



Joint East & West Dearborn Downtown Development Authorities

Board Meeting
April 19; 9 am EST

Dearborn Administrative Center, City Council Chambers
16901 Michigan Ave, Dearborn, MI 48124

EAST MEMBERS PRESENT: Chair Khalil Dabaja, Mayor Abdullah Hammoud, Zaineb Hussein, Amanda Bright McClanahan, Jay Kruz, Zo Olabi, Vice Chair Matthew Dietz, Kamal Turfah

EAST MEMBERS ABSENT: Secretary-Treasurer Hamzah Nasser, Vice Chair Matthew Dietz

WEST MEMBERS PRESENT: Secretary-Treasurer Jackie Lovejoy, Mayor Abdullah Hammoud, Chair Tahrik Alcodray, Tom Clark, Zaineb Hussein, Amada Bright McClanahan, Audrey Ralko, Sam Abbas, Mohammed Hider, Vice Chair Devon O'Reilly, Christopher Small

WEST MEMBERS ABSENT: None

NON-MEMBERS PRESENT: CITY OF DEARBORN: Rebecca Schultz (Legal), Courtney Skora (Finance), Mohamed Qasim (ED), Adel Al-Adlani (ED), Saeid Alawathi (ED), Laura Aceves-Sanchez (ED), Amanda Sancen (ED), Massara Zwayen (Planning)

GUESTS: Jeanette Pierce (City Institute), Matthew (City Institute)

AGENDA

1. CALL TO ORDER

Chair Tahrik Alcodray called the West DDDA meeting to order at 9:10 a.m.

Chair Khalil Dabaja called the East DDDA meeting to order at 9:10 a.m.

2. ROLL CALL

A roll call for Board Members of the East DDDA was called. A quorum was present.

A roll call for Board Members of the West DDDA was called. A quorum was present.

3. APPROVAL OF REGULAR MEETING MINUTES March 16, 2023 (pages 4–17)

Angela presented the meeting minutes on pages 4-17 of the agenda. For the EDDDA, Chair Khalil Dabaja motioned to approve the regular meeting minutes of March 16, 2023 and was seconded by Amanda Bright McClanahan. Motion was unanimously and motion was approved. For the WDDDA, Chair Tahrik Alcodray motioned to approve the regular minutes of march 16, 2023 and was seconded by Tom Clark. Motion was unanimously and motion was approved.



Angela Fortino reminded the Board that meeting minutes will be sent for review to the Secretary-Treasurer within three business days following a Board meeting. Upon review and initial approval, meeting minutes will be posted to the City of Dearborn website within 8 days following the Board meeting per the Open Meetings Act.

4. RECEIVING AND FILING OF TREASURER'S REPORT

a. WDDDA Monthly Financial Statement

Courtney Skora, accountant from Finance, presented the monthly financial statement. Vice-Chair Devon O'Reilly motioned to receive and file the March 2023 financial statement. Secretary-Treasurer Jackie Lovejoy seconded the motion. The motion passed unanimously. Motion approved.

b. EDDDA Monthly Financial Statement

Courtney Skora, accountant from Finance, presented the monthly financial statement. Amanda Bright McClanahan motioned to receive and file the March 2023 financial statement. Kamal Turfe seconded the motion. The motion passed unanimously. Motion approved.

c. WDDDA Report on budget reallocations during this fiscal year

Laura Aceves-Sanchez provided a report on the budget reallocations during the last fiscal year, per Board request at the last meeting. On November 17, 2022 the WDDDA Board approved a budget reallocation of \$5,247.00 from Streetscape Enhancements line item 296-6100-911-34-90 to cover the cost to move and store two platforms and previously expended costs of moving the greenhouses. On December 15, 2023, the WDDDA agreed to reallocate funding from 296-6100-911.34-90 Development Contractual Services to 296-6100-911.61-90 Non-Capital Equipment in the amount of \$632.00. This cost was for street light maintenance and replacement due to an accident.

d. EDDDA Report on budget reallocations during this fiscal year

Laura Aceves-Sanchez provided a report on the budget reallocations during the last fiscal year, per Board request at the last meeting. On November 17, 2022 the EDDDA board approved to reappropriate funds of \$16,498 from Community Promotions account #297-6100-911-51-00 to Holiday Lights and Ramadan Lighting, account #297-6100-911-34-90 and \$32,802 from Community Promotions account #297-6100-911-51-00 to Snow Removal account #297-6100-911-34-90. On February 21, 2023 the EDDDA board approved to reappropriate funds of \$16,498 from Community Promotions account #297-6100-911-51-00 to Holiday Lights and Ramadan Lighting, account #297-6100-911-34-90 and \$32,802 from Community Promotions account #297-6100-911-51-00 to Snow Removal account #297-6100-911-34-90

5. UPDATES

a. EVENTS

i) Restaurant Week report:

Deena Berri and Adel Al-Adlani provided updates on the statistics and metrics to measure the success of Dearborn Restaurant Week. Adel specifically spoke about the 45 survey responses received about the participants' feedback about DRW, which is a 100% response rate. Adel indicated that he would engage



business owners who had particular feedback about DRW, such as having conversation with businesses who indicated large increase or no increase in sales.

Deena indicated that this year, in comparison to previous years, there was a higher focus on digital Marketing by connecting with influencers and other digital marketers. She indicated that the Facebook page reach increased by 125.4% and Instagram reach increased by 916.9% and followers by 440%. Sam Abbas commented that exposure outside of the City foodie community is important and would like to diversify the exposure.

As additional feedback, Moe Hider indicated that though DRW was successful and thanked the team, his business (Famous Hamburger) did not see an increase in sales, particularly around Lunch. Amanda Bright McClanahan indicated that there ought to be a conversation with MEDC about DRW metrics and suggestions for future years. There was also a conversation about moving DRW pre-or-post Ramadan in 2024. The team will work with some potential dates and approach the Board.

ii) Update on Ramadan Nights in West Downtown Dearborn

Amanda Sancen provided an update on the final weekend of Ramadan Nights. Overall, it was a very successful event and follow-up and surveys will be conducted to nearby businesses and participating food trucks. The Mayor mentioned that there were north of 3,000 attendees each night. Sam Abbas commended the event but stated that in future years, the event should be mindful of nearby brick and mortar establishments. Mayor Hammoud mentioned that the upcoming food truck ordinance amendments should address some of the concerns mentioned today. Mo Hider also commended the team's event planning, and suggested that in future years, there should be increased police presence at the event due to small nuisances that sometimes arose during the event.

iii) Open Door Grant Updates

Steve Horstman provided an update on outstanding payments and processing of previously submitted applications. He stated that Galata Sweets was finally paid out after receiving their completed invoices. Other businesses that are in the process of obtaining final documentation to process payments include Baba's Grill, Robusto's, K&W Real Estate, and Socotra Juice. He also stated that the team is going to be revising the process for processing applications to make it clear and more streamlined.

b) JOINT BOARD AND SUBCOMMITTEE SCHEDULE REVISIONS

6. CALL FOR SUBCOMMITTEE MEMBERS (Design and Promotions)

Angela Fortino asked any members interested in still participating in these subcommittee meetings to please connect with Laura Aceves-Sanchez and/or Amanda Sancen. Once subcommittee members have been identified, a new meeting schedule for the committees will be selected based on member availability.

7. ACTION ITEMS

c) WEST DEARBORN DDA ITEMS

- i) The resolution for the budget reallocation for Frank's Landscaping was introduced. It was recommended for the WDDDA to reallocate \$5,000 from account #296-6100-911.51-00 General Marketing and \$10,000 from account # 296-6100-911.51-00 Branding to 296-6100-911.34-90 Snow Removal. Motion was made by Amanda Bright McClanahan and was seconded by Devon O'Reilly. A voice vote passed unanimously. Motion approved.
- ii) The resolution for the lease of an outdoor platform to The Great Commoner was introduced. It was recommended for the WDDDA to lease an outdoor platform to The Great Commoner for the remainder of the 2023 Calendar year and authorizes the Law Department to draft a lease agreement pending City Council approval. Motion was made by Amanda Bright McClanahan and was seconded by Devon O'Reilly. A voice vote passed unanimously. Motion approved. Motion was made by Amanda Bright McClanahan and was seconded by Christopher Small A voice vote passed unanimously. Motion approved.

d) EAST DEARBORN DDA ITEMS

- i) The resolution for authorization to sign a MEDC Match on Main grant agreement on behalf of Green Brain Comics LLC. It was recommended for the EDDDA to accept and administer the Match on Main Grant on behalf of Green Brain Comics LLC and to authorize the Executive Director of the DDDAs to execute the MEDC Match on Main Grant Agreement for the interior business improvements. Motion was made by Mayor Hammoud and was seconded by Amanda Bright McClanahan. A voice vote passed unanimously. Motion approved.
- ii) The resolution for the budget reallocation for Frank's Landscaping was introduced. It was recommended for the WDDDA to reallocate \$2,826.60 from account #297-6100-911.51-00 Dearborn Restaurant Week to 296-6100-911.34-90 Snow Removal. Motion was made by Amanda Bright McClanahan and was seconded by Chair Khalil Dabaja. A voice vote passed unanimously. Motion approved.

e) JOINT BOARD ITEMS:

- i) Approval of FY'24 budget.
 - (1) The resolution for the budget reallocation for approval of the West DDDA FY'24 budget was introduced. It was recommended for the WDDDA to approve submitting to the City Council the FYE 2024-26 budget as presented by the Executive Director of the DDDA, pending approval of the cost allocation MOU between the DDDAs and the Business District Improvement Authorities before the end of FY'23. Motion was made by Jackie Lovejoy and was seconded by Zeinab Hussein. A voice vote passed unanimously. Motion approved.



- (2) The resolution for the budget reallocation for approval of the East DDDA FY'24 budget was introduced. It was recommended for the EDDDA to approve submitting to City Council the FYE 2024-26 budget as presented by the Executive Director of the DDDA, pending approval of the cost allocation MOU between the DDDAs and the Business District Improvement Authorities before the end of FY'23. Motion was made by Khalil Dabaja and was seconded by Kamal Turfah. A voice vote passed unanimously. Motion approved.
- ii) Feature within the Michigan Site Selection Guide
 - (1) The resolution for a feature within the Michigan Site Selection Guide Magazine was introduced. It was recommended for the WDDDA to contribute \$1,900 towards the cost of a half-page guide in an upcoming edition of the Michigan Site Selection Guide through account #296-6100-911.51-00 General Marketing. It was also discussed that Downtown-specific content would be advertised within this feature to ensure compliance with PA57. Motion was made by Vice-Chair Devon O'Reilly and was seconded by Chair Tahrik Alcodray. A voice vote passed unanimously. Motion approved.
 - (2) The resolution for a feature within the Michigan Site Selection Guide Magazine was introduced. It was recommended for the EDDDA to contribute \$1,900 towards the cost of a half-page guide in an upcoming edition of the Michigan Site Selection Guide through account #297-6100-911.51-00 Branding/ Graphic Design. Motion was made by Kamal Turfah and was seconded by Jay Kruz. A voice vote passed unanimously. Motion approved.
- iii) Sponsorship of Dearborn Business Mix and Mingle
 - (1) The resolution for a sponsorship of the Dearborn Business Mix & Mingle was introduced. It was recommended for the WDDDA to sponsor the City of Dearborn Business Mix & Mingle in the amount of \$2,500 from account #296-6100-911.51-00 Restaurant Week. Motion was introduced by Chair Tahrik Alcodray and seconded by Jackie Lovejoy. Motion passed by vote with an abstention from Sam Abbas. Motion was approved.
 - (2) The resolution for a sponsorship of the Dearborn Business Mix & Mingle was introduced. It was recommended for the EDDDA to sponsor the City of Dearborn Business Mix & Mingle in the amount of \$2,500 from account #297-6100-911.51-00 Restaurant Week. Motion was introduced by Jay Kruz and seconded by Zo Olabi. Motion passed unanimously. Motion was approved.
- iv) Resolution: Approval of Revised Events Calendar
 - (1) The resolution for a revision to the 2023 Events Calendar was introduced and was amended for a reprogrammed execution of the proposed event series. The Adopt-a-Tree well program will stay on the schedule but will be reimagined with different activities, as discussed with the Promotions Committee. It was also recommended to reschedule the Pumpkin Carving event in the WDDDA to October 22, 2023. Further, it was recommended to replace the originally

- scheduled Winterfest Market scheduled for December 9th with Winter/Christmas season programming on select days, to be finalized with the Promotions Committee, from November 27 to December 22, 2023. Motion was introduced by Chair Tahrik Alcodray and seconded by Vice-Chair Devon O'Reilly. Motion passed unanimously. Motion was approved.
- (2) The resolution for a revision to the 2023 Events Calendar was introduced and was amended for a reprogrammed execution of the proposed event series. The Adopt-a-Tree well program will stay on the schedule but will be reimaged with different activities, as discussed with the Promotions Committee. It was also recommended to reschedule the Pumpkin Carving event in the EDDDA to October 21, 2023. Further, it was recommended to replace the originally scheduled Winterfest Market scheduled for December 9th with Winter/Christmas season programming on select days, to be finalized with the Promotions Committee, from November 27 to December 22, 2023. Motion was introduced by Mayor Hammoud and seconded by Zo Olabi. Motion passed unanimously. Motion was approved.
- v) Funds for Parliamentary Procedure Training by the Michigan Municipal League
- (1) The resolution for a Michigan Municipal League Training for Board Members was introduced. It was recommended that the WDDDA will contribute \$375 towards the cost of the training from account #296-6100-911.58-10 Training & Transportation and that WDDDA members commit to attending the "Everything Meetings" training that will be held on-site at the Dearborn Administrative Center during future months of 2023. There will also be a virtual option available for all members to tune in. Motion was introduced by Amanda Bright McClanahan and seconded by Chair Tahrik Alcodray. Motion passed unanimously. Motion was approved.
- (2) The resolution for a Michigan Municipal League Training for Board Members was introduced. It was recommended that the EDDDA will contribute \$375 towards the cost of the training from account #297-6100-911.58-10 Training & Transportation and that WDDDA members commit to attending the "Everything Meetings" training that will be held on-site at the Dearborn Administrative Center during future months of 2023. There will also be a virtual option available for all members to tune in. Motion was introduced by Mayor Hammoud and seconded by Zo Olabi. Motion passed unanimously. Motion was approved.
- vi) Michigan Downtown Association Membership Renewal
- (1) The resolution for the renewal of the Michigan Downtown Association Membership Renewal was introduced. It was recommended for the WDDDA to contribute \$237.50 towards the cost of the membership from account #296-6100-911.65-00 Memberships. Motion was introduced by Amanda Bright McClanahan and seconded by Chair Tahrik Alcodray. Motion passed unanimously. Motion was approved.
- (2) The resolution for the renewal of the Michigan Downtown Association Membership Renewal was introduced. It was recommended for the EDDDA to contribute \$237.50 towards the cost of



the membership from account #297-6100-911.65-00 Memberships. Motion was introduced by Amanda Bright McClanahan and seconded by Zo Olabi. Motion passed unanimously. Motion was approved.

vii) Contribution towards Michigan Avenue Corridor Utility Inventory Proposal

- (1) The resolution for a contribution towards the Michigan Avenue Corridor Utility Inventory Proposal was introduced. It was recommended for the WDDDA to contribute \$3,000 towards the Michigan Avenue Utility Inventory Proposal from account #296-6100-911.34-90 Streetscape Enhancements. This resolution also stated the WDDDA's strong support to the application to the SEMCOG Planning Assistance Program for \$50,000 towards the Michigan Avenue Utility Proposal. Motion was introduced by Chair Tahrik Alcodray and seconded by Jackie Lovejoy. Motion passed by vote with an abstention from Christopher Small. Motion was approved.
- (2) The resolution for a contribution towards the Michigan Avenue Corridor Utility Inventory Proposal was introduced. It was recommended for the EDDDA to contribute \$3,000 towards the Michigan Avenue Utility Inventory Proposal from account #297-6100-911.34-90 Streetscape Enhancements. This resolution also stated the EDDDA's strong support to the application to the SEMCOG Planning Assistance Program for \$50,000 towards the Michigan Avenue Utility Proposal. Motion was introduced by Zeinab Hussein and seconded by Amanda Bright McClanahan. Motion passed unanimously. Motion was approved.

viii) Contribution towards City Institute-Led Tours of Dearborn

- (1) The resolution for a contribution towards City Institute-Led Tours of Dearborn was introduced and was amended for the WDDDA to contribute \$3,500 towards the sponsorship of a tour package, as presented to and voted on by the Executive Committee at its May meeting, through City Institute from account #296-6100-911.51-00 Restaurant Week. It was recommended for the food to incorporate a free food tasting portion for tour attendees. Motion was introduced by Secretary-Treasurer Jackie Lovejoy and seconded by Mayor Hammoud. Motion passed unanimously. Motion was approved.
- (2) The resolution for a contribution towards City Institute-Led Tours of Dearborn was introduced and was amended for the EDDDA to contribute \$3,500 towards the sponsorship of a tour package, as presented to and voted on by the Executive Committee at its May meeting, through City Institute from account #297-6100-911.51-00 Restaurant Week. It was recommended for the food to incorporate a free food tasting portion for tour attendees. Motion was introduced by Amanda Bright McClanahan and seconded by Jay Jruz. Motion passed unanimously. Motion was approved.



ix) Interim Sanitation/Landscaping Service Contracts

- (1) The resolution for authorization to enter into an interim sanitation service contract for the WDDDA was introduced. It was recommended for the WDDDA Board to authorize the Executive Director of the DDDAs to execute necessary contracts subject to the review and approval of Corporation Counsel not to exceed the amount of \$40,000 for the remainder the FY 2023 ending June 30, 2023 from account #296-6100-911.34-90. It was assured that this contract would be in compliance with all Purchasing policies. Motion was introduced by Chair Tahrir Alcodray and seconded by Amanda Bright McClanahan. Motion passed unanimously. Motion was approved.
- (2) The resolution for authorization to enter into an interim sanitation service contract for the EDDDA was introduced. It was recommended for the EDDDA Board to authorize the Executive Director of the DDDAs to execute necessary contracts subject to the review and approval of Corporation Counsel not to exceed the amount of \$40,000 for the remainder the FY 2023 ending June 30, 2023 from account #297-6100-911.34-90. It was assured that this contract would be in compliance with all Purchasing policies. Motion was introduced by Amanda Bright McClanahan and seconded by Zo Olabi. Motion passed unanimously. Motion was approved.

8. ECONOMIC DEVELOPMENT DEPARTMENT UPDATES

Angela Fortino

Angela stated that there were no updates. Mayor Hammoud commented that at next month's meeting, he wanted to conduct a presentation about the three PEACE Parks that are to be constructed within the DDDA boundaries.

10. CALL TO AUDIENCE (3 minutes/guest)

No comments were made.

11. ADJOURNMENT

For the West DDDA, there was a motion to adjourn the meeting by Mayor Hammoud and was seconded by Chair Tahrir Alcodray. A voice vote passed unanimously. Motion was approved and the meeting was adjourned.

For the East DDDA, there was a motion to adjourn the meeting by Mayor Hammoud and was seconded by Zo Olabi. A voice vote passed unanimously. Motion was approved and the meeting was adjourned.