



**DEARBORN  
ECONOMIC  
DEVELOPMENT**

CITY OF DEARBORN | ABDULLAH H. HAMMOUD, MAYOR

## **Joint East & West Dearborn Downtown Development Authorities**

**Executive Board Meeting - Minutes**      **Dearborn Administrative Center, Room 1D**

March 6; 9 am EST

16901 Michigan Ave, Dearborn MI 48126

### **AGENDA**

1.      **CALL TO ORDER**

Angela Fortino called the meeting to order at 9:10AM.

2.      **ROLL CALL**

Angela Fortino Deputy Director, Economic Development

### **MEMBERS PRESENT:**

West - Chair Tahrik Alcodray; Vice-Chair Devon O'Reilly; Jackie Lovejoy (came in late)

East - Chair Khalil Dabaja; Vice-Chair Matthew Dietz

### **MEMBERS ABSENT:**

East - Hamzah Nasser

3.      **REVIEW & APPROVAL OF JOINT DDA MARCH AGENDA (See attached packet)**

**A. Economic Development Department Report:**

a.      **Update on Economic Development Department:** Angela provided an update on the changes to the department, as well as an overview of new division structures. In the near future, she will provide a visual to showcase these changes.

b.      **Update on the business liaison team:** Business liaisons reintroduced themselves to the Board Members and provided updates on their latest activities through the district. Adel described how he has been engaging with restaurants within the EDDA, encouraging them to acquire business licenses. Next steps for liaisons involve connecting with more businesses and compiling an updated list of businesses throughout the City, as the last version of the list is outdated.



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c. **Update on privately-held Ramadan festivals:** Laura provided an update on Ramadan festivals being organized by non-governmental organizations that are open to the public. The Ramadan Suhoor Festival will be operating at the Fairlane Mall Parking lot, and there might be a potential second festival on Auto Club Drive. Laura asked that if any Board members are familiar with any other operating festivals, to please make her and the Economic Development Department aware for planning purposes.

d. **Update on Restaurant Week:** Deena provided an update on Restaurant Week and its success on social media and other marketing avenues the team has been working on. The Mayor had a media appearance on Fox2 and has been featured in several Instagram videos. Additionally, Devon and Sam Abbas recorded a podcast about DRW.

Next month, the team will provide specific analytics and reports on data they will receive from restaurants and social media tracking.

B. West DDA Items

a. Recommendation for DDA Sponsorship of Ramadan Nights in West Downtown Dearborn (page 15)

i. Laura provided an overview of the City-sponsored Ramadan Nights in West Downtown Dearborn event, which is taking place on West Village Drive between Monroe and Mason Street during Ramadan from March 23rd-April 21st on Thursdays, Fridays, and Saturdays from 10pm-2am. There are 12 participating food trucks and one civic engagement stand that are each paying \$1000 as a participation fee.

ii. There is an opportunity for the West DDA to sponsor this first-time event to assist with payment of event fees. The West DDA will be able to get its logo displayed on banners and be mentioned during the event promotions.

b. Recommendation for Revisions to Events Calendar (pages 16-18)

i. Amanda Sancen reviewed potential changes to the events calendar, including a cancellation of the "Adventures on the Ave" event in order to redevelop the structure of the event. The intent is to conduct a similar but restructured event to support small businesses next calendar year. Additionally, Amanda suggested removing the September 1st date from the calendar (in order to not coincide with Labor Day weekend) and adding September 22nd as a date. In order to align with



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this new Farmer's Market Date, it is being recommended to also move the Fall Perennial Exchange to September 22nd as well.

c. Recommendation to Renew Taste the Local Difference and Michigan Farmers Market Association Memberships (MIFMA) (page 19)

i. Amanda explained that memberships for both of these organizations have expired and recommended that the WDDDA renew its membership for both organizations.

C. East DDA Items

a. None

D. Joint DDA Items

a. Sponsorship Request: Matthew fielded a request from Emma Jean at the Dearborn Community Fund to sponsor an upcoming event. This will be added to the Joint Board agenda pending receipt of the sponsorship request. Matthew will continue assisting connecting Emma Jean to Economic Development staff.

4. CALL TO EXECUTIVE BOARD

a. None

5. CALL TO AUDIENCE (3 minutes/guest):

a. None

6. CALL TO ADJOURNMENT

a. Meeting was adjourned.