviewed;

WHEREAS: At the August 5, 2020, special meeting of the Design/EV Committee, the committee approved recommending to the EDDDA Board funding Haraz Coffee for Level I sign grant of \$2500, motioned by Mark Guido and seconded by Jackie Lovejoy with the following condition:

1) the applicant will modify the sign size to 3'x3' and place it above the front door facing Michigan Ave.

WHEREAS: At the August 5, 2020, special meeting of the Design/EV Committee, the committee approved recommending to the EDDDA Board funding Haraz Coffee for Level II grant in the amount up to \$5,000 for a new start up business with the following conditions, motioned by Mark Guido and seconded by Jackie Lovejoy:

1) The applicant provide a letter with supporting documentation on total renovation cost and one year of operating cost while also stating a commitment that applicant has the funds available to cover all construction costs and operating cost for the first year; and therefore, be it

RESOLVED: The EDDDA awards Haraz Coffee a Level 1 grant and Level II grant up to \$7500 from the Open Door Dearborn grant program from account #297-6100-911-34-90, contingent on meeting requested conditions by Design/EV Committee; and subject to review and approval of Corporation Counsel.

Yes: Chairperson Julia Kapilango, Vice Chairperson Dan Merritt, Secretary-Treasurer Heidi Merino, Director Janice Cislo, Director Matthew Dietz, Director Mark Guido, Director Jay Kruz, Director Mary O'Bryan, Director Kamal Turfah, and Director Eric Woody.

No:

Abstained:

Absent: Mayor Jack O'Reilly

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social District Program- 2020- WDDDA

Date Adopted: August 20, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Secretary-Treasurer Jeff Lynch

WHEREAS: Michigan Public Act 124 of 2020, Social Districts, was signed into law on July 1, 2020, enabling Michigan municipalities to establish Social Districts that allow for “common areas” where two or more contiguous licensed establishments (bars, distilleries, breweries, restaurants and tasting rooms) could sell alcoholic beverages in special designated plastic cups to be taken into the area for consumption;

WHEREAS: The WDDDA goal is to establish areas of increased customer traffic and sales at established businesses with unique attractions; and

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) wishes to establish a Social District as presented, following the guidelines provided by the State of Michigan; and

WHEREAS: Businesses who participate in the Social District are required to apply for a license through the State of Michigan Liquor License Commission with approval from the City of Dearborn, as well as name the City of Dearborn as an additional insured on their insurance policies and provide proof of coverage; and

WHEREAS: The participating businesses will need to pay \$250 application fee to the State of Michigan and must follow all the outlined guidelines and directives from the State of Michigan, City of Dearborn and the WDDDA, for participating in a Social District; therefore, let it be

RESOLVED: The WDDDA Board authorizes the Social District Plan and the designation of the Social District(s) be presented to the City of Dearborn City Council for approval; further, let it be

RESOLVED: The WDDDA Board authorizes the Manager of the DDDAs to execute necessary contracts in conjunction with the Social District program, subject to the review and approval of Corporation Counsel.

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

No:

Abstain:

Absent: Mayor Jack O'Reilly, Director Thomas Clark and Director Karen Nigosian.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Vision Planning Printing - EDDDA

Date Adopted: August 20, 2020

Motioned by: Vice Chairperson Dan Merritt

Seconded by: Director Kamal Turfah

WHEREAS: The EDDDA and WDDDA will be launching a Vision Planning project this Fall; and both districts recognize the benefits of obtaining input from community stakeholders, business owners and residents alike as the vision of Downtown Dearborn takes shape; and

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

RESOLVED: The EDDDA authorizes expending up to \$75 for printed material for the Vision Planning project from the General Marketing budget line item account #297-6100-911-51-00, subject to review and approval of Corporation Counsel.

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

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Vision Planning Printing - WDDDA

Date Adopted: August 20, 2020

Motioned by: Mayor Jack O'Reilly

Seconded by: Chairperson Sam Abbas

WHEREAS: The WDDDA and EDDDA will be launching a Vision Planning project this Fall; and both districts recognize the benefits of obtaining input from community stakeholders, business owners and residents alike as the vision of Downtown Dearborn takes shape; and

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

RESOLVED: The WDDDA authorizes expending up to \$75 for printed material for the Vision Planning project from the General Marketing budget line item account #296-6100-911-51-00, subject to review and approval of Corporation Counsel.

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

Jeff Lynch, Mayor Jack O'Reilly, Director Mark Guido, Director Jackie Lovejoy,
Director John McWilliams and Director Audrey Ralko.

No:

Abstained:

Absent: Director Thomas Clark and Director Karen Nigosian

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Wagner Parking Deck Water-Sewer FYE 2021

Date Adopted: August 20, 2020

Motioned by: Director Jackie Lovejoy

Seconded by: Secretary-Treasurer Jeff Lynch

WHEREAS: The WDDDA, in partnership with the City of Dearborn, maintains the Wagner Parking Deck, located as 22037 Michigan Ave., between Mason and Monroe Streets, south of West Village Drive, servicing offices, retail, and restaurants in the immediate area; and

WHEREAS: The WDDDA pays for the water and sewer for the Wagner Parking Deck annually and it is recognized that active usage is April 1 through September 30, and inactive usage, when water is shut off, but a maintenance fee is still charged, is October 1 through March 31; and

WHEREAS: The City of Dearborn has estimated the following for the expense for water and sewer is \$2890 total for active months and \$300 total for inactive months, with a total estimated expenditure annually of \$3190 ; and

WHEREAS: The WDDDA will need to amend the budget to include the cost of the water and sewer at 22037 Michigan Ave.; therefor, let it be

RESOLVED: The WDDDA approves to amend the budget to include water and sewer charges at 22037 Michigan Ave. for the Wagner Parking Deck for FYE 2021; and let it be

RESOLVED: The WDDDA approves to expend \$3190 for water and sewer charges at 22037 Michigan Ave. for the Wagner Parking Deck from account # 296-6100-911-41-75; subject to the review and approval by Corporation Counsel.

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

No:

Abstained:

Absent: Mayor Jack O'Reilly, Director Thomas Clark and Director Karen Nigosian.