



**WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING**

THURSDAY, AUGUST 18, 2016

8:00 A.M. – 9:30 A.M.

Dearborn Area Chamber of Commerce

22100 Michigan Avenue, Dearborn, MI

- | | | | |
|--------------|--|---------------------------------|---------------------|
| I. | Call to Order | Chairman Anusbigian | |
| II. | Roll Call | Secretary Clark | |
| III. | Approval of the July 2016 Meeting Minutes | | |
| IV. | Treasurer's Report | Clark/Bufone | |
| V. | Action Items | | 15 min. |
| | A. Part-time Staffing Amendment | | |
| | B. Friday Nites Budget Amendment | | |
| VI. | Committee Reports | | 10 min. |
| | A. Promotions/Organization Updates | Sam Abbas/Kim Silarski | |
| | B. Design/Economic Vitality | Mike Kirk/Tom Clark | |
| VII. | Staff & Community Reports | | 10 min. |
| | A. Executive Director | Cristina Sheppard-Decius | |
| | B. ECD | Barry Murray | |
| | C. East Dearborn DDA | Mike Bewick | |
| | D. Dearborn Area Chamber of Commerce | Jackie Lovejoy | |
| VIII. | Call to Board of Directors | | |
| IX. | Call to Audience | | 3 min./guest |
| X. | Adjournment | | |

****Next meeting September 15, 2016, at 8 a.m.
at the Dearborn Area Chamber of Commerce.**

AGENDA OVERVIEW

Action Items

Treasurer's Report

The financial report is attached for your review and acceptance at the Board meeting.

Part-time Personnel Amendment

In March 2016, the WDDDA authorized the WDDDA Executive Director to bring on Karen Spica, EDDDA Associate, part-time for 8 hours per week to assist with volunteer management, administration, operations and social media on an interim basis until which time the position and Ms. Spica could be transitioned into either a full-time position or contractual Operations Manager that services both downtowns in the new fiscal year. At this time, the City is recommending that this position be a contractual position until such time that the new umbrella organization is up and running. A contract agreement for the position will need to be developed and presented to both Boards in September for a start date of October 1. The estimated personnel costs for part-time for 13 weeks (until end of September) are estimated at \$1466.65, including FICA.

In the meantime, Ms. Spica continues to provide part-time hours of 8 hours per week to the WDDDA, and will be needed to do so until the end of September when she can be transitioned to the contract position. Therefore there is an attached resolution to be amended reflecting this.

Ms. Spica has worked hard to learn and understand the financial systems and procedures of the City, as well as growing her knowledge in volunteer, district logistics and event management for the operations of the downtown.

Friday Nites Budget Amendment

The WDDDA Friday Nites Music and Food Truck Rallies have been received by the community positively, and although summer heat and rain have plagued the last few events, the modifications to the events have seen success. Initial crowds were strong and larger than in past year events, a majority of food truck participants are happy about the modifications especially the addition of beer, but would like to see less food trucks per event, and the entertainment and sound improvements have been crowd pleasers. Providing a beer tent featuring local brews was a great way to showcase a local business, our local creativity, but does come at a slightly higher rate per barrel compared to a major national brand. While beer sales have declined per event, it is attributable to a few things including weather, other local event (Detroit) and religious holiday overlap, and to some extent duration between events being too short to create the "wow" factor. We also had a difficult time recruiting volunteers to participate and help out at the event with the beer tent and ticket sales. Due to this, we agreed to share the net proceeds of the beer sales with two different local non-profit organizations, including Fordson Varsity Alumni Club and the Dearborn Animal Shelter in exchange for staffing the beer tent.

As we continue to evaluate the event and welcome any input, we are in need of amending the original proposed budget for the season for expenditures and authorize a donation to the two non-profit organizations. The original budget estimate was a rough estimate as to the cost needed to provide an exceptional event experience and sufficient marketing. There are a number of costs that were unforeseen or unknown at the time, as well as a number of items came in much higher than anticipated. The budget and budget actuals projected for event end are attached. One of the largest costs not anticipated was the cost of event insurance, which was more directly related to the beer tent. Also, to provide for a secure event area per LCC requirements and to be more aesthetically pleasing, we secured a perimeter with white picket fencing as opposed to temporary metal barricades. Since staff and volunteers are few in numbers, we utilized a tent company to set up tables, chairs, and few tents to provide some shelter for consumers, as well as the beer tent and sound board. We increased the number of porta-johns anticipating a higher need for the beer tent which increased this cost item, and we didn't have an accurate amount or beer/wine costs going into the event since it had not been done previously, therefore came in higher than budgeted.

While these additional costs do affect the long-range event plan for the event, it does not impact our fiscal budget. It is still early in the year to look at how we will modify things for 2017 event season, including schedules, sponsorships and any other necessary Community Promotion budget adjustments. The attached resolution amends the budget so that we can process expenditures. The resolution also allows for the Board to select a donation amount to the organizations that assist us this year while we explored and implemented these new changes. The verbal agreement was to provide 50% of net beer sales. Since costs for the beer tent area exceeds income, adjustments to what is considered net could be taken into consideration to determine a worthy contribution. Currently what is factored into net is:

EXPENSE ITEMS	JUNE	JULY	AUGUST	TOTAL	
Beer Purchase	\$ 1,540.00	\$ 1,540.00	\$ 1,090.00	\$ 4,170.00	
Wine Coolers	\$ 64.08	\$ 230.00		\$ 294.08	
Supplies	\$ 13.43			\$ 13.43	
Ice	\$ 42.43			\$ 42.43	
Temporary License	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00	
Bond/Insurance	\$ 1,180.99	\$ 1,180.00	\$ 1,181.00	\$ 3,541.99	
Cups (w/imprint)	\$ 461.67	\$ 461.67	\$ 461.67	\$ 1,385.01	.28 cents per cup
Fencing, Tent & Table Set up	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 5,550.00	
Wristbands	\$ 74.80	\$ 74.80	\$ 74.80	\$ 224.40	
TOTAL BEER TENT COSTS	\$ 5,327.40	\$ 5,436.47	\$ 4,757.47	\$ 15,521.34	

The beer sale income to date is:

INCOME	JUNE	JULY	AUGUST	TOTAL
BEER SALES	\$ 5,375.00	\$ 2,940.00	\$ 1,080.00	\$ 9,395.00

The cost/income analysis is as follows; as well as an adjusted cost/income analysis removing insurance and providing a proportional rate for cup usage. Since there is still one more event to go for the Dearborn Animal Shelter, the final cost/income analysis isn't available. We can apply the same rule of thumb to this organization after determining how to handle the Fordson donation.

ALL COSTS INCLUDED	JUNE & JULY	AUGUST	TOTAL	
INCOME	\$ 8,315.00	\$ 1,080.00	\$ 9,395.00	
COSTS	\$ 10,763.87	\$ 4,757.47	\$ 15,521.34	
NET	\$ (2,448.87)	\$ (3,677.47)	\$ (6,126.34)	
WITHOUT INSURANCE & USED CUPS	JUNE & JULY	AUGUST	TOTAL	
INCOME	\$ 8,315.00	\$ 1,080.00	\$ 9,395.00	
COSTS	\$ 7,945.18	\$ 3,576.47	\$ 11,521.65	
NET	\$ 369.82	\$ (2,496.47)	\$ (2,126.65)	
1663 cups used =	\$465.64			

Committee Reports Attached

Promotions/Organization Updates

- Next meeting is September 7 at 9am
- Summary Report Attached from July Meeting.
- Planning to create rack card for CTM Brochure distribution beginning October.
- Moved Quarterly Business meeting to September 28. Board members will be provided a few businesses to call on and invite to the event.
- Finalizing Fall and Holiday Events & Promotions (budgets will be brought forth at next meeting), including:
 - Movie in City Hall Park Oct. 13
 - Halloween Events on Oct. 29 & 30 in both downtowns– trick or treating and dog costume contest
 - Fall Decorations – Adopt-a-Tree Well- businesses can adopt a tree well to decorate with fall flower, vegetation and other fall decorations
 - Shop Small Nov. 26 – Dec. 14
 - Holiday Open House/Crawl - Dec. 14 – The EDDDA will hold its open house, and the WDDDA district is looking to coordinate an open house from business to business.
 - Holiday Decorations – looking into options with English Gardens for lighting and sponsorship

Design/ Economic Vitality

- **Next meeting is August 25 at 2pm**
- Notes Attached.
- EV & Design Project Updates
 - Market Analysis – final report received and under review.
 - National Resource Network – Draft report will be provided in September.
 - Property Owner/Broker Roundtables – planning to schedule in October
 - WSU Capstone Project for the Rouge River completed
 - BUILD Institute potentially being brought to Dearborn through UofM grant application
 - Bike Share survey and map completed

Staff & Community Reports

Executive Director's Report

Strategic Planning

A web-based portal to review documents will be in place by end of August.

Main Street

Next Steering Committee Meeting is Sept. 14 at 10am.

Finalizing Mission Statement

Michigan Main Street coming in to assist with community engagement plan and to show area.

Expanded steering committee membership to broaden reach out to community.

The next set of webinars are:

August 26, 2016 - Volunteer Management hosted by Community Economic Development Association of Michigan

September 7, 2016 - Hiring a Full Time Director

Each webinar will begin at 12pm EST and last for one hour. Participation is important. Please send Karen Spica an email with your attendance plans for each session so she may register you on behalf of Dearborn representatives. All webinar log-in information will be provided to us one week prior to the training.

MDA

Conference

Attending the next MDA Conference scheduled for August 19, 2016.

Register for Summer Workshop in Grand Haven

<http://www.michigandowntowns.com/events.php>

Theme: It's Easy Being Green: Best Practices for Environmental Sustainability

Maintenance/Management

- Determining fall plantings and tree replacements.
- Sub-committee to begin work on district needs assessment this month and through September.

Communications

- Continuing to send twice monthly eblasts to consumers and businesses.
- Subcommittee of Dearborn Business Leaders held final interviews for PR firms to assist with Communications and Marketing for the downtowns, as well as a reputation management campaign for Dearborn that would be in partnership with some of our key partners. A PR firm can easily fulfill our communications and marketing manager role budgeted for FYE2017. A contract and recommended firm will be presented to the Board at its September meeting (originally slated for August, but conferring with committee, EDDDA Board and City on any final process procedures). EDDDA has budgeted a monetary match for the contract position.
- Final pitch deck for Branding initiative is almost complete, and will be ready for vetting with stakeholders and Boards in September.

Business Recruitment/Retention

- Frida is in the process of build out in W.Village Commons.
- Common Grace Coffee Company signed lease with W. Village Commons.
- Bar Louie has opened in W. Village Commons.
- Tenney Street and adjacent Neumann Properties being marketed for retail and office – new, revised marketing materials available.
- Former Howell’s site redevelopment plans to come before Plan Commission in September – projected completion March 2017.

Parking

Final calculation of costs for the past 14 months is now estimated at \$110 per space annually based upon operating expenditures incurred by the City over the last year. The amount a business will pay will be based upon their use and number of spaces required to meet parking requirements per the zoning code. A web page has been created to house all of the pertinent information for businesses and property owners. <http://www.cityofdearborn.org/business/parking-special-assessment-district> . A public hearing will be set by the Assessor to hear the roll call sometime within the next 30 days. Newly revised letter to go out to property owners and businesses this week.

CITY OF DEARBORN
WEST DOWNTOWN DEVELOPMENT AUTHORITY
REGULARLY SCHEDULED MEETING
JULY 14, 2016
DEARBORN AREA CHAMBER OF COMMERCE
MINUTES

- MEMBERS PRESENT : Tom Clark [arrived 8:29 a.m.], Mark Guido, Jim Jernigan, Jackie Lovejoy, Karen Nigosian, Mayor Jack O'Reilly, Audrey Ralko
- MEMBERS ABSENT : Sam Abbas, Mark Anusbigian, John McWilliams
- CITY OF DEARBORN : Barry Murray, Economic & Community Development; Maria Buffone, Finance; Licia Yangouyian, Legal
- OTHERS : Cristina Sheppard-Decius and Karen Spica, WDDDA; Mike Bewick and Kate Sample, EDDDA; Rob Cohen and Rob Cory, Ford Land; Peter Watt, Cavalier Pictures

I. Call to Order

In the absence of Chairman Mark Anusbigian, Vice Chairwoman Karen Nigosian called the meeting to order at 8:09 a.m.

II. Roll Call

WDDDA Executive Cristina Sheppard-Decius called the roll of Board members. It was declared that a quorum was not present but that a board member was on the way so action items would be delayed until a quorum was present.

III. Approval of Minutes

Director Tom Clark arrived at 8:29 a.m. The minutes of the June 16, 2016 meeting were presented for approval. A motion was made by Mayor O'Reilly to approve the minutes with a correction of 150,000 square feet for the Ford project; supported by Jackie Lovejoy. Voice vote unanimously approved.

IV. Treasurer's Report

Maria Buffone from Finance reviewed the financial statement dated June 30, 2016, noting that the books have not yet been closed on FYE2016. The report showed a total expenditure of \$533,408, with a current cash position of \$665,910. If all allocated budget is spent, it is estimated the WDDDA's cash position at the end of the fiscal year will be \$488,115. Since there were no further questions or comments, Vice Chairwoman Nigosian directed that the Treasurer's Report be received and filed.

V. **Action Items**

A. Brownfield Interlocal Agreement for Ford Land Project – Barry Murray provided a presentation on the Brownfield plan for the Ford Land project and presented an updated resolution for the board’s consideration. It was moved by Tom Clark and support by Jackie Lovejoy that the WDDDA Board approves foregoing its local non-school tax capture so that it may be captured by the Dearborn BRA for the repayment of bonds issued to construct a parking deck within the WDDDA Development District as specified in BRA Plan #13; that any local non-school tax capture in excess of that required for the parking deck shall be used to reimburse other eligible costs incurred by the City and the Developer in support of the Project as specified in BRA Plan #13 and its associated Reimbursement Agreement, and that this resolution take immediate effect. Voice vote unanimously approved.

B. Executive Director Contract FYE 2017 – Barry Murray presented the details of the contract extension for Cristina Sheppard-Decius, including a work plan for FYE 2017 and a proposed board resolution. It was moved by Mayor O’Reilly and supported by Jackie Lovejoy to authorize allocating the budgeted \$96,000 from account 296-6100-911-34-90 for FYE 2017 for the contract for POW! Strategies, to have the WDDDA Board and city staff work with POW Strategies to advance the several elements of the attached work plan for the Main Street Michigan Avenue initiative in conjunction with the existing activities and agenda of the WDDDA and authorize the WDDDA Chairperson to sign and execute the contract between POW! Strategies and the WDDDA.

VI. **Committee Reports**

A. Promotions & Organization Updates – Cristina Sheppard-Decius reported for Committee Chair Sam Abbas, calling the board’s attention to the written report in the board packet as well as the update in the agenda overview. The Committee next meeting on August 11. Plans are underway for the first one-hour business networking meeting for property and business owners to be held quarterly, several Halloween events and a joint EDDDA/WDDDA holiday open house/crawl event on December 7. She also noted that the Steering Committee has decided to delay submitting an application for Main Street Select status this year to provide time to develop broad-based community support for the initiative.

B. Design/Economic Vitality – Cristina Sheppard-Decius reported for Committee Chair Mike Kirk, noting that committees would be conducting district physical assessments as well as a review of building design. Other subcommittees include ArtSpark for future planning of art in the downtowns, and Farmers and Artisan Market. The next meeting will be August 4 at 1:30 p.m. at the EDDDA office.

VII. Staff & Community Reports

A. Executive Director (Cristina Sheppard-Decius) –The draft report from the National Resource Network is due in September and the full report on the Market Analysis conducted by The Strategic Edge will be submitted this week. All are designed to improve the bottom line for WDDDA businesses. The recent Free Press article on business development projects in West Downtown Dearborn has been well received and other PR efforts are expected when a PR firm is selected later this summer to help get the word out about positive progress being made. The Special Assessment for operating the parking decks and lots is being finalized and staff will be preparing a letter providing information to area businesses in advance of this summer’s tax bill. A web page also is being created with information on the SAD parking assessment.

B. Economic & Community Development (Barry Murray) – The Hampton Inn is planning a mid-September opening pending resolution of the final parking solution for spaces in Lot A.. The Ford Garage is moving forward with an anticipated spring 2017 opening. Bar Louie is expected to open at the end of this month.

C. East Dearborn DDA (Mike Bewick) – The EDDDA Executive Director reported that 2,500-2,600 attended last night first 2916 Jazz on the Ave concert; new this year was the addition of 12 booths of Artspace artists, providing a mini art fair at the event. The Michigan Municipal League recently published an article on the Artspace project in its monthly publication and board members were asked to save Wednesday, September 21 for the City Hall Artspace Lofts Grand Opening.

D. Dearborn Area Chamber of Commerce (Jackie Lovejoy) – Jackie Lovejoy reported that a Meet the Candidate session is planned for July 20 and the 3rd Quarter Business Building event featuring the Detroit Jazz Festival was been postponed until sometime this fall. She invited everyone to spread the news about the August 2 family event and reminded the board that the Farmers and Artisan Market would move to Ford Field on August 5 as part of the city’s Homecoming celebration.

VIII. Call to the Board of Directors

No additional issues were raised.

IX. Call to the Audience

No one responded.

Mayor O’Reilly moved that the meeting be adjourned; seconded by Jackie Lovejoy. Voice vote unanimously approved. The meeting was adjourned at 9:45 a.m. The next board meeting is scheduled for Thursday, August 18, 2016, at 8:00 a.m. at the Dearborn Area Chamber of Commerce conference room, 22100 Michigan Avenue at Mason Street. For the balance of 2016, the WDDDA board meetings in even months will be held in the Chamber conference room and in the odd months at the DAC. The meetings will continue to start at 8 a.m.

City of Dearborn
West Downtown Development Authority (WDDDA)
Prepared as of August 1, 2016

Description	FY 2015 Actual	FY 2016 Unaudited	FY 2017				
			Adopted Budget	Amended Budget	Actual	Budget (Encumbered)	Budget Remaining
REVENUES:							
Property Tax Capture	\$ 482,837	\$ 501,026	\$508,390	\$508,390	\$ -	n/a	\$ 508,390
Interest Income	400	1,408	610	610	-	n/a	610
Miscellaneous Income	6,300	10,130	20,000	20,000	3,774	n/a	16,226
Contribution from General Fund	80,000	168,000	-	-	-	n/a	-
Total Revenues:	\$ 569,537	\$ 680,564	\$ 529,000	\$ 529,000	\$ 3,774	\$ -	\$ 525,226

EXPENDITURES:							
Salaries & Wages-Part Time	\$ 4,752	\$ 4,525	\$ -	\$ 4,800	\$ 366	\$ -	\$ 4,434
FICA/Medicare, City Share	364	346	-	367	28	-	339
Workers Comp. Contrib.	3	3	-	4	-	-	4
Audit Services	528	460	700	700	-	-	700
Admin/Management (City Services)	55,000	16,028	-	-	-	-	-
Contract Services	77,921	164,890	373,000	367,829	-	(17,963)	349,866
Building Rental	-	-	25,000	25,000	-	-	25,000
Construction Material/Supplies	-	-	-	-	-	-	-
Community Promotion	58,323	40,404	51,400	51,400	16,166	-	35,234
Insurance	3,400	1,100	700	700	58	-	642
Staff Training & Trans	-	3,141	7,000	7,000	(410)	-	7,410
Office Supplies	-	212	7,000	7,000	-	-	7,000
Repair & Maintained Supplies	-	-	5,000	5,000	-	-	5,000
Planting Materials	6,012	9,674	9,500	9,500	-	(1,926)	7,574
Memberships	-	175	590	590	-	-	590
Other Operating Expense	475,000	340,000	150,000	150,000	12,500	-	137,500
Sub-total Operations	\$ 681,303	\$ 580,958	\$ 629,890	\$ 629,890	\$ 28,708	\$ (19,889)	\$ 581,293
Total Expenditures:	\$ 681,303	\$ 580,958	629,890	629,890	\$ 28,708	\$ (19,889)	\$ 581,293
Revenues Over (Under) Expenditures:	\$ (111,766)	\$ 99,606	\$ (100,890)	\$ (100,890)	\$ (24,934)	n/a	\$ (56,067)

Balance Sheet @ August 1, 2016	
Cash Position	\$ 620,236
Add Current Receivables	n/a
Add Unearned Income	525,226
Less Current Liabilities	(20,507)
Less Encumbrances	(19,889)
Less Uncommitted Budget	(581,293)
Ending Estimated Cash Position June 30, 2017	\$ 523,773

City of Dearborn
West Downtown Development Authority (WDDDA)
Prepared as of August 1, 2016

Description	FY 2015 Actual	FY 2016 Unaudited	FY 2017			
			Adopted Budget	Amended Budget	Actual	Budget (Encumbered)
Annual Report Expenditures						
STREETSCAPE PROJECT/Contract Services						
Christmas Decor (Holiday Lighting)	\$ 14,500	\$ 14,500	\$ 15,000	\$ 15,000	\$ -	
Snow Removal	24,450	10,225	40,000	40,000	-	
Sculpture Initiative	5,900	5,900	6,000	6,000	-	
Planting/Landscaping	15,743	11,053	9,500	9,500	-	
Sidewalk/Litter Pickup	12,180	-	-	-	-	
District Plant & Maint. (WH Canon/Commercial Grounds)	8,490	11,890	60,000	60,000	-	
Annual Streetscape (Seasonal)	-	5,876	11,500	11,500	-	
Council Approved Beautification Plan	5,770	1,400	-	-	-	
Marketing Plan	\$ 2,359	\$ 26,685	-	-	\$ -	
Branding	-	-	80,000	80,000	-	
Total District Beautification	\$ 89,393	\$ 87,529	\$ 222,000	\$ 222,000	\$ -	
DOWNTOWN DEVELOPMENT/Community Promotions						
General Marketing	\$ -	\$ 800	\$ -	\$ -	\$ -	
Promotion Pkg w/Henry Ford	5,600	5,600	5,600	5,600	-	
Website (Constant Contacts - 3 yrs.)	153	198	155	155	-	
Website Hosting (1yr renewal) & Domain Reg	360	360	395	395	-	
West Village Block Party	22,691	-	-	-	-	
Holly Berry Brunch Program	300	300	-	-	-	
Food Truck Rally & Concert Series	14,875	22,158	21,500	21,500	15,093	
Other Community Development	8,885	4,932	18,750	18,750	-	
Farmers Market	-	3,475	5,000	5,000	-	
Total Marketing & Promotion	\$ 52,863	\$ 37,823	\$ 51,400	\$ 51,400	\$ 15,093	
PLANNING & ADMINISTRATION						
Staff Support	\$ 55,000	\$ 16,028	\$ -	\$ -	\$ -	
Insurance	3,400	1,100	700	700	58	
Audit	528	460	700	700	-	
Legal Consultants	-	-	-	-	-	
Director's Expenses:						
Consulting Plan	-	89,618	160,500	155,329	1,073	
Intern	5,119	4,874	-	5,171	394	
Building Rental	-	-	25,000	25,000	-	
Repair & Maintained Supplies	-	-	5,000	5,000	-	
Office Expenses (5810,6010)	-	3,351	14,000	14,000	(410)	
Memberships	-	175	590	590	-	
Total Planning & Administration	\$ 64,047	\$ 115,606	\$ 206,490	\$ 206,490	\$ 1,115	
PRINCIPAL & INTEREST EXPENSE						
Total Principal & Interest Expense	\$ 475,000	\$ 340,000	\$ 150,000	\$ 150,000	\$ 12,500	
Total Expenditures:	\$ 681,303	\$ 580,958	\$ 629,890	\$ 629,890	\$ 28,708	

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Part-time Staffing Agreement FYE2017 amendment

Moved by:

Seconded by:

WHEREAS: The WDDDA, EDDDA, City of Dearborn and key stakeholders have set a goal of building a cohesive Main Street Michigan Avenue to revitalize the downtown districts, connect community assets and grow economically;

WHEREAS: The WDDDA, EDDDA City of Dearborn and key stakeholders have been working on reorganizing the DDAs to achieve this goal and follow the Main Street Approach to revitalization;

WHEREAS: The WDDDA, as part of an initial phasing step of staffing changes for building cohesive and collaborative downtown districts, the WDDDA hired part-time EDDDA Associate, Karen Spica, part-time for 8 hours per week to assist the Executive Director with operations, volunteer management and social media as both DDAs prepare for following and implementing the Main Street approach to revitalization;

WHEREAS: The WDDDA budgeted \$22,500 for a shared Operations Manager in contractual services account 296-6100-911-34-90;

WHEREAS: The WDDDA would like to continue with the part-time employee agreement with Karen Spica until further changes are made to the overall staffing structure for the downtowns;

WHEREAS: The part-time employee will work 20 hours per week with the EDDDA and 8 hours per week with the WDDDA at a rate of \$12.48 per hour.

THEREFORE, LET IT BE RESOLVED:

1. The WDDDA approves amending the at-will employee agreement with Karen Spica for 8 hours per week of services from July 1, 2016 through September 30, 2016, at a rate of \$12.48/hour to assist with operations, volunteer management and social media as directed by the Executive Director.
2. The WDDDA authorizes allocating funds from account 296-6100-911-34-90 Contract Services/Operations Manager budget for the part-time hours for Karen Spica to part-time payroll accounts in an amount equal to hours and FICA necessary for the duration of July 1 – September 30, 2016 (estimated at \$1466.65).
3. The WDDDA authorizes the WDDDA Executive Director to execute and sign an employment agreement.

Yes:

No:

Abstained:

Absent:

Date:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Friday Nites Music in the Park & Food Truck Rallies amendment

Adopted:

Resolution by:

- WHEREAS:** The WDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District; and
- WHEREAS:** The Friday Nites Music in the Park Concert Series and Food Truck Rallies sponsored by the WDDDA has been successful in bringing visitors to the District and growing in numbers each year; and
- WHEREAS:** The WDDDA recognizes the need to grow and expand the reach of the event through the planned changes and budget presented at the April 21, 2016, WDDDA Board of Directors meeting, including, but not limited to additional dates of the Food Truck rallies in conjunction with the Friday Nites Music, advertising on social media and radio, the addition of a beer garden, sound and stage equipment, promotional materials, and adding music that appeals to the Millennial generation; and
- WHEREAS:** The growth and addition of facilities and event features exceeded budget expectations of \$35,000 for the 2016 Friday Nites.
- WHEREAS:** The Fordson Alumni agreed to volunteer support the beer tent for the months of June and July in exchange for 50% of net sales related to the beer tent for June and July 2016.
- WHEREAS:** The Dearborn Animal Shelter agreed to volunteer support the beer tent for the month of August in exchange for 50% of net sales related to the beer tent for August 2016.

THEREFORE, LET IT BE RESOLVED:

1. That the WDDDA amends the previously approved budget for Friday Nites Music & Food Truck Rallies by obligating \$50,000 from the Community Promotions Budget # 296-6100-911-51-00 to fund the entertainment and Marketing cost for the 2016 Friday Nites in the Park Concert Series.
2. The WDDDA authorizes a donation to Fordson Alumni for their services in assisting with the beer tent for the months of June and July in an amount of \$_____.
3. The WDDDA authorizes a donation to the Dearborn Animal Shelter for their services in assisting with the beer tent for the months of June and July in an amount of \$_____.

Yes:
No:
Abstained:

Absent:
Date:

**DOWNTOWN WEST DEARBORN
MUSIC NITES FOOD TRUCK RALLIES**

CATEGORY	ITEM	2015 ITEMIZED COSTS						2015 ITEM SUB-TOTAL	2015 CATEGORY TOTALS	2016 BUDGET	2016 Itemized Costs			PROJECTED ACTUALS 2016
		Jun-16	Jul-16	Aug-16										
Advertising								\$ 3,580.00		\$ -				
	Press & Guide	\$ 400.00	\$ 600.00					\$ 1,000.00	\$ 1,250.00	416.67	\$ 416.66	\$ 416.67	\$ 1,250.00	
	Metro Times	\$ 244.80	\$ 122.40	\$ 122.40	\$ 122.40	\$ 122.40		\$ 734.40	\$ 1,225.00	408.33	408.34	408.33	\$ 1,225.00	
	Times-Herald	\$ 300.00	\$ 600.00	\$ 300.00				\$ 1,200.00	\$ 1,125.00	375	375	375	\$ 1,125.00	
	Heritage Newspapers													
	Radio								\$ 3,600.00	1200	1200	1200	3600	
	Social Media Ads								\$ 250.00	133	110	150	393	
RENTALS								\$ 1,198.71						
	Olson's Rental (tables/chairs)	\$ 179.57	\$ 179.57	\$ 179.57				\$ 538.71	\$ 1,080.00	1018	1608	1318	3944	
	Porta Johns	\$ 250.00	\$ 250.00	\$ 160.00				\$ 660.00	\$ 1,320.00	1295	1295	1295	3885	
	Stage & Labor							\$ -	\$ 1,000.00				1000	
	Generator								\$ 3,000.00	1500	800	800	3100	
Beer Booth Area Needs:														
	Beer Purchase								\$ 1,740.00	1540	1540	1090	4170	
	Wine Coolers									64.08	230		294.08	
	Supplies									13.43			13.43	
	Ice									42.43			42.43	
	Temporary License								\$ 300.00	100	100	100	300	
	Bond/Insurance								\$ 300.00	1180.99	1180	1181	3541.99	
	Cups (w/imprint)								\$ 1,000.00	461.67	461.67	461.67	1385.01	
	Fencing, Tent & Table Set up								\$ 3,000.00	1850	1850	1850	5550	
	Wristbands								\$ 100.00	74.8	74.8	74.8	224.4	
ENTERTAINMENT & LIGHTING								\$ 11,245.00						
	Gail & Rice Productions (Entertainment Agent)	\$ 617.50	\$ 917.50	\$ 1,212.50	\$ 775.00	\$ 950.00	\$ 1,082.50	\$ 5,555.00	\$ 11,245.00	2000	2500	3325	7825	
	Sound Board								\$ 3,000.00	1500	1500	1500	4500	
	Samantha Mertins	\$ 135.00						\$ 135.00						
PRINTING/BANNERS														
	Graphic Design									741.67	433.33		1175	
	Banners								\$ 500.00					
	Postcards								\$ 250.00	200	0	0	200	
	Posters (combined cost with Postcards)								\$ 150.00	0	0	0		
TOTAL COST								\$ 15,378.11	\$ 16,023.71	\$ 35,435.00	16115.07	\$ 16,082.80	\$ 15,545.47	\$ 48,743.34
-Beer Sales	(300 beers sold per night at \$5 each)								\$ 9,000.00	5375	2940	1080	9395	
- Food Truck Vendor Fee	(\$50 per vendor per night)								\$ 2,000.00	650	1000	300	1950	
FINAL COST									\$ 24,435.00				* \$ 37,398.34	
													* One More Event	

EXPENSE ITEMS	JUNE	JULY	AUGUST	TOTAL
Beer Purchase	\$ 1,540.00	\$ 1,540.00	\$ 1,090.00	\$ 4,170.00
Wine Coolers	\$ 64.08	\$ 230.00		\$ 294.08
Supplies	\$ 13.43			\$ 13.43
Ice	\$ 42.43			\$ 42.43
Temporary License	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00
Bond/Insurance	\$ 1,180.99	\$ 1,180.00	\$ 1,181.00	\$ 3,541.99
Cups (w/imprint)	\$ 461.67	\$ 461.67	\$ 461.67	\$ 1,385.01
Fencing, Tent & Table Set up	\$ 1,850.00	\$ 1,850.00	\$ 1,850.00	\$ 5,550.00
Wristbands	\$ 74.80	\$ 74.80	\$ 74.80	\$ 224.40
TOTAL BEER TENT COSTS	\$ 5,327.40	\$ 5,436.47	\$ 4,757.47	\$ 15,521.34

.28 cents per cup

INCOME	JUNE	JULY	AUGUST	TOTAL
BEER SALES	\$ 5,375.00	\$ 2,940.00	\$ 1,080.00	\$ 9,395.00

ALL COSTS INCLUDED	JUNE & JULY	AUGUST	TOTAL
INCOME	\$ 8,315.00	\$ 1,080.00	\$ 9,395.00
COSTS	\$ 10,763.87	\$ 4,757.47	\$ 15,521.34
NET	\$ (2,448.87)	\$ (3,677.47)	\$ (6,126.34)

WITHOUT INSURANCE & USED CUPS	JUNE & JULY	AUGUST	TOTAL
INCOME	\$ 8,315.00	\$ 1,080.00	\$ 9,395.00
COSTS	\$ 7,945.18	\$ 3,576.47	\$ 11,521.65
NET	\$ 369.82	\$ (2,496.47)	\$ (2,126.65)

1663 cups used = \$465.64

DOWNTOWN DEARBORN

Promotions Committee

Wednesday, July 6, 2016 8:30am-10:30am in the Dearborn Administrative Center Room 1-A

Next Meeting Date: August 11, 2016 3pm- Dearborn Area Chamber of Commerce

Main Street Webinars:

There are still a number of webinars going on this summer:

July 19th, 2016: Historic Preservation 101- Hosted by the Michigan Historic Preservation Network

August 10, 2016: Communications Planning- Hosted by the Community Economic Development Association of Michigan

August 26, 2016: Volunteer Management- Hosted by the Community Economic Development Association of Michigan

Main Street Steering Committee:

After a preliminary meeting, the group felt that more work needed to be done activating the community before moving forward with the Main Street application. There will be continued communication with the public, business owners and stake holders.

A Main Street on-site visit is still being planned to aid in our future application process.

Event Communication/ Street Team:

Discussion focused on how to communicate events to the public and to businesses. Creating a "Street Team" was suggested; the group would go out and spend a few hours spreading physical sheets/ info to businesses. Increased use of social media was encouraged as was getting push notifications for the Discover Dearborn App. Staff is looking to combine both East and West social media accounts so there is a further reach on both sides and staff has to do less work maintaining all of these pages.

Windy suggested creating a campaign where people can make a short video saying why they love Dearborn—to be posted on social media.

Looking to create a communication time line for future events—what needs to be created, how far out do you need to share these items.

Getting businesses involved: creating a 'block captain' to share events and information within their block.

Erin pointed out that we should not just be stopping at the downtown borders but that this information should also reach beyond those areas.

Windy suggested creating sticky card holders branded for Downtown Dearborn so business owners are able to dedicate a small area to community events without taking up too much of their sales area.

Interest in getting the word out to other groups of residents: presentations to neighborhood associations, getting information to John Cascardo.

HFC Radio: Working with Susan McGraw to potentially produce radio blocks featuring Dearborn events.

Tunes @ Noon:

Bands have been hired, a budget has been approved. A banner is being designed to put out for the events, sharing the information.

Putting together fliers to be handed out to businesses and during the Jazz on the Ave concerts. Sponsors- EDDDA, Stormy Records.

Contact with HFR, U of M Dearborn, Ralph Valdez, Healthy Dearborn and putting together a press release for event exposure.

CTM Brochure:

Still looking to get a matching partnership with the EDDDA for new printing. Putting together an event flier for the fall season. It was pointed out that the current App promotions layout needs to be freshened.

Homecoming:

Downtown Dearborn is looking to share a booth with Healthy Dearborn. Need volunteers to help man the tent. Volunteers would talk about what changes are going on and what's happening in the Downtowns. Also educating people about the bike share program and collecting data on program interest. Volunteers would be needed for short blocks of time on Saturday and Sunday.

Cristina is looking into getting temporary street signage to show people where they can go after leaving the homecoming grounds—sandwich boards pointing to nearby places and businesses.

Quarterly Business Meeting:

Set for August 17 from 2-3pm. Location needs to be in a neutral location: DAC or Henry Ford Centennial Library. Staff will look into booking a room for the event. Several attendees questioned how to get local business leaders involved. Suggestions included activating the DDA Board members and asking them to hit their own blocks, making special announcements for new businesses so they will feel included. Meeting itinerary items included: stating Downtown Dearborn goals and objectives, re-caps of past downtown events, holiday plans, survey for attending businesses.

Constant Contact:

Staff will need to create a unified list of the two DDA's contacts.

Subcommittees:

If you are or know someone who is interested in being in one of these committees, please let Cristina know:

Farmer's Market- what is the farmers market vision for Dearborn? Transitioning away from the Chamber of Commerce market management. Examples: East Downtown Market, larger farmers markets, arts markets, etc.

ArtSpark- the future of public art in Dearborn. Where should the investment go, making improvements with art, art on buildings, signage. Working with the design review committee. Possible interest from the Artspace Artist Selection Committee, Mike will follow up. Michigan Avenue art examples: Flower bed displays, scarecrows, holiday decorations.

Fall/Holiday Planning

East-end Halloween dog costume contest event at Stormy Records, west-end event at Dearborn Brewing.

Trick-or-Treat and scary movie in the park- in conjunction with the AANM Halloween party. Erin Byrnes will be spearheading this, communication with Kim Silarski from AANM. Additional planning will need to occur for this event before bringing it to the EDDDA.

Possibility of putting together a holiday crawl- possibly for the West and the East, rather than the East having their holiday open house.

Perennial swap in the fall? Erin will be in contact with Katie Merritt about future plans for this event.

Shop Small: Making sure that all of the businesses understand what is required of them and what the parameters of the event are. Deciding when the cutoff date should be for the event— looking at having it December 14, the same day as the EDDDA Holiday Open House/crawl. This way event attendees can also drop off any passports to the office at the party.

Downtown Dearborn 2017 Calendar As of 8/15/2016

Date	Event	Location	Time	Category
1/12/2017	EDDDA Meeting	DAC	8am	M
1/19/2017	WDDDA Meeting	(Dearborn Chamber)	8am	M
2/9/2017	EDDDA Meeting	DAC	8am	M
2/16/2017	WDDDA Meeting	(Dearborn Chamber)	8am	M
3/9/2017	EDDDA Meeting	DAC	8am	M
3/16/2017	WDDDA Meeting	(Dearborn Chamber)	8am	M
4/13/2017	EDDDA Meeting	DAC	8am	M
4/20/2017	WDDDA Meeting	(Dearborn Chamber)	8am	M
5/11/2017	EDDDA Meeting	DAC	8am	M
5/18/2017	WDDDA Meeting	(Dearborn Chamber)	8am	M
5/19/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
5/26/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
6/2/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
6/8/2017	EDDDA Meeting	DAC	8am	M
6/9/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
6/9/2017	Friday Nites Music & Food Truck Rallies	(Muirhead Plaza)	5pm-9pm	E
6/15/2017	WDDDA Meeting	(Dearborn Chamber)	8am	M
6/16/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
6/23/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
6/23/2017	Friday Nites Music & Food Truck Rallies	(Muirhead Plaza)	5pm-9pm	E
6/30/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
7/12/2017	Jazz On The Ave	CHP	7pm-9pm	E
7/13/2017	Tunes @ Noon	CHP	11:30am-1:30pm	E
7/13/2017	EDDDA Meeting	DAC	8am	M
7/14/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
7/14/2017	Friday Nites Music & Food Truck Rallies	(Muirhead Plaza)	5pm-9pm	E
7/19/2017	Jazz On the Ave	CHP	7pm-9pm	E
7/20/2017	WDDDA Meeting	(Dearborn Chamber)	8am	M
7/20/2017	Tunes @ Noon	CHP	11:30am-1:30pm	E
7/21/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
7/26/2017	Jazz On The Ave	CHP	7pm-9pm	E
7/27/2017	Tunes @ Noon	CHP	11:30am-1:30pm	E
7/28/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
7/28/2017	Friday Nites Music & Food Truck Rallies	(Muirhead Plaza)	5pm-9pm	E

Downtown Dearborn 2017 Calendar As of 8/15/2016

Date	Event	Location	Time	Category
8/2/2017	Jazz On The Ave	CHP	7pm-9pm	E
8/3/2017	Tunes @ Noon	CHP	11:30am-1:30pm	E
8/4/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
8/9/2017	Jazz On The Ave	CHP	7pm-9pm	E
8/10/2017	Tunes @ Noon	CHP	11:30am-1:30pm	E
8/10/2017	EDDDA Meeting	DAC	8am	M
8/11/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
8/11/2017	Friday Nites Music & Food Truck Rallies	(Muirhead Plaza)	5pm-9pm	E
8/16/2017	Jazz On The Ave	CHP	7pm-9pm	E
8/17/2017	WDDDA Meeting	(Dearborn Chamber)	8am	M
8/17/2017	Tunes @ Noon	CHP	11:30am-1:30pm	E
8/18/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
8/25/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
8/25/2017	Friday Nites Music & Food Truck Rallies	(Muirhead Plaza)	5pm-9pm	E
9/1/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
9/8/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
9/14/2017	EDDDA Meeting	DAC	8am	M
9/15/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
9/21/2017	WDDDA Meeting	(Dearborn Chamber)	8am	M
9/22/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
9/29/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
10/6/2017	Dearborn Farmers & Artisans Market	(Muirhead Plaza)	9am-2pm	E
10/12/2017	EDDDA Meeting	DAC	8am	M
10/14/2017	Movie in the Park	CHP		E
1027028/2017	Halloween Fun in Downtown Dearborn			E
10/19/2017	WDDDA Meeting	(Dearborn Chamber)	8am	M
11/9/2017	EDDDA Meeting	DAC	8am	M
11/16/2017	WDDDA Meeting	(Dearborn Chamber)	8am	M
11/25/2017	Small Business Saturday			E
11/25-12/10/2017	#ShopSmall Promotion			E
12/13/2017	EDDDA/WDDDA Holiday Open House		4pm-7pm	E
12/14/2017	EDDDA Meeting	DAC	8am	M
12/21/2017	WDDDA Meeting	(Dearborn Chamber)	8am	M

DOWNTOWN DEARBORN

Design & Economic Vitality Committee

June 29, 2016

10am-11am

Dearborn Area Chamber of Commerce, 22100 Michigan Ave.

Next meeting: Thursday, August 4 from 1:30-2:30 at the EDDDA Office- 13750 Michigan Avenue.

Volunteer Sub-committee Champions

District Physical Assessments (Mark Guido)- going through the downtowns and noting what needs physical improvement. Cristina will create a list of specifics to look for but include: façades, buildings, public areas, etc.

Art Plan Steering Committee (Mike Bewick)- Looking at the possibilities and steps needed for additional public art.

Building Design (Mike Kirk)- Putting together design guidelines, design incentives and creating an interesting but cohesive style for the downtowns.

Volunteers will be needed to populate these committees:

Mike Bewick will get in contact with the members of the Artspace Artist Selection Committee.

Jackie Lovejoy will send out an e-mail to all Chamber members.

An invitation will be sent out to both of the DDA Boards.

Possible committee volunteers from those who expressed interest during the Strategic Plan Meeting in January.

Current Projects:

- SmartZone will not be moving forward. There were just too many moving parts. However a business assistance team is still in the works.
- The West market analysis has been completed and we are just waiting for the finalized report. A power point presentation with many of the major points will be sent out by Cristina, as well as a condensed 2 page version with important selling points to potential businesses.
- Discussion then moved to how to capture information on the cash economy in Dearborn.
 - Cristina met a man who dealt with grants/funding with immigrant population projects.
 - Talk with a college/university economist to create a formula
 - Getting business testimonials, getting people to see the area.
- Property Profiles/Business Info: need to get in contact with Hassan Bazzi who was working on this project.
- BRE, BAT, RRC: still working on putting together the resources for these items.

- Property Owner & Broker meeting: First one is planned for August 4th from 4-6pm at a location to be determined. These will be held quarterly or every six months with the intention to build relationships.
- Building Photography: An estimate was received but it seemed a little high. Cristina will be looking into splitting the cost between the two DDAs or getting another estimate.
- Sign Ordinance Revision: Cristina has a draft for revisions which she will send out for committee members to review. She did ask that any comments be submitted to her by next week.
- Form-based Zoning: This will be a revision of the zoning, currently being worked on by the City for approval by City Council.
- Platform Dining: Looking at Ann Arbor for some examples
- City Hall Park: Going to start looking at this in the fall.

DOWNTOWN DEARBORN

Design & Economic Vitality Committee Meeting

Thursday, August 4, 2016 -1:30pm-2:30pm- EDDDA Office

Next meeting date: Thursday, August 25, 2016 at 2pm in the EDDDA office.

Sub-Committee Reports:

District Physical Assessments (Mark Guido)- a tool is being put together to assist in the assessments. The project will move forward soon.

Art Plan Steering committee (Mike Bewick)- contact has been made with former members of the Artspace selection committee and Artspace residents.

Building Design (Mike Kirk)- form based design is moving forward with Tom Paison. Training is being offered by the state on form based design codes.

Quarterly Business Meeting: scheduled for Wednesday, August 17 from 2-3pm in the Ford Centennial Library Auditorium.

Cristina will be sending out notices to businesses via e-mail next week.

Also looking at making phone calls by Board members and committee members.

The program will be kept short and focusing on what has been going on in the area, the goals moving forward and building a platform to encourage businesses to be engaged.

Business Updates:

EAST- Lots of movement. Stormy Records moved to a new location on Michigan Ave, east of Schaefer. The Times-Herald moved to a new location on Schaefer. The new owners of the 5050 building are working to fix up the businesses and bring people in. A number of buildings have recently been sold. An LOI was sent out by Artspace regarding the development of the connector space and the potential for a theatre area.

WEST-Bar Louie recently had its soft opening. Several other buildings are being renovated with businesses coming soon.

FORD- Working on their buildings in the west downtown. They are communicating with a broker firm to look at options for filling retail and restaurants. Construction on Ford's Garage will hopefully begin soon.

Cash Economy Study: Cristina will be looking into several leads to help solve this problem.

Property Profiles/ Business Inventory: Hassan will be working on the business inventory in the east district with volunteers. Inventory photographs of all of the businesses are being taken.

Build Institute: a system to help entrepreneurs create unique business plan concepts that are more representative of them on a local/community level.

Round Table with Business Brokers: working to reschedule this meeting for some time in September.

General Updates:

Have not yet received TOD report.

The complete NRN study should be complete in September.

RTA is back on the ballot for November

Bike Share: Cristina is putting together a survey to share at the Dearborn Homecoming. Downtown Dearborn will be under the Healthy Dearborn tent. It may be possible for a pilot program to begin in spring 2017.

West Dearborn has purchased some bike corrals and they are working with DPW and Engineering for potential locations.

Guide to Dearborn:

Group talked about creating an easy guide to Dearborn for visitors, students. Could be placed in the car for free ride-share program. Giving people ideas on attractions, programs, shopping, dining. The Discover Dearborn App is another opportunity to help people learn what is available in the area.

**JULY 2016
APPROVED
RESOLUTIONS**

**West Dearborn Downtown Development Authority
City of Dearborn, State of Michigan**

**RESOLUTION OF INTENT TO USE LOCAL TAX INCREMENT REVENUES FOR
FORD MOTOR LAND DEVELOPMENT CORPORATION PROJECT “D”**

Minutes of a regular meeting of the Board of the West Dearborn Downtown Development Authority (WDDDA), County of Wayne, State of Michigan, held at the Dearborn Area Chamber of Commerce, on the 14th day of July, 2016 at 8:00 a.m. Eastern Daylight Time.

Present: Thomas L. Clark, Mark Guido, James M. Jernigan, Karen Nigosian, Jackie Lovejoy, Mayor John B. O’Reilly, Jr., Audrey A. Ralko

Absent: Sam Abbas, Mark Anusbigian, John McWilliams

The following preamble and resolution were offered by Thomas L. Clark and supported by Jackie Lovejoy;

WHEREAS: the City Council of the City of Dearborn, and the Brownfield Redevelopment Authority of the City of Dearborn (BRA) will be presented with a recommendation to approve Brownfield Plan # 13, as amended (BRA Plan #13), as it pertains to the development proposed by the Ford Motor Land Development Corporation (the “Developer”); and

WHEREAS: the developer has proposed a transformational mixed-use project consisting of retail and office uses within two new buildings (as described more fully in Brownfield Plan #13) to be constructed at the prominent intersection of Michigan Avenue and Monroe Street in the WDDDA Development District, and has requested that the City construct a 400 space parking structure on its existing Public Lot “H” to support development in this area of the district, and

WHEREAS: the developer has requested reimbursement for other eligible project costs including demolition and infrastructure, at zero interest; and

WHEREAS: if the WDDDA is willing to forego its non-school tax capture in an amount not-to-exceed \$8,465,656, that tax capture will be applied first and foremost to the parking deck bonds, followed by other eligible Project costs as reimbursed by the BRA; and

WHEREAS: the WDDDA will not pledge reimbursement to the Local Site Revolving Remediation Fund (the “LSRRF”) incremental tax capture, and

WHEREAS: the specific list of eligible activities and the estimated costs associated with the eligible activities for which the reimbursement of Tax Increment Revenues will be permitted is set forth in BRA Plan #13, and incorporated herein by reference, and

WHEREAS: the Michigan Economic Development Corporation (the "MEDC") has tentatively indicated a willingness to support the Project through the approval and capture by the BRA of Tax Capture Revenues attributable to school operating taxes; and

WHEREAS: the MEDC is also reviewing a joint request by the City and the Developer to provide gap financing for the shortfall between projected Tax Capture Revenues and the total cost of the Parking Deck through its Community Reinvestment Program and other sources as described in BRA Plan #13; and

WHEREAS: the City and the developer expect to approve and execute a definitive development agreement with respect to the Project in the near future;

NOW THEREFORE BE IT RESOLVED: that the Board of the WDDDA approves foregoing its local non-school tax capture so it may be captured by the Dearborn BRA for the repayment of bonds issued to construct a parking deck within the District as specified in BRA Plan #13; be it further

RESOLVED: that any local non-school tax capture in excess of that required for the parking deck shall be used to reimburse other eligible costs incurred by the City and the developer in support of the Project as specified in BRA Plan #13 and its associated Reimbursement Agreement; be it further

RESOLVED: that this resolution take immediate effect.

Yes: Thomas L. Clark, Mark Guido, James M. Jernigan, Karen Nigosian, Jackie Lovejoy, Mayor John B. O'Reilly, Jr., Audrey A. Ralko

No: None

Absent: Sam Abbas, Mark Anusbigian, John McWilliams

RESOLUTION DECLARED AND ADOPTED.

Secretary

Date

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Executive Director Contract FYE2017

Moved by: Mayor O'Reilly

Seconded by: Director Lovejoy

WHEREAS: The City of Dearborn is working with both of its Downtown Districts to advance one of the new 2030 City Master Plan cornerstone visions of connecting image, brand, business development and activity along the Main Street Michigan Avenue corridor; and

WHEREAS: The City (Mayor/Council) provided support and funding to help the West Dearborn Downtown Development Authority begin a series of tasks that would define organization and development strategies, marketing, business attraction, branding and image improvement that would work toward achieving the goals of the Main Street Michigan Avenue vision; and,

WHEREAS: The West Dearborn DDA retained Cristina Sheppard-Decius of POW! Strategies to advance these various elements during fiscal year ending 2016; and,

WHEREAS: The City and the DDAs desire to continue working on the Main Street Michigan Avenue strategies together by retaining POW Strategies for fiscal year ending 2017 as a contractor with the West Dearborn DDA and also working with the East Dearborn DDA on advancing the common aspects of these strategies for application within each individual anchor district on the corridor; and,

WHEREAS: The not-to-exceed contract of \$92,000 plus \$4,000 for travel, training and conference expenses will be funded by the West Dearborn DDA;

THEREFORE, LET IT BE RESOLVED: That the West Dearborn Downtown Development Authority authorizes allocating the budgeted \$96,000 from account 296-6100-911-34-90 in FYE 2017 for the contract with POW! Strategies; be it further

RESOLVED: The WDDDA Board and city staff will work with POW Strategies to advance the several elements of the attached work plan for the Main Street Michigan Avenue initiative in conjunction with the existing activities and agenda of the WDDDA.

RESOLVED: The WDDDA Board of Directors authorizes the WDDDA Chairperson to sign and execute the contract between POW! Strategies and the WDDDA.

Yes: Director Clark, Director Guido, Director Jernigan, Director Lovejoy, Director Nigosian, Mayor O'Reilly, Director Ralko

No: None

Abstained: None

Absent: Director Abbas, Director Anusbigian, Director McWilliams

Date: July 14, 2016