



EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING

THURSDAY, SEPTEMBER 15, 2022

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

****IN-PERSON****

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

- I. Call to Order** Chairman Sam Abbas
- II. Roll Call** Secretaries Dietz & Lovejoy
- III. Joint Meeting Chair for September 2022: Chairman Sam Abbas**
- IV. Recognition of Former Board Member Jeff Lynch**
- V. Approval of Regular Meeting August 2022**
- VI. Treasurer's Report** Finance/Treasurers
- VII. Action Items** (45 min.)
 - A. Regular Action Items**
 - 1. Joint Board Actions**
 - a) Staffing Plan
 - b) DDDA Office Lease Non-Renewal
 - 2. EDDDA Actions Only**
 - a) Extension of Temporary Landscape & Maintenance Contract
 - 3. WDDDA Actions Only**
 - a) None at this time
- VIII. Old Business**
- IX. Committee Reports**
- X. DDDA Executive Management Team**
 - A. RAP Grant Award for EDDDA Pedestrian Alley
 - B. New Board Member Orientation - Monday, Sept. 19 from 11am-12:30pm
 - C. Downtown Day - Sept. 24 - Crosswalk Art Project
- XI. ED Report**
- XII. Call to Board of Directors**
- XIII. Call to Audience** 3 min./guest
- XIV. Adjournment**

AGENDA OVERVIEW

JOINT ACTIONS

Staffing Plan

The POW! Strategies contract will be expiring December 31, 2022, and City staff is requesting to move forward with implementing the new proposed Staffing Plan. The following table breaks down each position and estimated annual cost. It is preferred to begin the hiring and onboarding process as soon as possible to allow for institutional knowledge to be passed on, and for there to be a smooth transition. Additional details have been provided, and are included in the packet material.

Staff Position	Job Function	Total Est. Annual Cost	Proposed Funding Source
East Downtown Business Liaison	Business Liaison support; point of contact to city administration for all East Downtown matters; project manager for all East downtown projects; support admin needs for East DDA board.	\$75K	EDDDA
West Downtown Business Liaison	Business Liaison support; point of contact to city administration for all East Downtown matters; project manager for all West downtown projects; support admin needs for West DDA board.	\$75K	WDDDA
Events and Marketing Manager	This is proposed as a position that would be funded by the DDAs but shared with the Vernor-Dix and Warren business districts via an interlocal cost-sharing agreement between the DDAs, business districts, and the City of Dearborn. The position would handle planning and execution of all events as authorized by the DDAs and other districts; content creation and deployment for all marketing for events, programs, and general promotion of business districts. Though the position would be shared, each district would contribute funding for their share of marketing content/activity.	\$75K	50% each from E and W DDDA
Vernor-Dix Business Liaison	Business Liaison support; point of contact to city administration for all East Downtown matters; project manager for all Vernor-Dix projects; support admin needs for the Vernor-Dix board. CDBG funding is proposed to seed the position for approximately 2-3	\$75K	City of Dearborn CDBG funding

	years until sufficient TIF is generated for this district to fund its own annual position along with projects.		
Warren Business Liaison	Business Liaison support; point of contact to city administration for all East Downtown matters; project manager for all Warren corridor projects; support admin needs for Warren board.	\$75K	Warren business district
Interns/part time/contract support	Consistent with current practices, from time to time, interns or part timers are leveraged to provide support for events or projects within the downtowns. We propose a modest contingency allocation to enable this to continue for the DDAs. As needed, other districts would contribute if services would be rendered outside the DDAs.	\$30K	50% each from E and W DDDA

DDDA Office Lease - Non-Renewal

Per the DDDA Boards' FYE2023 Budget resolutions adopted at its May Board meeting, the DDAs approved cutting funding for the DDDA Office lease after December 31, 2022. Therefore, attached is a resolution confirming the non-renewal of the DDDA Office lease at 4700 Schaefer Rd, Suite 360 in the Beaumont building at the corner of Schaefer and Michigan Ave. As the DDDA staffing is brought in-house with the City, the DDDA no longer needs the separate office lease. The office lease expires December 15, 2022, and notification of the Board's decision is needed by October 15.

The Executive Management Team truly appreciates Beaumont's ability to accommodate the DDDA needs this past year. The Executive Committee encourages fellow Board members to help identify potential new tenants for the office building to increase daytime occupancy in the downtown district.

EDDDA ACTIONS ONLY

Extension of Landscape & Maintenance Contract

The temporary Landscape & Maintenance contract with Four Seasons was extended through the end of September at the August Board meeting waiting for further word on the Purchasing Department to complete the RFP process for the future contractor. The RFP will be posted this month, therefore, the EDDDA will need to maintain the current temporary contractor until a new contractor can be approved. A recommended new contractor is anticipated to be brought to the Board in November at this point.

Therefore, the EDDDA will need to authorize extending the contract with the temporary contractor, Four Seasons, to provide litter, maintenance, banner and holiday décor installation services for October and November.

Resolution is attached with the anticipated costs.

WDDDA ACTIONS ONLY

None at this time

OLD BUSINESS

Platforms/Greenhouses

Greenhouses will be moved to storage on September 14. Awaiting Economic Development and Police Department review of relocating platform from Howard to Mason for District 12.

EDDDA Pedestrian Alley

The MEDC announced its RAP grant awardees, and the EDDDA was one of 22 awarded! The EDDDA has been awarded the full requested matching amount of \$787,718 towards the EDDDA Pedestrian "CulturAlley" project. There is still a lot of work ahead of us, including closing the overall project finance gap, and the Board will be expected to execute documents in the coming months with the MEDC. The total project is anticipated to cost upwards to \$2.3 million, but we will have a more definitive cost once the concept is final. We have held three stakeholder meetings to collect input on the initial concepts this past summer, and the final concepts for the project will be reviewed by the Advisory Committee in early October. Because this project will span multiple budget years, there will be an opportunity for the Board to address some of the funding gap through its budgeting, and we have also begun identifying potential local financial partners. The project must be completed by December of 2026, but at this point we anticipate construction in 2024 after working through engineering and timing it with a more cost-friendly construction bidding season.

WDDDA Library Parking Lot Conversion

Purchase order has been processed for SmithGroup to provide engineering survey and engineered documents as of last week. Topo will be completed by the beginning of October with concepts to be developed by end of October and construction documents to be completed November-December. An Advisory Committee has been assembled and will review the plans through the process. The first meeting will be held on October 13. At this point, bidding this work out will be slated for January which is a good time for construction bidding and pricing has gone down since earlier in this year. We will be looking at some temporary handicap parking options to install in the fall since the construction will not happen until Spring 2023. The WDDDA will need to determine if you need construction administration outsourced or if the City's Engineering Department has capacity to facilitate.

Grease Issue/Dumpster at Wellesley Lot

City continues to monitor the situation and is developing a new plan for all sanitation issues in the downtown districts. For the Wellesley Lot, we are recommending also improving the lighting in that parking lot to discourage loitering and littering, as well as adding in a camera to the lot to monitor violations. The EDDDA has \$15k budgeted for improvements in that area this year, which we will evaluate the costs for these improvements as well traffic calming measures needed for the alley. Additional improvements that could make a difference is a larger dumpster, which would require a larger concrete pad and fencing, as well as exploring cardboard recycling options for businesses.

Holiday Promotions

As discussed at last month's Board meeting, the DDDAs will be modifying the holiday promotions this year by focusing our efforts on the successful and popular Shop Small/Holiday campaign and leveraging the budget to extend marketing and advertising opportunities for a longer duration. The plan is to:

- Take the Shop Small passport to an easy to use, online mobile web app that will kick-off a long-term rewards program for shoppers and diners that can be used not only for Shop Small campaign, but also Dearborn Restaurant Week and other tourism marketing initiatives throughout the year. It will promote shopping/dining local by offering a savings as well as incentives to shop/dine at more than one location;
- Take the best/strongest components of the Winterfest and Open House/Kick Off events and support local businesses to carry out these components, such as moving Photos with Santa to the Commandant's Quarters in the WDDDA in conjunction with their holiday event and continuing photos at Kidcadia; as well as Brunch with Santa at Modern Greek.
- Encourage key retail businesses to structure experiences that the DDDAs can help promote.
- Advertising will consist of radio spots on 100.3 WNIC the holiday station, WDET; TV with Comcast and WDIV; and newspaper ads with Times Herald, Arab American News and Metro Times.
- Additional holiday signage will promote shopping local with yard signs, overhead banners at Military/Mason, large banner in City Hall Park and potentially some wind sails along Michigan Avenue in addition to our typical holiday lightpole banners.
- Swag will be provided to retail businesses including shopping bags and buttons. Normally we would receive a small supply from American Express, but that has diminished greatly over the last few years and are not on point with our overall brand and messaging.
- Social media, as usual, will be a heavy presence.
- Any remaining budget will be utilized for holiday lighting.

PREVIOUS OLD BUSINESS UPDATES

(keeping these in the report so that you have status and targeted dates/expectations)

Vision Plan

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

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

Scooter Program

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

NEW BUSINESS

AANM Gala

The Arab American National Museum will be hosting its annual gala at The Henry Hotel on October 15 this year. The EDDDA has normally been a supporter of the gala event, and plans to contribute again this year. This will be a fantastic opportunity to inform AANM funders and stakeholders of the Pedestrian Alley project, and make potential funding connections. We will need someone from the Board or Economic Development to represent the Board at the function, and to prepare to speak with stakeholders about the Pedestrian Alley. We will be working with the AANM to see how the information can be shared in mass at the event.

2023 Event Calendar

The Promotions Committee recommends extending the event survey out to the public to better determine a prioritization of events for 2023 and any potential new events or elements to consider. The event survey of the Boards and Committees resulted in, for the most part, satisfaction with almost all events and nothing definitive in terms of elimination. See the results attached in the supplementals. The public event survey will be distributed next week in preparation for the Promotion Committee to review it the following week and make any final determinations to the Event Calendar. The Board will need to set the calendar no later than the October meeting.

New Board Member Orientation

A new Board member orientation will be held on September 19 at 11am at the DDDA Office. While this is geared for new members, those who have been on the Boards for a number of years are always welcome to join the meeting for a refresher.

Michigan Avenue Lightpoles

The Manager of the DDDAs has been working with DTE on determining potential capital improvements to the lights along Michigan Avenue. The lower-level pedestrian lightpoles in both districts are considerably old, and retrofits to GFIs in the East have been less than successful, while the poles in the West are not able to be retrofitted with GFIs or banner arms. The plan for the West is to change those lightpoles to those that are in front of Wagner Place that have the double banner, GFI and capability for hanging baskets; while in the East to change those over to a new stock of pole that accommodates banners, hanging baskets, and enclosed GFIs. Once DTE is able to quote this scale of project, the DDDAs can then begin to build in out a CIP for future budget years.

Snow Removal RFP

The RFP for snow removal in the districts is being issued soon and anticipated to come back to the Boards in October for approval.

Downtown Day - Crosswalk Art Project

September 24 is statewide Downtown Day, and the DDDAs will be promoting via social media the importance of shopping and dining local - encouraging residents to come out and support their downtown and its businesses. Also, the WDDDA is partnering is Dearborn Community Foundation to bring art to the district in the crosswalk on W. Village Drive between Mason and Monroe abutting Wagner Park and the parking deck. A large mural will

be installed as the crosswalk on the street that will capture the essence of the area that is for community gathering, dining, art and music. Artists have been invited to serve as the feature artist that will work with the community in painting the masterpiece. Residents will be invited to participate in the process on that Saturday. The street will be closed from Saturday through end of day Tuesday to allow for the artist to complete the work. One of the remaining utility boxes will also be painted as well to complete the utility art boxes in the area. The WDDDA funded the project.

This project will make this area of the district even more exciting and vibrant, attracting visitors to see the art while serving a functional role in improving the walkability in the area.

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

August 18, 2022

Joint Board Meeting 8:00 AM – 9:30 AM

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

MINUTES

MEMBERS PRESENT

WEST DDA: Vice Chairperson Mohammed Hider (phone, left 9:06am), Secretary-Treasurer Jackie Lovejoy (joined 8:20am), Mayor Abdullah Hammoud, Director Tahrik Alcodray, Director Thomas L. Clark, Director Jeff Lynch (phone, left 9am), Director Devon O'Reilly, and Director Audrey A. Ralko

EAST DDA: Chairperson Eric Woody, Vice Chairperson Matthew Dietz, Mayor Abdullah Hammoud, Director Khalil Dabaja, Director Zo Olabi, and Director Kamal Turfah

MEMBERS ABSENT

WEST DDA: Chairperson Sam Abbas, Director Zaineb A. Hussein, and Director Amanda Bright McClanahan

EAST DDA: Director Zaineb A. Hussein, Director Jay P. Kruz, Director Amanda Bright McClanahan, and Director Hamzah Nasser

NON-MEMBERS PRESENT :

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

OTHERS: N/A

I. Call to Order

EDDDA Chairperson Eric Woody called the meeting to order at 8:09am

II. Roll Call

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

WDDDA - Janet Bloom, DDA Operations Manager, called the roll for Board Members for West DDDA. A quorum was present.

III. Joint Meeting Chair for August 2022: Chairman Eric Woody

IV. Approval of Regular Meeting July 2022 Minutes

A. Approval of Regular Meeting July 2022 Minutes:

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

WDDDA - A motion to approve the minutes was made by Director Thomas Clark, seconded by Mayor Abdullah Hammoud. Voice vote passed unanimously. Motion passed. Minutes approved.

V. Treasurer's Report

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated July 31, 2022. Revenue to date totaled \$3,435. Total expenditures totaled \$70,052. The current cash position equals \$1,001,133 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$774,077.

WDDDA: Moe Almaliky from Finance reviewed the financial statement dated July 31, 2022. Revenue to date totaled \$6,339. Total expenditures totaled \$68,840. The current cash position equals \$1,368,326 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$1,264,346.

VI. Action Items

A. Regular Action Items

1. Joint Board Actions

a) Comcast-Annual Advertising Contract

The Promotions Committee has reviewed and recommends to approve an annual Comcast advertising package so the message and brand of Downtown Dearborn runs majority of weeks annually; to engage businesses, residents and visitors alike to the shops and businesses and events of Downtown Dearborn.

The Comcast advertising Premiere package starts Sep 1, 2022 - August 31, 2023, and doubles advertising spots from previous year's plan for a

total of 8500 spots annually.

The EDDDA and WDDDA approves expenditures up to \$25,000 for the Comcast annual advertising package, to be split equally, expending up to \$12,500 from EDDDA Account #297-6100-911-51-00/General Marketing and up to \$12,500 from WDDDA Account #297-6100-911-51-00/General Marketing. Also, the Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA and WDDDA with Comcast, subject to review and approval by Corporation Counsel.

For WDDDA, motion to approve was made by Director Tahrik Alcodray, and seconded by Secretary-Treasurer Jackie Lovejoy. A voice vote passed unanimously. Motion approved.

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

b) The Henry Ford - Annual Advertising Contract

The EDDDA and WDDDA Board of Directors work closely with The Henry Ford in cross-promoting Dearborn's destinations, and has annually participated in a marketing program with The Henry Ford in the amount of \$11,200.

The Henry Ford (THF) offers a partnership benefit package from September 1, 2022 - August 31, 2023, that includes listing and link on THF Vacation Packages webpage for 12 months, half-page advertising in two editions of THF Magazine (110,000 digital distribution), pre-show slides on the Giant Screen for 12 months, two digital ads in the THF eNews, six digital ads in the THF retail eNews, four dedicated promotions via social media (over 600,000 followers on Facebook, Twitter, and Instagram) and opportunities to distribute the downtown promotional materials at the THF and additional event tie-ins.

The EDDDA and WDDDA approves \$5600 per district for the 2022 marketing program with The Henry Ford from account #297-6100-911-51-00 for EDDDA and account #296-6100-911-51-00 for WDDDA from FYE2023. The EDDDA and WDDDA Boards also authorize the Manager of the DDDAs to execute the contract, subject to the review and approval of Corporation Counsel.

For WDDDA, motion to approve was made by Mayor Abdullah Hammoud, and seconded by Secretary-Treasurer Jackie Lovejoy. A voice vote passed unanimously. Motion approved.

For EDDDA, Mayor Abdullah Hammoud made the motion to approve. Seconded by Director Kamal Turfah. A voice vote passed

unanimously. Motion approved.

c) Platform/Greenhouse Policy & Process

The WDDDA and EDDDA purchased outdoor platform dining structures and greenhouses for the purpose of additional seating for restaurants and bars in the district.

The EDDDA and WDDDA requested formalizing a policy and process that the City, DDA and applicants can follow to submit and approve applications.

The proposed Outdoor Seating Platform & Greenhouse Structure policy defines the program requirements for types of structures, ownership of structures, structure review, locations, application and fees.

The Outdoor Seating Platform & Greenhouse Structure policy outlines the process for applicants and installation of the structures within the DDA's. The resolutions for both EDDDA and WDDDA were tabled to add a lease to own option in the policy and then have policy reviewed by Legal, Planning and Economic Development Departments.

For WDDDA, motion to table was made by Secretary-Treasurer Jackie Lovejoy, and seconded by Mayor Abdullah Hammoud. A voice vote passed unanimously. Motion tabled.

For EDDDA, Director Kamal Turfah made the motion to table. Seconded by Secretary-Treasurer Matthew Dietz. A voice vote passed unanimously. Motion tabled.

2. EDDDA Actions Only

a) Open Door Dearborn Grant: Bora Bora Juice

Nageeb Ali and Essa Rahimee applicant and owner of Bora Bora Juice (d.b.a Socotra Juice) is leasing the lower retail space at 13252 Michigan Ave., and plans to renovate the facade and interior main floor unit of the two-story building for a new juice bar / restaurant.

The applicant applied to the EDDDA for a Level III grant from the Open Door Dearborn grant program in the amount of \$10,000 for facade Improvements and interior renovation.

For the façade, Mr. Ali and Mr. Rahimee plan to remove paint from the first-floor bricks, clean the limestone, and paint the lower lever brick. His interior renovation includes demolition, new flooring, walls, fixtures, lighting, ceiling tiles and water heater. The stated renovations are anticipated to be completed by the end of fall 2022.

Mr. Ali and Mr. Rahimee anticipate expending approximately \$80,000 for all renovations. Mr. Ali and Mr. Rahimee have submitted the required quotes for improvements.

The Design/EV Committee met on August 9, 2022 and recommended conditional approval of the \$10,000 grant, subject to the following conditions as follows:

1. scrape, clean, and paint the lower brick/stucco under limestone band black
2. paint the east and central front doors black
3. clean the limestone above the main floor brick, center arch and along the entire length of the building
4. Fix and paint the front door business entry panel black
5. Provide the design plan for your new sign including 3 quotes for sign installation.
6. Make sure the sign is located above the windows/door and below the limestone band. You also may consider a projecting blade sign.
7. Provide us a copy of your City of Dearborn conditional building permit
8. Provide a letter from the Building owner approving the plans and improvements you are implementing.
9. Share Dumpster in rear lot with other business

The EDDDA hereby awards a Level III grant up to \$10,000 from the Open-Door Dearborn Business Grant Program to Nageeb Ali and Essa Rahimee, Bora Bora Juice dba Socotra Juice, located at 13252 Michigan Ave., from account #297-6100-911-34-90, contingent upon Bora Bora Juice dba Socotra Juice meeting required conditions imposed by Design/EV Committee; and subject to review and approval of Corporation Counsel.

This award is also conditioned upon the owner of the building at 13252 Michigan Ave. removing the improperly installed stucco/EIFS material on the outside of the building. The building must comply with all Dearborn Code provisions, including issuance of a certificate of occupancy by December 31, 2022, to qualify for reimbursement of costs through the Level III grant from the Open-Door Dearborn Business Grant Program.

Failure to comply with any of the conditions imposed by December 31, 2022, shall cause the grant approval to be revoked and this resolution rescinded.

The EDDDA is under no obligation to reimburse applicant for any renovation costs pursuant to the Open Door Dearborn Business Grant Program unless all conditions stated herein have been satisfied.

For EDDDA, motion to approve was made by Mayor Abdullah Hammoud, and seconded by Director Kamal Turfah. A voice vote passed unanimously. Motion approved.

b) Extension of Temporary Landscape & Maintenance Contract

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

- Litter Removal (5x a week)
- Remove large debris/graffiti as needed
- Landscape and Maintenance of sidewalks, alleys, parking lots, planters, tree wells, City Hall Park including:
 - Installation of Fall plant materials/decor(1x)
 - Grass Cutting (1x/week)
 - Weeding as needed
 - Watering (2-3x a week)
 - Pruning as needed
 - Fertilize - grass (1x)

The cost for this additional one month service with Four Seasons is \$19,291.15.

A portion of these funds will be expended under the Special Assessing District (SAD) fund which is payable by the Department of Public Works (DPW). The EDDDA authorizes the temporary landscape and maintenance contract with Four Seasons starting September 1, 2022-September 30, 2022, in an amount of \$19,291.15.

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

For EDDDA, motion to approve was made by Vice Chairperson Matthew Dietz, and seconded by Director Kamal Turfah. A voice vote passed unanimously. Motion approved.

3. WDDDA Actions Only
a) None at this time

VIII. Old Business

A. Platforms/Greenhouses - Cristina - working to get into storage or placed where desired.

B. East Pedestrian Alley - 185 RAP applications received with \$500 million in asks. MEDC is still working through grant applications. They are looking for those with funding committed. AANM is very excited about the project.

C. Bryant Library - Cristina - Smithgroup - will review plans for install - October review, and Spring install.

D. Scooter/Bike Ordinance - Spring 2023 for launch.

E. Grease - Jordan - met with Sanitation and will continue discussions, which also includes the use of cameras. Mayor - do a special assessment - two power washes a month, based on square footage of business, also need to consider food versus retail. Thomas - private dumpsters - asked if any way to monitor. If issues, can alert city.

IX. Committee Reports

Cristina - due to time, please read the committee minutes in your supplemental digital packet to be up to speed.

X. DDDA Executive Management Team

Cristina - As POW! Strategies moves to wind down, recommends utilizing dollars from WDDDA Winterfest and EDDDA Shop Small Kick Off towards more marketing and advertising of holiday season in general and providing opportunities to visit a strolling Santa, reindeer in area, make it so more people go store to store.

XI. ED Report

Jordan Twardy- draft staffing plan was distributed and reviewed. Up to \$63K for positions. If boards are comfortable, they can go above \$328K.

XI. Call to Board of Directors

No comments at this time

XII. Call to Audience

Julia Kapilango - she thanked the EDDDA for their financial support of the community garden and the police support at the Juneteenth event. Julia stepping forward today to ask to have Juneteenth be considered for support again in 2023.

XIII. Adjournment

Meeting adjourned at 10:20 a.m. A motion was made by Mayor Abdullah Hammoud, seconded by Director Tahrik Alcodray.

Approved by:

Jackie Lovejoy, Secretary-Treasurer, WDDDA

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

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Staffing Plan Adoption - EDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

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

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

Yes:

No:

Abstain:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Staffing Plan Adoption - WDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

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

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

Yes:

No:

Abstain:

Absent:

Economic Development: Business Support Team

The Economic Development team is dedicated to providing our business districts with the highest level of support. This document is meant to clarify the expectations of the Administration for the management of the business districts (WDDA, EDDA, The Souk, The South End). This document focuses on workflow management, and structure.

Team

- **Deputy Director Hassan Sheikh** who will serve as the manager for the DDAs and all business districts, being the primary point of contact for district board members for board business, budget oversight, and service as a liaison between the board and the administration, with the support of the ED Director. Hassan will ensure that strategic priorities and board-approved projects and events are executed in alignment with agreed-upon expectations – a key day to day function for Hassan will be coordinating the deployment of our staff to maximum efficiency, helping provide support for where it is needed and ensuring that city processes provide expedited service (e.g. Finance, Purchasing, DPW) for DDA items.
- **Senior Economic Development Assistant Steve Horstman** will serve as the operations manager for the DDAs and all business districts, providing backup to Hassan and facilitating the preparation of board packets, meeting minutes, supplemental materials, and follow up items for each meeting. He will also facilitate accounting, vendor interactions, and other administrative tasks to get them done correctly and quickly.
- **Each district will be allocated a Business Liason (4).** Business Liaison support will serve as the point of contact to city administration for all matters pertaining to their district; project management for all district projects; support admin needs for respective boards.
- **We will have an Events and Marketing Manager** who would handle planning and execution of all events as authorized by the DDAs and other districts; content creation and deployment for all marketing for events, programs, and general promotion of business districts.
- **Interns/part time/contract support** will be leveraged to provide support for events or projects within the downtowns.

Business Follow Up

- All follow up cases will be tracked via shared google spreadsheet by district and adhere to standard response time of **1 day acknowledgement** and **2 day response** with plan expectation for items from **Mayor/Administration**. All other follow ups shall be handled by **Steve Horstman** and respective business liasons with a **2 day acknowledgement** and **5 day response** with plan and expectation. All external communication with residents and stakeholders will be handled by **Hassan Sheikh**.
- The following standards shall apply to customer service:

- Initial acknowledgement to the applicant/customer and any referring parties (e.g. other departments, council, mayor, etc.) within 2 business days from any applicant that reaches out to you or is forwarded to you for support.
- Detailed follow up within 5 business days (for issues that require more than one round of follow up to close out, applicants should receive follow up no less than every 5 business days until the issue is closed).
- “Closed” = all relevant parties have been engaged; a definitive answer has been provided, with clear explanation of rationale for that answer; and further action is in the hands of the constituent as to whether or not they proceed/comply/etc.
- Detailed follow up = earnest and comprehensive effort to review all documents and files (submitted materials, review notes, etc.) and engage all necessary parties directly to understand the applicant’s situation across the following questions:
 - What is the responsible staff’s perspective on the situation (e.g. approved or rejected)? What is the context for that perspective (i.e. what’s the history behind a given ordinance, and why do we have it on the books? Should we still?
 - If a plan/permit is rejected, or cannot advance, why? Are there modifications to the plan that can be made? Is there room for interpretation in ordinance that would allow the project to advance? Is there anything unique about the subject application that should be considered? Did we offer up any practical suggestions on how they could modify their plan to comply (if there are any)?
 - If we need to stand our ground on the rules, how can we convey this in a respectful but clear way, and if possible, suggest some alternative version of the proposed plan that would fit within our requirements?
 - Are the technical requirements that must be met by the applicant clearly explained? If it were your project, would you understand what you had to do? Ensure that every applicant has an understanding of their options and how to comply.
- What is the next step for the applicant to move forward? What does the full process look like and is there a realistic chance of success?
- Is the applicant in our formal process or still seeking informal guidance? Applicants should be guided to intake after two meetings at most, and review fees must be paid before reviews are provided.

Project Management

Under the direction of Deputy Director Hassan Sheikh, respective Business Liasons will be responsible for seeing through all projects from start to finish. We will create project goals and

timelines to ensure that forward progress is being made. Deputy Director and Senior Economic Development Assistant will provide a layer of accountability, communication, and project progress tracking, making sure that staff are on task and any challenges can be identified and worked through, and that the DDA boards and City Administration are communicating effectively. The ED Director will also provide support to ensure that city initiatives and district initiatives are coordinated strategically, that city departments can provide support where possible. The team will lay out a consistent process for project planning, management and execution that allows the board to see all steps in a project process so that an effective plan can be developed and that budgeting decisions can be coordinated, so that design dollars are paired with implementation dollars, helping plans come to life more rapidly, and avoiding surprises in the process while complying with purchasing, permitting, and other applicable requirements. The team will also serve as liaison to all other departments, helping get DDA plans walked through city processes as quickly as possible. All projects will be tracked via shared spreadsheet.

Event Management

A key focus area will be events and marketing. We will hone in on planning and execution of all events deemed priorities by the DDAs, establishing performance metrics and evaluation criteria to assist in determining whether to execute or evolve/end an event, and supporting effective marketing of the districts. Our Events and Marketing Manager will handle planning and execution of all events as authorized by the DDAs and other districts; content creation and deployment for all marketing for events, programs, and general promotion of business districts. **All events will be tracked via shared spreadsheet.**

Tracking

A joint spreadsheet will be created, and all follow ups/projects/events will be entered into the spreadsheet by Director Jordan Twardy and/or Deputy Director Hassan Sheikh. Administration will also have access to this spreadsheet to ensure an open line of communication. This spreadsheet will be updated no later than Friday of every business week. We will use the data collected from this spreadsheet to identify key areas that need improvement i.e. process, ordinances, customer service, etc. We will also utilize this data in our year end Annual Report.

Measurement of Success

Success will be measured by our ability to meet the expectations of the respective boards, projects and events executed, business follow up cases closed out, and feedback provided by boards/administration/business owners/patrons/residents.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Beaumont Office Lease Non-Renewal Letter 2022-EDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

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

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

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

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Beaumont Office Lease Non-Renewal Letter 2022-WDDDA

Date Adopted:

Motioned by:

Seconded by:

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

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

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

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

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

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

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

Yes:

No:

Abstained:

Absent:



DOWNTOWN DEARBORN DESIGN/EV COMMITTEE MINUTES



Join Zoom Meeting

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

Meeting ID: 323 245 564

Password: 265323

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

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

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

August 24, 2022

2 p.m.

Attendees: Steve Horstman, Jackie Lovejoy, Nageeb Ali (Bora Bora)-left at 2:22pm, N. Munaser (Bora Bora)-left at 2:22pm, Yousaf Mohamed (USAF Construction)- left at 2:22 pm, Steve Deisler, and Janet Bloom.

Agenda

- I. Open Door Dearborn
 - a. Applicants
 - i. WDDDA –
 - ii. EDDDA –
 1. Bora Bora Juice, 13252 Michigan Ave.
Steve D. - Reviewed Google maps photo from July 2022 and exterior over shop next door has paneling covering part of facade. It was agreed by Nageeb, N. Munaser and Yousaf to do the work needed to unite the front of building for both locations, working with owners and tenants and will do a sketch for both locations. Once received, the \$10,000 grant request would go to facade work and some interior work.
 2. Noon Fashions
Steve D. - have not received a call back from business owners.
 3. Green Brain (Level III)
Steve D. - got sketch back. They have been asked to turn in paid invoice for reimbursement.



Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.

- 4. Baba's (Level III)
 - Steve D. - still getting no response on landscaping work from Baba's.
 - b. Open Door Strategy/ROI
 - i. WDDDA retail criteria
 - Need to decide if this is going to be implemented. If so, then need to decide what factors/criteria to add/remove.
 - Steve H. - one thing he did in a former position was set up meeting with chamber and local and regional commercial real estate agents (wanted free and open discussion) and asked how community was viewed and listed what needs to be worked on. Great learning experience.
 - ii. Dashboard Presentation – Assessed Values
 - iii. 2022/23 Strategy
- II. Available Properties & Development Updates
- III. Business Welcome Packet
 - a. Content/Items Needed
 - Steve D. - include grants, contact information, and available sites, "who do I go to for permits" and other FAQs. Referenced City of Novi website. Look for other examples to send to DEV committee.
 - Jackie - Library has welcome packet that chamber has provided materials for. Jackie would be willing to partner together on. City has redevelopment packet does list every contact but very lengthy.
- IV. Project/Program Updates
 - a. Vision Plan
 - No updates at this time
 - b. Multi-Modal Improvements / Scooter Plan
 - Looking to present these together.
 - c. Art – crosswalk art
 - Install date is 9/24/22 on W. Village Dr., between crosswalks that border Wagner Place.
 - d. Library Lot
 - PO received and SmithGroup has begun construction documents.
 - e. Pedestrian Alley
 - We don't have all monies committed to fill gap yet. Heavy



competition for MEDC's RAP grant. Over 185 applications received with \$500 million in asks.

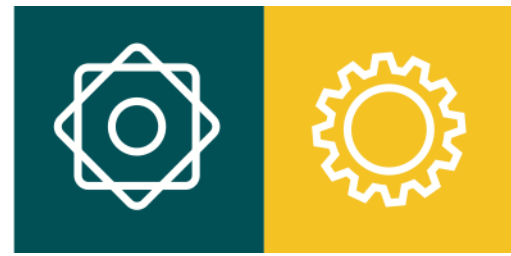
Need to consider how to increase committee membership.



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



DOWNTOWN DEARBORN PROMOTIONS COMMITTEE MINUTES



August 24, 2022

9 a.m.

Attendees: Matthew Dietz, Mariyah Simmons, Katie Merritt, Elizabeth Curran, Jackie Lovejoy, Helen Lambrix, Cristina Sheppard-Decius (left at 10:06 am), and Janet Bloom.

A. Storytelling Time– What’s Happening Around Town

The Sweet Spot dessert shop is now open.

To inform the group, Mary Anne Bartles, City of Dearborn Library Director, recently retired and Julie Schaefer is the interim director now. It was requested to do an official DDDA thank you for her time and commitment.

B. Event Survey

Reviewed responses. Helen - after events conclude - get real time feedback. For DDA events - plan to do quarterly to capture those events. 40% were board members in results. Still need to get more community feedback. Strive to have a balance of different types of events. No word yet on hard date for a 2023 event calendar.

C. 2023 Event Schedule

Review events with additional event of right day, etc. and also taking into account how employees in town impact attendance.

D. 2nd/3rd Quarter Events/Promotions

a. Perennial Exchange

Helen - currently finishing collateral - fall posters will be wrapped up and getting socials ready. Look to get those up this week. Mary Laundroche getting information to neighborhood groups. Julie at library wants seed program to participate. ServPro is sponsor and will be onsite.

E. 4th Quarter Event Plans

a. Trick or Treat/Pumpkin Carving - sign up form being sent out

Helen - will go to Instagram and will DM businesses - found this as a better participation tool rather than emails. Reaching out to Westborn and Dearborn Fresh for pumpkin donation.

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

Meeting ID: 308 973 055

Password: 123811

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

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

Meeting ID: 308 973 055

Find your local number: <https://zoom.us/j/308973055>

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



Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.

b. Shop Small- sign up form being sent out

Cristina - Not holding Open House and Winterfest and so use funds for Shopping Small/Local promotions and marketing. Santa stroll to various businesses. Create experiences over multiple days - Santa, reindeer, etc.

c. EDDDA Open House/Kick Off & Winterfest Market

Move monies to promotions and marketing for Shop Small and holiday shopping.

F. Advertising

a. Bandwango – Passport App

This would replace the Shop Small passport and more. Promotion - in another community, they used gnomes for promotion: check in, type in # on gnomes placed throughout town, you would be registered for gift. More gnomes you enter in, then you move up to higher tiers of gifts. Can do Elf on the Shelf-style promotion. This can replace the Shop Small passport. Will need printed piece to show where to get this information. It's an easier format for people to use. It can be used all year long so can create other programs outside of Shop Small. 12 months - \$6500. Alternative - it is next level of tourism (DXE Connect) - gather a package that would pull in The Henry Ford and AANM and package it together. Not recommending but just know it is an option. They can do fulfillment, too. Get ten check ins - get a bag, they can send. Do recommend to set up this year.

There is a market for Downtown Dearborn volunteer shirts so maybe create something for checking in per a set # of visits. Katie - better for people to know what prize is. Helen - push notifications would be a plus to reminding people to visit businesses. Little Model T's or something more Dearborn that we could use. Dearborn Historical Society - did ornaments of Dearborn - might be an option. Cristina - we will proceed with Bandwango.

b. Radio

Helen - waited for this meeting to see where we settled on Open House, Winterfest, and planned programming. Cristina - do 6 weeks from second week of November. Be sure to add WDET. We used WDET was used at DRW and it reached a new audience and was very beneficial.



c. Social Media Report

Helen - July report - We have 207K impressions, total 1.8 million impressions - trying to reach 3 million by end of year - still on track for. Engagement - 12K for 2022, with 4.9% engagement rate. Audience - we are past our growth number, 19K. Facebook - top posts were grant announcement, Dearborn Farmers Market and Jolly Pumpkin opening, plus reels for DFM and Sweet Shop. All did well received and highly hared.

G. Volunteer Management (Next Steps)

a. Volunteer Recruitment & Training Packet

Janet - will be working on volunteer packet with new intern Mariyah and pulling program together. This would also include the need analysis. Match Michigan Main Street and have items branded.

b. Gap Analysis/Needs



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

Downtown Dearborn Social Media Metrics - August 2022

IMPRESSIONS

August 2022: 93,207

Total for 2022: 1,892,604

- Goal: 3 Million +
- 2021 Comparison: 3,069,269
- 2020 Comparison: 1,464,858

Impressions per Platform:

Facebook: 75,123

Instagram: 18,014

Twitter: 70

ENGAGEMENT

August 2022: 5,884

Total Engagement 2022: 62,514

Goal: 60K

Engagement Rate per Impression: 6.3%

Engagement per Platform:

Facebook: 5,392

Instagram: 488

Twitter: 4

AUDIENCE

August 2022: 19,431

Goal: 18K +


- GROWTH: 231 New Followers
(2022 total: 2,846)

Audience Net Growth per Platform:

Facebook: 107

Instagram: 120


Twitter: 4




Downtown Dearborn
August 22 · 🌐

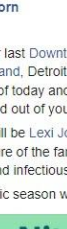
This Friday! Join us for our last Downtown Dearborn Friday Nites music event with Atomic Radio Band, Detroit's premier cover band performing the latest chart smashing hits of today and yesterday's Pop, Rock, and Hip Hop, sure to get you up and out of your seats and dancing to the groove! Opening up the evening will be Lexi Jones Music, with her signature blend of folk pop, singing a mixture of the familiar and her own original songs featuring poignant lyrics and infectious melodies.

Let's end the summer music season with a bang in Wagner Park!






Friday Nites
Wagner Park Aug. 26, 5-10 p.m.

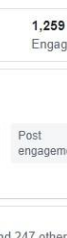




FEATURING
Atomic Radio
with special guest Lexi Jones

Presented by



Downtown Dearborn

[Send message](#)

9,419
People reached

1,259
Engagements

Boost again


Boosted on Aug 22, 2022
By Cristina Sheppard-Decius

Completed

People Reached **5.6K**





Post engagement **527**


[View results](#)



Atomic Radio Band and 247 others

20 Comments 68 Shares




9,419 People Reached		
401 Reactions, Comments & Shares 		
281  Like	238 On Post	43 On Shares
26  Love	19 On Post	7 On Shares
1  Wow	1 On Post	0 On Shares
26 Comments	20 On Post	6 On Shares
68 Shares	68 On Post	0 On Shares
858 Post Clicks		
59 Photo views	161 Link clicks	638 Other clicks 
NEGATIVE FEEDBACK		
2 Hide post	1 Hide all posts	
0 Report as spam	0 Unlike Page	
Reported stats may be delayed from what appears on posts		


Dearborn Dearborn
 August 5


Next Friday join us for Downtown Dearborn's Movies in the Park - City Hall Plaza, to view a special screening of Khalil Gibran's The Prophet!

Come early to enjoy free admission to the Arab American National Museum as they offer extended hours from 6:30 - 9pm, and visit their Core Galleries and Interactive Exhibition, Calligraphy Corner, and Adult Art Studio - Absorbity Absorbity.

The museum will also host a coloring activity at City Hall Park prior to the beginning of the movie... See more

Movies in the Park
Khalil Gibran's The Prophet

In partnership with  Arab American National Museum

Fri., Sept. 2 - 9:30 pm
 (movie begins at 8:00pm)

City Hall Park • 13621 Michigan

www.aanm.org/dearborn

Movies in the Park - Downtown Dearborn

Kids and adults of all ages are welcome to enjoy.

[Learn more](#)

5,661
 1 reply reacted

604
 1 engagement

1
 0 likes post

0
 0 dislike page

Posted on Aug 5, 2022

By **OTWING BHOASAP DESOU**

People reacted: **5.0K**

Post engagement: **402**

View more

Performance for your post
5,661 People Reached

326 Reshares, Comments & Shares #

245	Like	240	0	On Share
24	Dislike	24	0	On Share
2	Like	2	0	On Share
10	Comment	10	0	On Share
41	Reshare	41	0	On Share

278 Total Likes

1	Photo view	80	167	Other clicks #
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RELEVANT FEEDBACK

0 Like post

0 Report as spam

0 Dislike Page

Dependent metrics may be delayed from what appears on page






Downpost Dearborn

August 23

The Sweet Spot USA is OPEN! Stop by for delicious treats, like Gurnsey Farms ice cream, made-from-scratch, all-natural soft serve (try the mango, it's out-of-this-world), fresh squeezed lemonade, and secret family recipe funnel cake served with your choice of homemade toppings like caramel, hot fudge, or strawberry.

Open 2-8 pm daily at 13714 Michigan. Public parking in the back!





4,487

People reached



624

Engagements



Recent post



32



Like

Comment

Share

...

6 Comments

13 Shares

performance for your post

123 Reactions, Comments & Shares in

73 Like	28 On Post	45 On Shares
17 Love	8 On Post	12 On Shares
1 Wow	0 On Post	1 On Shares
20 Comments	6 On Post	14 On Shares
13 Shares	13 On Post	0 On Shares

501 Post Clicks

188 Photo Views

0 Link clicks

313 Other clicks

NEGATIVE FEEDBACK:

0 Hide post


1 Hide all posts

0 Report as spam

0 Unlike Page

Reported state may be delayed from what appears on posts.

Instagram Top Posts:



dearbornfarmersandartisansmkt and downtowndearborn

Underscore Productions • I Wanna

dearbornfarmersandartisansmkt

The Dearborn Farmers & Artisans Market happens every Friday from 2-7 p.m. until September 30th. Stop by Wagner Park for some outdoor shopping with our awesome vendors and support local entrepreneurs, artisans, makers and bakers!

2w

ubertime016

I'm looking for sponsorships and partnerships. I have unreleased disney marvel and star wars lucasfilm content.

@dearbornfarmersandartisansmkt


2w Reply

Like Comment Share Bookmark

Liked by **newmanfamilydental** and **88 others**

AUGUST 19

Add a comment... Post



downtowndearborn

Shirley Ellis • I See It, I Like It, I Want It

downtowndearborn

The Sweet Spot USA is OPEN! Stop by for delicious treats. Like Guernsey Farms Ice Cream, made-from-scratch, all-natural soft serve (try the mango, it's out-of-this-world!), fresh squeezed lemonade, and secret family recipe funnel cake served with your choice of homemade toppings like caramel, hot fudge, or strawberry.

Open 2-9 pm daily at 13714 Michigan. Ample parking in the back!

2w


Like Comment Share Bookmark

Liked by **dearbornareachamber** and **53 others**

AUGUST 23

Add a comment... Post

downtowndearborn



Movies in the Park
Kahil Gibran's The Prophet
Aug 25 - Sep 2 • 8:30 pm (movie begins at dusk)
City Hall Park • 13621 Michigan

downtowndearborn

Next Friday, join us for Downtown Dearborn Movies in the Park - City Hall Park, to view a special screening of Kahil Gibran's The Prophet

Come early to enjoy free admission to the Arab American National Museum as they offer extended hours from 6:30 - 8 pm, and visit their Core Galleries and brand-new exhibition, Cultivate & Grow: An AANM Artists + Residents Retrospective.

The museum will also host a coloring activity at City Hall Park prior to the beginning of the movie.

About the film... More

Aug 25, 2022

Post performance

24

0

14

2

Interactions

10

Actions taken from this post

Profile visits

8

Website clicks

2

Discovery

621

Accounts reached

4% weren't following you

Follows

4

Reach

621

Impressions

986

From home

908

From profile

85

From explore

2

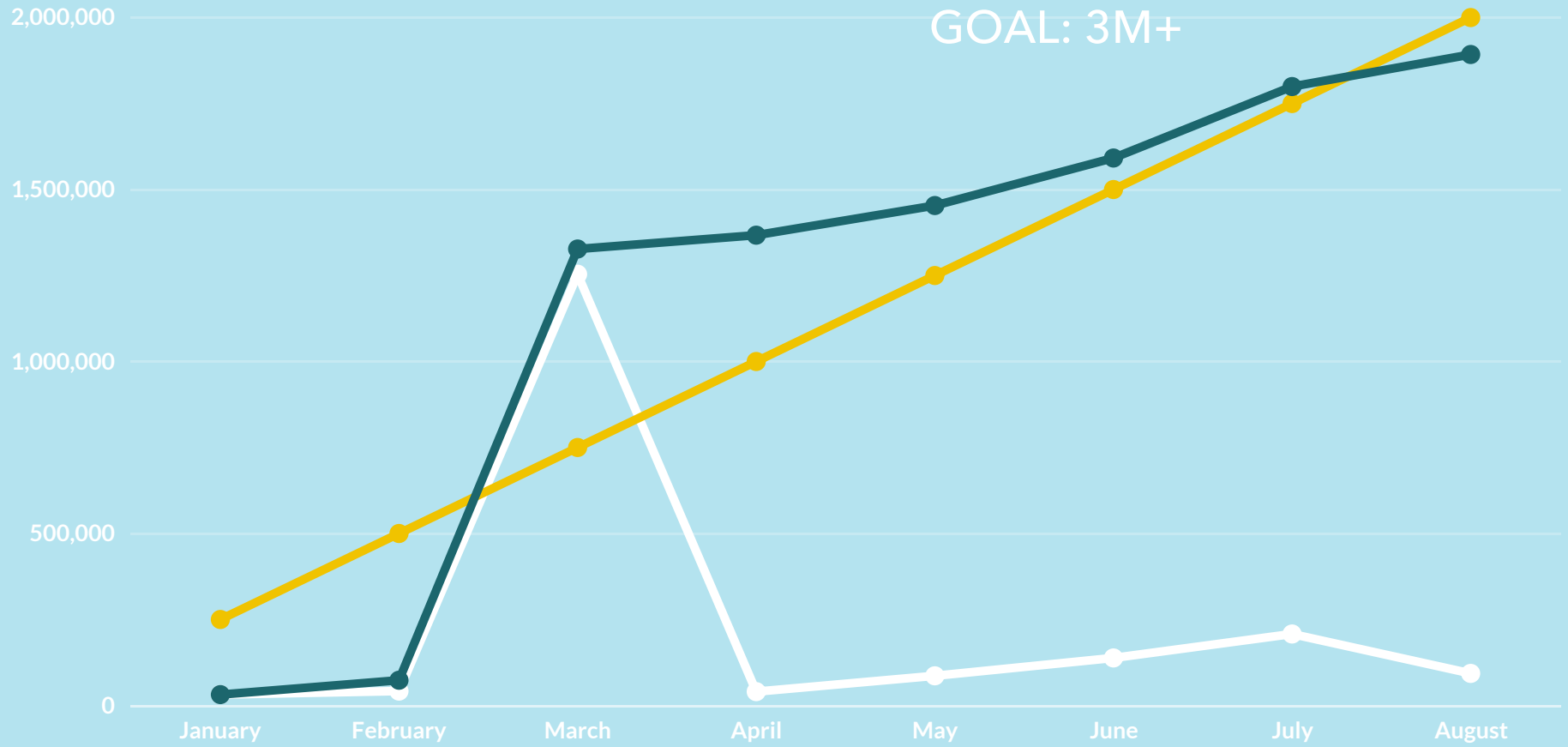
From other

21



DEARBORN Downtown

IMPRESSIONS 2022



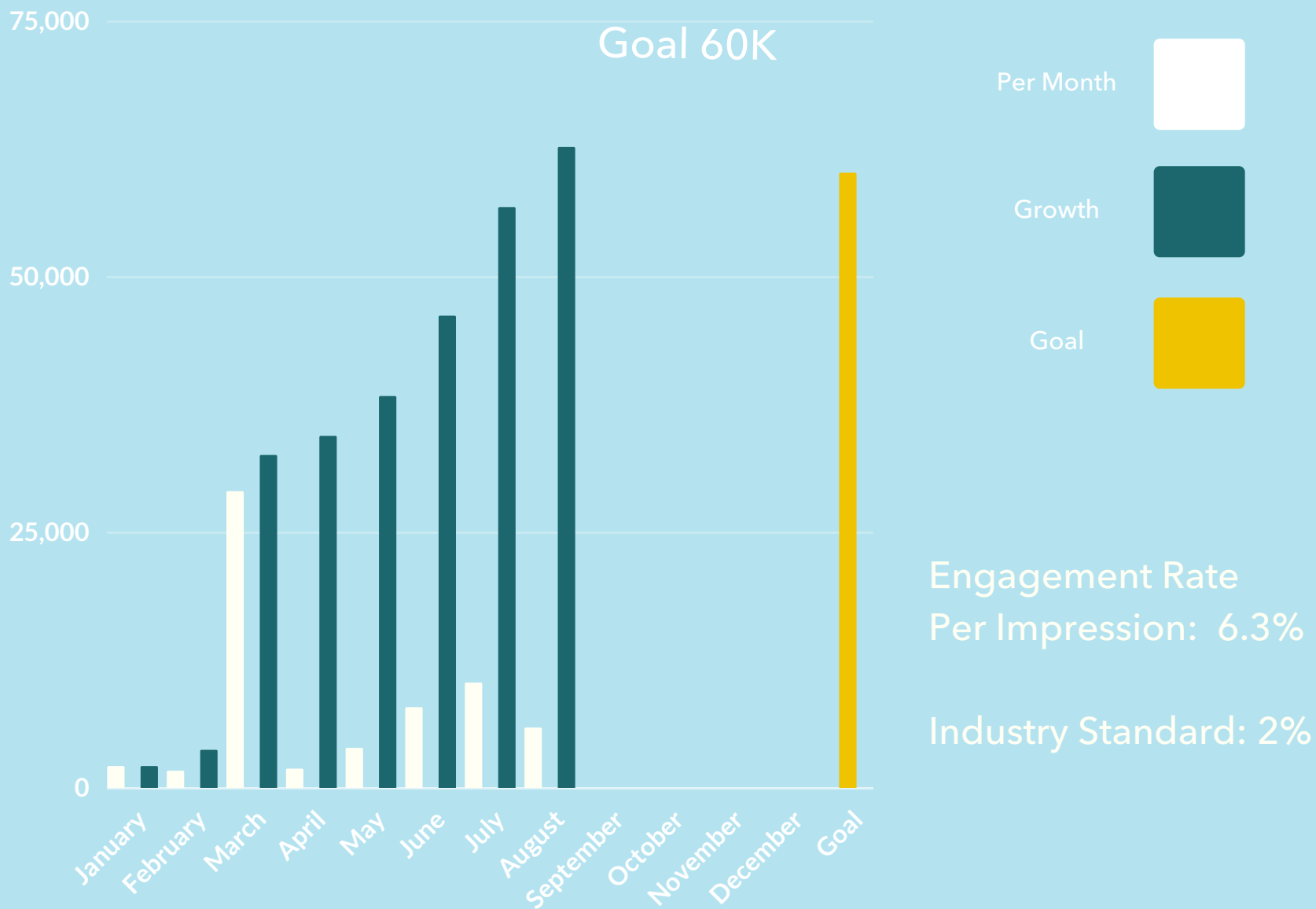
Goal

Each Monthh

Growth



ENGAGEMENT 2022



Total Followers

January: 16,785
 February: 16,885
 March: 18,295
 April: 18,356
 May: 18,499
 June: 18,861
 July: 19,180
 August: 19,431
 September:
 October:
 November:
 December:
 GOAL: 20,000

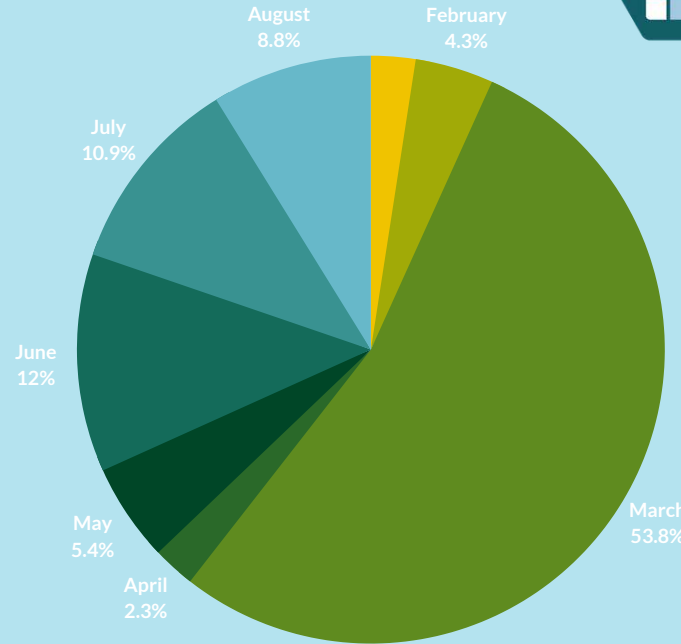
New Followers

January: 64
 February: 113
 March: 1,408
 April: 61
 May: 141
 June: 314
 July: 286
 August: 231
 September:
 October:
 November:
 December:
 Total: 2,846
 Goal: 4,000 New Followers

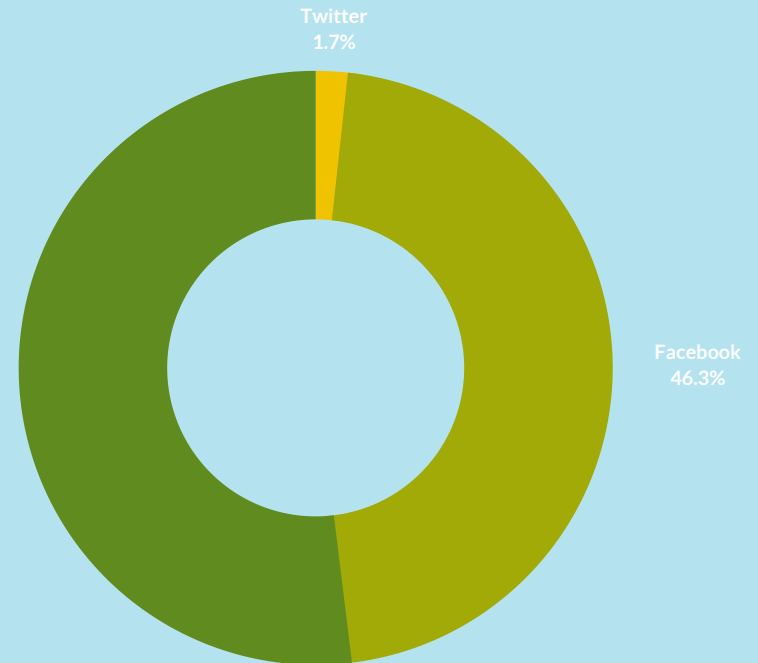


DEARBORN
 Downtown

New Follower Growth Per Month



New Followers Per Platform





JOINT DDDA EXECUTIVE COMMITTEE MEETING MINUTES



September 6, 2022

9 a.m.

Attendees: Matthew Dietz, Jackie Lovejoy, Eric Woody, Moe Hider, Hassan Sheikh, Steve Deisler, Cristina Sheppard-Decius, Janet Bloom, and Sam Abbas (joined 9:34am).

1. JOINT BOARD MEETING AGENDA ITEMS
 - a. Platform/Greenhouse Policy & Process (confirm)
It was resolved at the last board meeting. Steve D.- worked with Licia to get a final version. Will put in board packet for review.
 - b. Staffing Plan
Cristina requested resolution from Hassan by Thursday.
 - c. Lease Non-Renewal
Cristina - affirm boards intend not to renew lease with Beaumont. Eric requested that Cristina alerts the necessary people on our departure.
 - d. Holiday Light Curtains (potential)
Cristina - sent information to Eric and Sam based on potential bidders given current feedback. The concern was challenges to attaching to the current materials. Ideanow is to do wrap of large scale trees in front of those buildings rather than drilling into structure. Moe had provided contacts but verify Window Genie of Bloomfield received bid. Eric - focus is on doing lights. Cristina - DTE is being responsive and several GFIs were repaired/replaced. Had a meeting with DTE on getting a cost estimate on replacing dated poles. In West, doing a test this Fall on streetlight poles to be able to reuse foundation.
 - e. Holiday Radio Ads (potential)
Kickoff second week of November and run through end of December.
 - f. 2023 Event Calendar
Matt - the survey was back and forth and hard to decipher a conclusion, which is why we wanted more community input but we weren't sure the best method to do. Cristina - will hold until more review and discussion.
2. WDDDA ONLY ITEM
 - a. No action
3. EDDDA ONLY ITEM
 - a. Extension of Temporary Landscape & Maintenance Contract thru September
Executive Board recommends to do.
2. NEW BUSINESS/DISCUSSION
 - a. AANM Gala
Cristina - The AANM is doing a gala again this year at The Henry. DDA had



sponsored in the past, which included advertising and tickets. Cristina mentioned there is an opportunity to connect at the event on Oct. 15. We should approach them with maybe a display booth, materials in guide, etc. Encourage board members to attend. Eric may not be able to attend. Matt might be able to attend. Bring to board to see who else would be interested. Janet - use guide to set up a way to fundraise for the project. Cristina - will work with RAP/Patronicity to see what crowdfunding options are available for the project.

- b. Board Resignation – Jeff Lynch
Jeff has resigned the board and has retired from Ford Land. Cristina - has reached out to Ford Land contact, Jim, and is awaiting who could be new contact. Hassan suggested to have Jeff attend a meeting to be officially thanked or just to send an official letter of thanks.
- c. EDDDA L&M Contract RFP/ITB
Cristina - decided today to do RFP rather than ITB and that was sent to Jay in purchasing.
- d. Board Orientation
Cristina - has sent out email on potential dates. Awaiting word.
- e. Michigan Avenue Streetpole Lights
Cristina - working with DTE on quote for replacement/repair.

5. OLD BUSINESS

- a. Vision Plan
Cristina - Hassan plans to give feedback back this month.
- b. Grease Issue at Wellesley Lot
Hassan - no updates on this. Working with Jordan regarding a larger pad for a larger dumpster and city wide sanitation plan. Looking at adding cameras and need LED lights in lot.
- c. Event Surveys
Cristina - gathering detail and further input.
- d. EDDDA Pedestrian Alley
Cristina - meeting with MEDC today on this. Looking at how to close funding gap.
- e. WDDDA Library Parking Lot Update
Cristina - doing survey work in the next couple weeks. Bid materials need to be finalized in December.
- f. Snow Removal RFP
Cristina - this is in process.
- g. Open Door Updates
Steve D. - Still working with Bora Bora on application process. Also, District 12 opened on August 31.

6. CALL TO EXEC COMMITTEE

Sam- current powerwashing is substandard to what is needed. Sam has a vendor he has used that does a great job at powerwashing dumpster areas. Cristina will pass information along to purchasing and Jordan Roberts.



Jackie - 8am Eye Opener tomorrow. Concert in the Courtyard has returned since Covid. Lots of ribbon cuttings through October. Executive Nine and Dine golf outing has a couple foursomes open.

OCTOBER ITEMS SLATED

- o Board Member & Committee Job Description
- o Market Data / Survey
- o Snow Removal
- o EDDDA Landscape Contract (2023)

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Comcast Annual Advertising 2022 - EDDDA

Date Adopted: August 18, 2022

Motioned by: Director Kamal Turfah

Seconded by: Mayor Abdullah Hammoud

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) and the East Dearborn Development Authority (EDDDA) Board of Directors recognize the importance of promoting the districts' events and shopping and dining districts via TV, cable and streaming services; and

WHEREAS: The Promotions Committee has reviewed and recommends to approve an annual Comcast advertising package so the message and brand of Downtown Dearborn runs majority of weeks annually; to engage businesses, residents and visitors alike to the shops and businesses and events of Downtown Dearborn; and

WHEREAS: The Comcast advertising Premiere package starts Sep 1, 2022 - August 31, 2023, and doubles advertising spots from previous year's plan for a total of 8500 spots annually; therefore, let it be

RESOLVED: The EDDDA approves expenditures up to \$25,000 for the Comcast annual advertising package, to be split equally with EDDDA, expending up to \$12,500 from from EDDDA Account #297-6100-911-51-00/General Marketing; furthermore, let it be

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

Yes: Chairperson Eric Woody, Vice Chairperson Matthew Dietz, Mayor Abdullah Hammoud, Director Khalil Dabaja, Director Zo Olabi, and Director Kamal Turfah.

No:

Abstained:

Absent: Director Zaineb A. Hussein, Director Jay P. Kruz, Director Amanda Bright McClanahan, and Director Hamzah Nasser.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Comcast Annual Advertising 2022 - WDDDA

Date Adopted: August 18, 2022

Motioned by: Director Tahrik Alcodray

Seconded by: Secretary-Treasurer Jackie Lovejoy

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) and the East Dearborn Development Authority (EDDDA) Board of Directors recognize the importance of promoting the districts' events and shopping and dining districts via TV, cable and streaming services; and

WHEREAS: The Promotions Committee has reviewed and recommends to approve an annual Comcast advertising package so the message and brand of Downtown Dearborn runs majority of weeks annually; to engage businesses, residents and visitors alike to the shops and businesses and events of Downtown Dearborn; and

WHEREAS: The Comcast advertising Premiere package starts September 1, 2022 - August 31, 2023, and doubles advertising spots from previous year's plan for a total of 8500 spots annually; therefore, let it be

RESOLVED: The WDDDA approves expenditures up to \$25,000 for the Comcast annual advertising package, to be split equally with EDDDA, expending up to \$12,500 from from WDDDA Account #296-6100-911-51-00/General Marketing; furthermore, let it be

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

Yes: Vice Chairperson Mohammed Hider, Secretary-Treasurer Jackie Lovejoy, Director Tahrik Alcodray, Director Thomas L. Clark, Director Jeff Lynch, , Director Devon O'Reilly, and Director Audrey A. Ralko

No:

Abstained:

Absent: Chairperson Sam Abbas, Director Zaineb A. Hussein, and Director Amanda Bright McClanahan.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

EDDDA Open Door Dearborn Business Incentives Program - Grant Application:
13252 Michigan Ave. Bora Bora Juice (DBA Socotra Juice) Nageeb Ali and Essa Rahimee

Date Adopted: August 18, 2022

Motioned by: Mayor Abdullah Hammoud

Seconded by: Director Kamal Turfah

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Downtown Development Authority (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: Nageeb Ali and Essa Rahimee applicant and owner of Bora Bora Juice (d.b.a Socotra Juice) is leasing the lower retail space at 13252 Michigan Ave., and plans to renovate the facade and interior main floor unit of the two-story building for a new juice bar / restaurant; and

WHEREAS: The applicant applied to the EDDDA for a Level III grant from the Open-Door Dearborn grant program in the amount of \$10,000 for facade improvements and interior renovation; and

WHEREAS: For the façade, Mr. Ali and Mr. Rahimee plan to remove paint from the first-floor bricks, clean the limestone, and paint the lower lever brick. His interior renovation includes demolition, new flooring, walls, fixtures, lighting, ceiling tiles and water heater. The stated renovations are anticipated to be completed by the end of fall 2022; and

WHEREAS: Mr. Ali and Mr. Rahimee anticipate expending approximately \$80,000 for all renovations.

WHEREAS: Mr. Ali and Mr. Rahimee have submitted the required quotes for improvements; and

WHEREAS: The Design/EV Committee met on August 9, 2022 and recommended conditional approval of the \$10,000 grant, subject to the following conditions as follows:

1. scrape, clean, and paint the lower brick/stucco under limestone band black

2. paint the east and central front doors black
3. clean the limestone above the main floor brick, center arch and along the entire length of the building
4. Fix and paint the front door business entry panel black
5. Provide the design plan for your new sign including 3 quotes for sign installation.
6. Make sure the sign is located above the windows/door and below the limestone band. You also may consider a projecting blade sign.
7. Provide us a copy of your City of Dearborn conditional building permit
8. Provide a letter from the Building owner approving the plans and improvements you are implementing.
9. Share Dumpster in rear lot with other business; therefore be it

RESOLVED: The EDDDA hereby awards a Level III grant up to \$10,000 from the Open-Door Dearborn Business Grant Program to Nageeb Ali and Essa Rahimee, Bora Bora Juice dba Socotra Juice, located at 13252 Michigan Ave., from account #297-6100-911-34-90, contingent upon Bora Bora Juice dba Socotra Juice meeting required conditions imposed by Design/EV Committee; and subject to review and approval of Corporation Counsel; be it further

RESOLVED: This award is also conditioned upon the owner of the building at 13252 Michigan Ave. removing the improperly installed stucco/EIFS material on the outside of the building. The building must comply with all Dearborn Code provisions, including issuance of a certificate of occupancy by December 31, 2022, to qualify for reimbursement of costs through the Level III grant from the Open-Door Dearborn Business Grant Program; be it further

RESOLVED: Failure to comply with any of the conditions imposed by December 31, 2022, shall cause the grant approval to be revoked and this resolution rescinded; be it further

RESOLVED: The EDDDA is under no obligation to reimburse applicant for any renovation costs pursuant to the Open Door Dearborn Business Grant Program unless all conditions stated herein have been satisfied.

Yes: Chairperson Eric Woody, Vice Chairperson Matthew Dietz, Mayor Abdullah Hammoud, Director Khalil Dabaja, Director Zo Olabi, and Director Kamal Turfah.

No:

Abstained:

Absent: Director Zaineb A. Hussein, Director Jay P. Kruz, Director Amanda Bright McClanahan, and Director Hamzah Nasser.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2022 Henry Ford Marketing Package - EDDDA

Date Adopted: August 18, 2022

Motioned by: Mayor Abdullah Hammoud

Seconded by: Director Kamal Turfah

WHEREAS: The EDDDA and WDDDA Board of Directors work closely with The Henry Ford in cross-promoting Dearborn's destinations, and has annually participated in a marketing program with The Henry Ford in the amount of \$11,200; and

WHEREAS: The Henry Ford (THF) offers a partnership benefit package from September 1, 2022 - August 31, 2023, that includes listing and link on THF Vacation Packages webpage for 12 months, half-page advertising in two editions of THF Magazine (110,000 digital distribution), pre-show slides on the Giant Screen for 12 months, two digital ads in the THF eNews, six digital ads in the THF retail eNews, four dedicated promotions via social media (over 600,000 followers on Facebook, Twitter, and Instagram) and opportunities to distribute the downtown promotional materials at the THF and additional event tie-ins; so let it be

RESOLVED: The EDDDA approves \$5600 for the 2022 marketing program with The Henry Ford from account #297-6100-911-51-00 from FYE2023; and let it 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 Eric Woody, Vice Chairperson Matthew Dietz, Mayor Abdullah Hammoud, Director Khalil Dabaja, Director Zo Olabi, and Director Kamal Turfah.

No:

Abstained:

Absent: Director Zaineb A. Hussein, Director Jay P. Kruz, Director Amanda Bright McClanahan, and Director Hamzah Nasser.

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2022 Henry Ford Marketing Package - WDDDA

Date Adopted: August 18, 2022

Motioned by: Mayor Abdullah Hammoud

Seconded by: Secretary-Treasurer Jackie Lovejoy

WHEREAS: The EDDDA and WDDDA Board of Directors work closely with The Henry Ford in cross-promoting Dearborn's destinations, and has annually participated in a marketing program with The Henry Ford in the amount of \$11,200; and

WHEREAS: The Henry Ford (THF) offers a partnership benefit package from September 1, 2022 - August 31, 2023, that includes listing and link on THF Vacation Packages webpage for 12 months, half-page advertising in two editions of THF Magazine (110,000 digital distribution), pre-show slides on the Giant Screen for 12 months, two digital ads in the THF eNews, six digital ads in the THF retail eNews, four dedicated promotions via social media (over 600,000 followers on Facebook, Twitter, and Instagram) and opportunities to distribute the downtown promotional materials at the THF and additional event tie-ins; so let it be

RESOLVED: The WDDDA approves \$5600 for the 2022 marketing program with The Henry Ford from account #296-6100-911-51-00 from FYE2023; and let it be

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

Yes: Vice Chairperson Mohammed Hider, Secretary-Treasurer Jackie Lovejoy, Director Tahrik Alcodray, Director Thomas L. Clark, Director Jeff Lynch, , Director Devon O'Reilly, and Director Audrey A. Ralko

No:

Abstained:

Absent: Chairperson Sam Abbas, Director Zaineb A. Hussein, and Director Amanda Bright McClanahan.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Landscape/Maintenance Temporary Contract Extension- September 2022 - EDDDA

Date Adopted: August 18, 2022

Motioned by: Vice Chairperson Matthew Dietz

Seconded by: Director Kamal Turfah

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

WHEREAS: The current Landscape and Maintenance provider, Four Seasons, has serviced the Landscape and Maintenance obligations in the EDDDA from May 10, 2022 to August 31, 2022; and

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

- Litter Removal (5x a week)
- Remove large debris/graffiti as needed
- Landscape and Maintenance of sidewalks, alleys, parking lots, planters, tree wells, City Hall Park including:
 - Installation of Fall plant materials/decor(1x)
 - Grass Cutting (1x/week)
 - Weeding as needed
 - Watering (2-3x a week)
 - Pruning as needed
 - Fertilize - grass (1x); and,

WHEREAS: The cost for this additional one month service with Four Seasons is \$19,291.15; and

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

RESOLVED: The EDDDA authorizes the temporary landscape and maintenance contract with Four Seasons starting September 1, 2022-September 30, 2022, in an amount of \$19,291.15; furthermore, let it be

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

Yes: Chairperson Eric Woody, Vice Chairperson Matthew Dietz, Mayor Abdullah Hammoud, Director Khalil Dabaja, Director Zo Olabi, and Director Kamal Turfah.

No:

Abstained:

Absent: Director Zaineb A. Hussein, Director Jay P. Kruz, Director Amanda Bright McClanahan, and Director Hamzah Nasser.

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Outdoor Seating Platform and Greenhouse Structure Policy - EDDDA

Date Tabled: August 18, 2022

Motioned by: Director Kamal Turfah

Seconded by: Vice Chairperson Matthew Dietz

WHEREAS: It is the goal of East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) to establish areas of increased customer traffic and sales at established businesses with unique attractions; and

WHEREAS: The WDDDA and EDDDA purchased outdoor platform dining structures and greenhouses for the purpose of additional seating for restaurants and bars in the district; and

WHEREAS: The EDDDA and WDDDA requested formalizing a policy and process that the City, DDA and applicants can follow to submit and approve applications; and

WHEREAS: The proposed Outdoor Seating Platform & Greenhouse Structure policy defines the program requirements for types of structures, ownership of structures, structure review, locations, application and fees; and

WHEREAS: The Outdoor Seating Platform & Greenhouse Structure policy outlines the process for applicants and installation of the structures within the DDA's; therefore, let it be

RESOLVED: The EDDDA Board tables this resolution in order for an option for lease to own is included in the new Outdoor Seating Platform and Greenhouse Structure Policy, with review from Economic Development, Planning and Legal Departments.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Outdoor Seating Platform and Greenhouse Structure Policy - WDDDA

Date Tabled: August 18, 2022

Motioned by: Secretary-Treasurer Jackie Lovejoy

Seconded by: Mayor Abdullah Hammoud

WHEREAS: It is the goal of East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) to establish areas of increased customer traffic and sales at established businesses with unique attractions; and

WHEREAS: The WDDDA and EDDDA purchased outdoor platform dining structures and greenhouses for the purpose of additional seating for restaurants and bars in the district; and

WHEREAS: The EDDDA and WDDDA requested formalizing a policy and process that the City, DDA and applicants can follow to submit and approve applications; and

WHEREAS: The proposed Outdoor Seating Platform & Greenhouse Structure policy defines the program requirements for types of structures, ownership of structures, structure review, locations, application and fees; and

WHEREAS: The Outdoor Seating Platform & Greenhouse Structure policy outlines the process for applicants and installation of the structures within the DDA's; therefore, let it be

RESOLVED: The WDDDA Board tables this resolution in order for an option for lease to own is included in the new Outdoor Seating Platform and Greenhouse Structure Policy, with review from Economic Development, Planning and Legal Departments.

Yes:

No:

Abstained:

Absent: