



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

**THURSDAY, JUNE 15, 2017**

**8:00 A.M. – 9:30 A.M.**

**Dearborn Area Chamber of Commerce**

22100 Michigan Avenue, Dearborn, MI

- |              |  |                            |                     |
|--------------|--|----------------------------|---------------------|
| <b>I.</b>    | <b>Call to Order</b>                                     | <b>Chairwoman Nigosian</b> |                     |
| <b>II.</b>   | <b>Roll Call</b>   | <b>Secretary Jernigan</b>  |                     |
| <b>III.</b>  | <b>Approval of the May 2017 Meeting Minutes</b>          |                            |                     |
| <b>IV.</b>   | <b>Treasurer's Report</b>                                | <b>Jernigan/Buffone</b>    |                     |
| <b>V.</b>    | <b>Action Items</b>                                      |                            | <b>15 min.</b>      |
|              | <b>A. Metromode Contract Renewal</b>                     |                            |                     |
|              | <b>B. Landscaping &amp; Maintenance Interim Services</b> |                            |                     |
|              | <b>C. MDA Conference Fees</b>                            |                            |                     |
|              | <b>D. Branding Budget Carry Forward</b>                  |                            |                     |
| <b>VI.</b>   | <b>Committee Reports</b>                                 |                            | <b>5 min.</b>       |
|              | <b>A. Promotions/Organization Updates</b>                | <b>Sam Abbas</b>           |                     |
|              | <b>B. Design/Economic Vitality</b>                       | <b>Mike Kirk</b>           |                     |
| <b>VII.</b>  | <b>Staff &amp; Community Reports</b>                     |                            | <b>5 min.</b>       |
| <b>VIII.</b> | <b>Call to Board of Directors</b>                        |                            |                     |
| <b>IX.</b>   | <b>Call to Audience</b>                                  |                            | <b>3 min./guest</b> |
| <b>X.</b>    | <b>Adjournment</b>                                       |                            |                     |

**\*\*Next meeting July 20, 2017, at 8 a.m.  
at the Dearborn Area Chamber of Commerce.**

# AGENDA OVERVIEW

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## Action Items

### ***Treasurer's Report***

The financial report is attached for your review.

### ***Metromode Renewal***

The Metromode contract expires at the end of June, and with the great successes we have had in generating positive economic and human interest based stories, it is recommended to renew a contract with Metromode for July – December 2017. For the next series, we are recommending their “On The Ground” program.

The “On The Ground” program helps to tell the story of the people, projects and innovations that are creating “what’s next” for underreported neighborhoods. The program helps increase the communications capacity of the organizations and nonprofits working in the neighborhood. The intended impact is for additional “solutions-oriented” media coverage, engagement and ultimately understanding of the neighborhood, resulting in awareness and investments that can contribute to the vitality and prosperity of the community.

Metromode will collaborate with Dearborn stakeholders on connecting and orienting a dedicated journalist in the city. In order to establish a lasting relationship with the community and the groups involved with the project, Issue Media Group (IMG) builds added time into the commitment for the journalist to research the history of the neighborhood and develop an editorial framework based on the interests of the community. He or she will attend monthly neighborhood events and convenings, and host a dedicated editorial advisory to engage residents and city-wide stakeholders for story ideas and networking.

IMG views this engagement as an initial investment into a neighborhood. Programs are tailored to approach the needs of each neighborhood differently and treated as the first step in creating long-term media impact in the highlighted areas. In short, IMG will provide the following:

#### **Summary of Program Deliverables:**

- Project editor Embedded Journalist (ongoing)
- Community Newsroom including facebook live stream (weekly)
- Open City Event (1)
- Speaker Series / Community Conversation Event (1) - Community On the Ground newsroom - "The People and Voices of Dearborn" Open City event / conversation to foster and connect community of entrepreneurs. Speaker series focused on the future of retail including tour of potential investment / retail opportunities.
- Social Media + Boosting (minimum 8 posts per week)
- Weekly content including original photography published in Metromode
- Original video (1)
- Downtown Dearborn branding and advertising + event promotion

- Content reuse rights
- Advisory Group convenings (2)
- Program metrics and impact reporting

\*Program deliverables may change in response to Dearborn partner input.

Expanded details can be found in the proposal attached from IMG. The total contract is \$36,000 and will be split 50/50 with the EDDDA, for a WDDDA contribution of \$18,000. The EDDDA Board has already approved this contract. The WDDDA has \$30,000 budgeted for FYE2018. There is also potential for funding partners with this round because of the newsroom-style and live location feeds. This is in the process of being secured, which would likely result in the reduction of costs for both DDAs.

### ***Landscape and Maintenance Interim Services***

Due to the fact that the previous landscape and maintenance provider notified the WDDDA that it would not renew the third year of a one year contract with three renewals in March, the WDDDA has been in need of interim landscape and maintenance services while a new RFP was developed, issued and vendor selected. That RFP is slated to be issued within the next two weeks, with a potential contractor selected and approved by the Board by July 20. Therefore, the WDDDA immediately secured an interim vendor and facilitated their work schedule as of May 22, 2017 to clean, maintain and landscape the downtown area at a rate of \$30/man hour for 60 hours per week (\$1800/week) to provide all services, plus any additional costs for street sweepers, plants and materials. This will provide three days of litter and debris removal, weeding, planting and landscaping services, and five-to-six days of watering services. The company is Worry Free Lawn Care of Royal Oak, MI.

This is compared to the previous vendor's fees of \$35/man hour. As noted at previous meetings, the previous contractor (Commercial Grounds) did not renew the contract due to their under bidding of proposal based on actual service needed to truly maintain a downtown area properly. Commercial Grounds worked hard to maintain a high level of service, but unfortunately, they could not continue supporting working more man hours than what they were being paid for. Their weekly flat rate of \$785 covered @22 hours of service per week. Generally it will take about 6-8 man hours for watering services per day, which then when coupled with weeding, cleaning and landscaping (another 6-8 hours per day), we have a need of 12-16 man hours per day. Commercial Grounds was contacted again to see if they would be able to fill in during the interim, which they did for three weeks, but declined to continue pas that in order to take us through the new RFP process. Due to the need and lack of other company availability we proceeded with utilizing Worry Free Lawn Care, who also provides services for cities like Royal Oak, Birmingham and Ferndale.

At this point, we are asking the Board to authorize an interim contract with Worry Free Lawn Care from May 22, 2017 through July 30, 2017 (10 weeks) in amount not to exceed \$18,000 plus a budget of \$15,000 for landscape materials (as this was previously authorized with Commercial Grounds).

### ***MDA Conference Fees***

The WDDDA had three Board and committee members attend the Michigan Downtown Association Conference last week, which Chairwoman Nigosian recommended the WDDDA cover those costs. The cost per person was \$85 for a total cost for those members to attend were \$255. Chairwoman Nigosian wanted to make it transparent that the WDDDA was supporting volunteers in this manner via a resolution. Also,

this transaction was put on the EDDDA Executive Director's P-Card, since the WDDDA Executive Director does not have a P-card, as well as the fact the EDDDA Executive Director was already registering and paying for EDDDA members to attend.

### ***Branding Budget Carry-Forward***

The City's Finance Department generally requires that any budget carry-forwards (any projects, program, etc. that need the current year's budget for those items carried forward to the next fiscal year to complete the program/project) be in a Purchase Order (PO), however exceptions are made. We have been waiting to verify two things for the branding project to be brought forth to the Board for approval, which is within reach at this point, and projected to be ready in July. Those two items are a concurrence on the processed used for soliciting proposals meets the standards recommended by the DDA attorney, and for a confirmation on a potential large single donor to help with the total costs of the contract.

In order to not have to go back to Council for an early amendment to the FYE2018 budget, a carry-forward of the branding funds would be preferred. Since the standard preferred for Finance is to have it in a PO form (by June 13), then the Board would either need to approve a contract with the proposed firm of choice so that we could issue a PO or approve a resolution stating specifically the carry-forward and the purpose. Seeing that we have missed the window of opportunity to submit a requisition for a PO to be issued for this fiscal year, it is recommended that we approve a resolution carrying forward the branding funds as previously discussed at Board meetings of \$55,000.

## **Committee Reports**

Attached is the promotions committee report. Minutes from Design Committee have not been finalized, however, the committee reviewed the transformational strategies and projects related with each and will be updated in an upcoming report to the board.

## **Staff & Community Reports**

### ***Executive Director's Report***

See attached report.

CITY OF DEARBORN  
WEST DOWNTOWN DEVELOPMENT AUTHORITY  
REGULARLY SCHEDULED MEETING  
MAY 18, 2017  
DEARBORN AREA CHAMBER OF COMMERCE  
MINUTES

- MEMBERS PRESENT : Tom Clark, Mark Guido, Jim Jernigan, Jackie Lovejoy, John McWilliams, Karen Nigosian, Audrey Ralko
- MEMBERS ABSENT : Sam Abbas, Mayor John B. O'Reilly Jr.
- CITY OF DEARBORN : Barry Murray and Steve Horstman, Economic & Community Development; Maria Buffone, Finance; Licia Yangouyian, Legal; Jeffrey Polkowski, Planning
- OTHERS : Cristina Sheppard-Decius and Eric Thomason, WDDDA; Mike Bewick and Kate Sample, EDDDA

**I. Call to Order**

Chairwoman Karen Nigosian called the meeting to order at 8:06 a.m.

**II. Roll Call**

Secretary/Treasurer Jim Jernigan called the roll of Board members. A quorum was present.

New intern for the WDDDA, Eric Thomason, was introduced to the Board.

**III. Approval of Minutes**

The minutes of the April 20, 2017 meeting were presented for approval. It was moved by Mark Guido and supported by Jackie Lovejoy to approve the minutes as presented. Voice vote unanimously approved.

**IV. Treasurer's Report**

Maria Buffone from Finance reviewed the financial statement dated May 1, 2017. Year-to-date revenue totaled \$549,558, including the tax capture of \$509,662 and local community stabilization shared revenue of \$18,518. These numbers include the final tax capture but do not include the Wayne County charge back. Expenditures totaled \$361,437 for a current cash position of \$788,900. If all allocated budget is spent, it is estimated the WDDDA's cash position at the end of the fiscal year would be \$473,402. Very conservative based on the number of weeks left in the fiscal year. Chairwoman Nigosian directed that the Treasurer's Report be received and filed.

**V. Action Items**

**A. Discover Dearborn Annual Fee** (Cristina Sheppard-Decius)— This is our annual renewal for the Discover Dearborn App. The WDDDA partners with the EDDDA, Dearborn Area Chamber of Commerce and the City, with the WDDDA portion being \$1,197, which has already been budgeted. It was moved by Tom Clark with support from Mark Guido, to allocate the \$1,197 for the annual Discover Dearborn fee. A voice vote was unanimously approved.

**B. FYE 2017 Budget Clean Up** (Cristina Sheppard-Decius) – Budget adjustments for FYE2017. Director Guido asked about the possibility of creating a contingency fund in instances where line items have unexpended budget. Council would have to approve that item for a new contingency line item. Snow Removal line item will adjust from \$40,000 to \$19,500. Planting/Landscaping line item will adjust from \$9,500 to \$30,000. Branding will adjust from \$93,500 to \$76,559. Website (Constant Contact) will adjust from \$155 to \$500. Website Hosting will adjust from \$395 to \$2,000. Other Community Development will adjust from \$5,250 to \$22,741 and Farmers Market will adjust from \$5,000 to \$2,500. It was moved by Mark Guido, with support from John McWilliams to amend the FY2018 budget to include a contingency line item, subject to recommendation from Finance. A voice vote was unanimously approved. It was moved by Tom Clark with support from Jim Jernigan to approve the budget adjustments listed above. A voice vote passed with an abstention by Jackie Lovejoy.

**C. Executive Director Contract FYE2018** (Barry Murray) – City Council funded for 3 years, and this will be the third of three years. Looking forward, the financial responsibility would be taken by the WDDDA/EDDDA. A question was raised about the marketing firms with MetroMode and Tanner Friedman’s engagement. Branding was also discussed and the importance of moving that project forward. Expectations for this year include an emphasis on business recruitment, operational structure and branding. There were additional questions about having an office space in the west district but this would be a future issue. A motion was made by Jackie Lovejoy with support from John McWilliams to sign a contract with POW! Strategies for FY2018. (Jim Jernigan leaves at 8:52am)

## **VI. Committee Reports**

**A. Promotions & Organization** – Cristina Sheppard-Decius reported that committee members have completed their event action plans. The next step is reviewing the transformational strategies to make sure the group stays on track. Upcoming events include the Perennial Exchange and Eastborn Clean-Up on May 20 and Farmers Market on May 19. Members of the Promotions Committee attended the National Main Street conference and made many good connections. Specifically, Cristina mentioned a good project management program to better collect statistics and assign project tasks. Lastly, Cristina reported that the MetroMode report was included in the Board packet with Dearborn stories and engagement stats.

**B. Design & Economic Vitality** – Committee member Mark Guido reported that the committee has been working on their transformational strategies. A quarterly business meeting is being scheduled for a future date and discussion focused on how to best benefit businesses. Lastly, the committee continues to work towards utilizing form based code. There was an open house regarding form based code with a good turnout of community members.

**VII. Staff & Community Reports**

**A. Executive Director** (Cristina Sheppard-Decius) MetroMode statistics were included in the Board packet. The Steering Committee has been finalizing their communication plan. Committee member Mary O'Bryan has agreed to be co-chair of the committee and a second co-chair is being searched for. The Bike share ribbon cutting will take place on June 13 at the train station. There will be 10 racks set up with 7 in the west and 3 in the east. A partner plan is in the works to grow the bike share program. A multimodal RFP will be going out in the near future. Streetscape plans are being developed. A comprehensive National Main Street Conference report will be coming out soon from those who attended. Michigan Main Street training with one member from the east attending May 18. Cristina is exploring the opportunity to work directly the national main street instead of joining the Michigan Main Street. The MDA conference will take place June 8 at the Arab American National Museum. Board members can register online. A meet and greet event will take place on June 7 at Bar Louie.

**B. Economic & Community Development** (Barry Murray) The Wagner Place Ground Breaking was a good event with lots of positive press. All of the bonds for the parking deck project have been sold and the MEDC is very happy. Pile driving and pouring foundations will be the next tasks on the project. Several Directors discussed streetscape issues including pedestrian buffers and bus stops. Barry reported that the West Village Plaza will be closing on the weekends, from Friday to Sunday night. There will be children's programs on the 4<sup>th</sup> Saturdays of each month. Barry also reported that there may be a clarification in the legal language regarding forgoing TIF monies; this may be brought back to the Board at a future meeting. The new restaurant Mint 29 is now open. A hearing for the Post Bar will take place on May 24. (John McWilliams left at 9:25am)

**VIII. Call to the Board of Directors**

Jackie Lovejoy informed the Board of a number of upcoming Chamber of Commerce events. May 19 will be the first Farmers Market of the season. Yea Market will be at Fairlane Mall. Tuesday, May 22 there will be an Afterhours @TPC free golf clinic. Teacher of the Year Awards takes place Wednesday, May 24. Taste of Dearborn June 14 with Healthy Dearborn Walk & Roll component.

**IX. Call to the Audience**

No response.

**X. Adjournment**

There being no further business to come before the board, it was moved by Mark Guido and seconded by Tom Clark that the meeting be adjourned. Voice vote was unanimously approved. The meeting was adjourned at 9:31 a.m. The next board meeting is scheduled for Thursday, June 15, 2017, at 8:00 a.m. at the Dearborn Area Chamber of Commerce conference room, 22100 Michigan Avenue at Mason Street.

City of Dearborn  
West Downtown Development Authority (WDDA)  
Prepared as of June 1, 2017

Description	FY 2015 Actual	FY 2016 Actual	FY 2017					
			Adopted Budget	Amended Budget	Actual	Budget (Encumbered)	Budget Remaining	
<b>REVENUES:</b>								
Property Tax Capture	\$ 482,837	\$ 501,026	\$508,390	\$508,390	\$ 509,662	n/a	\$ -	
Local Community Stabilization Shared Rev	-	-	-	-	18,518	n/a	-	
Interest Income	400	1,408	610	610	1,960	n/a	-	
Donations from Private Sources	-	-	-	-	11,600	n/a	-	
Miscellaneous Income	6,300	94,685	20,000	20,000	7,845	n/a	12,155	
Contribution from General Fund	80,000	168,000	-	-	-	n/a	-	
<b>Total Revenues:</b>	<b>\$ 569,537</b>	<b>\$ 765,119</b>	<b>\$ 529,000</b>	<b>\$ 529,000</b>	<b>\$ 549,585</b>	<b>\$ -</b>	<b>\$ 12,155</b>	

<b>EXPENDITURES:</b>								
Salaries & Wages-Part Time	\$ 4,752	\$ 4,525	\$ -	\$ 5,107	\$ 4,316	\$ -	\$ 791	
FICA/Medicare, City Share	364	346	-	389	330	-	59	
Workers Comp. Contrib.	3	3	-	4	3	-	1	
Audit Services	528	460	700	700	447	-	253	
Admin/Management (City Services)	55,000	16,028	-	-	-	-	-	
Contract Services	77,921	261,945	373,000	313,500	166,331	(36,203)	110,966	
Building Rental	-	-	25,000	-	-	-	-	
Community Promotion	58,323	43,204	51,400	169,400	90,042	-	79,358	
Insurance	3,400	1,100	700	700	638	-	62	
Staff Training & Trans	-	3,141	7,000	7,000	2,188	-	4,812	
Office Supplies	-	212	7,000	7,000	49	-	6,951	
Repair & Maintained Supplies	-	-	5,000	5,000	-	-	5,000	
Planting Materials	6,012	9,740	9,500	30,000	990	-	29,010	
Memberships	-	175	590	590	413	-	177	
Other Operating Expense	475,000	340,000	150,000	150,000	137,500	-	12,500	
Sub-total Operations	\$ 681,303	\$ 680,879	\$ 629,890	\$ 689,390	\$ 403,247	\$ (36,203)	\$ 249,940	
<b>Total Expenditures:</b>	<b>\$ 681,303</b>	<b>\$ 680,879</b>	<b>629,890</b>	<b>689,390</b>	<b>\$ 403,247</b>	<b>\$ (36,203)</b>	<b>\$ 249,940</b>	
<b>Revenues Over (Under) Expenditures:</b>	<b>\$ (111,766)</b>	<b>\$ 84,240</b>	<b>\$ (100,890)</b>	<b>\$ (160,390)</b>	<b>\$ 146,338</b>	<b>n/a</b>	<b>\$ (237,785)</b>	

Balance Sheet @ May 1, 2017	
Cash Position	\$ 747,091
Add Current Receivables	300
Add Unearned Income	12,155
Less Current Liabilities	-
Less Encumbrances	(36,203)
Less Uncommitted Budget	(249,940)
<b>Ending Estimated Cash Position June 30, 2017</b>	<b>\$ 473,403</b>



City of Dearborn  
West Downtown Development Authority (WDDA)  
Prepared as of June 1, 2017

Description	FY 2015 Actual	FY 2016 Actual	FY 2017				
			Adopted Budget	Amended Budget	Actual	Budget (Encumbered)	Budget Remaining
<b>Annual Report Expenditures</b>							
<b>STREETSCAPE PROJECT/Contract Services</b>							
Christmas Decor (Holiday Lighting)	\$ 14,500	\$ 14,500	\$ 15,000	\$ 25,000	\$ 23,544	\$ -	\$ 1,456
Snow Removal	24,450	10,225	40,000	19,500	9,510	(10,490)	(500)
Sculpture Initiative	5,900	5,900	6,000	6,000	5,900	-	100
Planting/Landscaping	15,743	11,053	9,500	30,000	990	-	29,010
Sidewalk/Litter Pickup	12,180	-	-	-	-	-	-
District Plant & Maint. (WH Canon/Commercial Grounds)	8,490	11,956	60,000	60,000	25,006	-	34,994
Annual Streetscape (Seasonal)	-	5,876	11,500	48,000	-	-	48,000
Council Approved Beautification Plan	5,770	1,400	-	-	-	-	-
Total District Beautification	<b>\$ 87,033</b>	<b>\$ 60,910</b>	<b>\$ 142,000</b>	<b>\$ 188,500</b>	<b>\$ 64,950</b>	<b>\$ (10,490)</b>	<b>\$ 113,060</b>
<b>DOWNTOWN DEVELOPMENT/Community Promotions</b>							
Marketing Plan	\$ 2,359	\$ 123,740	\$ -	\$ -	-	\$ -	\$ -
Branding	-	-	80,000	76,559	18,861	-	57,698
General Marketing- (Banners)	-	800	-	9,500	7,054	-	2,446
Promotion Pkg w/Henry Ford	5,600	8,400	5,600	5,600	-	-	5,600
Website (Constant Contacts - 3 yrs.)	153	198	155	500	347	-	153
Website Hosting (1yr renewal) & Domain Reg	360	360	395	2,000	424	-	1,576
West Village Block Party	22,691	-	-	-	-	-	-
Holly Berry Brunch Program	300	300	-	-	-	-	-
Food Truck Rally & Concert Series	14,875	22,158	21,500	50,000	35,023	-	14,977
Other Community Development	8,885	4,932	18,750	22,741	21,886	-	855
Farmers Market	-	3,475	5,000	2,500	-	-	2,500
Total Marketing & Promotion	<b>\$ 55,223</b>	<b>\$ 164,363</b>	<b>\$ 131,400</b>	<b>\$ 169,400</b>	<b>\$ 83,595</b>	<b>\$ -</b>	<b>\$ 85,805</b>
<b>PLANNING &amp; ADMINISTRATION</b>							
Staff Support	\$ 55,000	\$ 16,028	\$ -	\$ -	\$ -	\$ -	\$ -
Insurance	3,400	1,100	700	700	638	-	62
Audit	528	460	700	700	447	-	253
<b>Director's Expenses:</b>							
Executive Director	-	89,618	96,000	96,000	78,368	(15,330)	2,302
Communications Manager- PR	-	-	30,000	30,000	19,617	(10,383)	(0)
Operations Manager	-	-	22,500	16,500	-	-	16,500
Design and Planning Manager - Farmers Market	-	-	12,000	12,500	12,500	-	-
PT Admin Employee	5,119	4,874	-	5,500	4,649	-	851
Building Rental	-	-	25,000	-	-	-	-
Repair & Maintained Supplies	-	-	5,000	5,000	-	-	5,000
Office Expenses (5810,6010)	-	3,351	14,000	14,000	569	-	13,431
Memberships	-	175	590	590	413	-	177
Total Planning & Administration	<b>\$ 64,047</b>	<b>\$ 115,606</b>	<b>\$ 206,490</b>	<b>\$ 181,490</b>	<b>\$ 117,201</b>	<b>\$ (25,713)</b>	<b>38,576</b>
<b>PRINCIPAL &amp; INTEREST EXPENSE</b>							
Total Principal & Interest Expense	<b>\$ 475,000</b>	<b>\$ 340,000</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>	<b>\$ 137,500</b>	<b>\$ -</b>	<b>12,500</b>
Total Expenditures:	<b>\$ 681,303</b>	<b>\$ 680,879</b>	<b>\$ 629,890</b>	<b>\$ 689,390</b>	<b>\$ 403,247</b>	<b>\$ (36,203)</b>	<b>\$ 249,940</b>

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Issue Media Group/MetroMode July-December 2017

Adopted:

Resolution by:

**WHEREAS:** The WDDDA values and desires to increase communications, public relations, marketing and media exposure for Downtown West Dearborn; and

**WHEREAS:** Issue Media Group has offered their unique services for Dearborn's two downtowns to embed a full-time reporter in the community to generate positive stories about the area and provide a community engagement workshop series for building an entrepreneurial ecosystem through its MetroMode and SecondWave media platforms; and

**WHEREAS:** The proposed agreement will cost \$36,000 in total for July – December 2017; and

**WHEREAS:** The EDDDA has allocated \$18,000 towards the match for the media contract with Issue Media Group;

**THEREFORE, LET IT BE RESOLVED:** That the WDDDA allocates \$18,000 from Contractual Services account 296-6100-911-51-00 for a media contract with Issue Media Group for FYE 2018 and that the WDDDA Executive Director be authorized to execute and sign the contract agreement.

Yes:

No:

Abstained:

Resolution:



## Dearborn “On the Ground” Series Proposal

### Objective

The “On The Ground” program helps to tell the story of the people, projects and innovations that are creating “what’s next” for underreported communities. The program helps increase the communications capacity of the organizations working to improve narrative, increase community engagement and grow the economy. The intended impact is for additional “solutions-oriented” media coverage, engagement and ultimately understanding of the neighborhood, resulting in awareness and investments that can contribute to the vitality and prosperity of the community.

Metromode will collaborate with Dearborn stakeholders on connecting and orienting a dedicated journalist in the city. In order to establish a lasting relationship with the community and the groups involved with the project, Issue Media Group (IMG) builds added time into the commitment for the journalist to research the history of the neighborhood and develop an editorial framework based on the interests of the community. He or she will attend monthly neighborhood events and convenings, create a pop-up community newsroom and host regular editorial advisory to engage residents and city-wide stakeholders for story ideas and networking.

On The Ground programs are tailored to approach the needs of each community differently and intended as part of a long-term partnership towards creating long-term media and community activation impact

### Strategy

Issue Media Group (IMG) and Metromode will use an “embedded journalism” model to maintain a media / community engagement presence in Dearborn for a period of 4-months. Metromode will focus weekly editorial coverage on the neighborhood to tell the story of the people, projects and innovations that are shaping “what’s next” for the community.

## - Program Deliverables -

### On the Ground (Embedded Journalism)

#### Program Deliverables

- 30-day program design + setup
  - Dedicated project lead, editor, and journalist identified
  - Dearborn advisors identified as neighborhood partner to extend relationships to the Metromode journalist
  - Design program events and convenings
  - Determine program narratives and story arch
  - Community orientation
  - Outreach for media partnerships

- Research on history of selected neighborhood(s)
  - Development of event and editorial framework
- Dedicated lead journalist / project editor (Embedded Journalist + Community News Room)
  - Journalist will collaborate with the community to identify people, projects, organization and innovations that are shaping “what’s next” for the neighborhood.
  - Will develop and manage editorial calendar on a weekly basis.
  - Will produce, assign, edit and coordinate editorial content and photography.
  - Will hold regular “office hours” in order to maintain consistent availability for engagement opportunities and story ideas from stakeholders and public
  - Will lead **weekly community newsroom** program as designed with input from Dearborn advisors.
- Weekly content
  - Embedded Journalist will publish at least one piece of content about Dearborn per week
  - Content could take the form of news pieces, guest posts/Q & A’s, mini features, full features etc.
  - In addition to the Metromode editorial team, Metromode may also source and pay local contributors from the neighborhood such as writers, photographers, videographers, and caterers when available.
  - Metromode retains all editorial decisions without approval from program partners and funders.
  - Additionally Metromode will develop and publish one original video during the course of contract.
- Social media strategy and execution
  - Journalist will establish and / or maintain a social media presence allowing people to see inside the neighborhood through Facebook, Twitter, Instagram, etc.
  - Journalist will post 8 times per week and will boost content throughout time of contract
  - Social media will be generated from On The Ground Community newsroom.
- Support of existing Dearborn events.
  - Engagement with existing Dearborn events and meetings
  - Journalist will attend 2 meetings/events per month
  - Will likely result in additional social media posts and/or coverage
  - Journalist will lead On The Ground Community newsroom

*Note: Metromode & IMG requires minimum 4 weeks from contract execution to identify talent.*

\*Coordination with the Downtown Dearborn

Metromode will partner with Downtown Dearborn and advisors on the project while our journalist is embedded in Dearborn. Downtown Dearborn will make connections, attend

meetings, and assist the journalist with his or her acclimation to the neighborhood.

#### **\*\*Weekly Publishing**

Metromode will publish weekly stories from within the designated neighborhood over the 4-months of this program but will continue our focus on stories emerging out of this area in other sections of our publication from innovation & development news to pictorial profiles to event coverage happening within the designated boundaries.

#### **Open City Forum**

Metromode will produce one (1) Open City event during time of contract with focus on retail businesses and opportunities for investment. The Open City forum is designed to foster community and conversation with emerging place based business in Dearborn.

See link:

<http://www.secondwavemedia.com/metromode/features/pontiac-open-city.aspx>

#### **Speaker Series**

IMG will partner with Downtown Dearborn to hold one speaker series event that features thought leaders, city builders and “doers” as panelists at the event in a way that engages the community around a key theme.

Topic examples could include:

- Emerging young leaders
- Transportation planning

#### **Summary of Program Deliverables:**

- Project editor Embedded Journalist (ongoing)
- Community Newsroom including facebook live stream (weekly)
- Open City Event (1)
- Speaker Series / Community Conversation Event (1)
- Social Media + Boosting (minimum 8 posts per week)
- Weekly content including original photography published in Metromode
- Original video (1)
- Downtown Dearborn branding and advertising + event promotion
- Content reuse rights
- Advisory Group convenings (2)
- Program metrics and impact reporting

\*Program deliverables may change in response to Dearborn partner input.

- **Terms** -

This contract contains the entire agreement between IMG and Downtown Dearborn and there are no other conditions in any other written or oral agreement concerning the subject matter in this contract. No amendment, change or modification to this contract will be effective unless it is in writing and signed by both parties. This contract supersedes any prior written or oral agreement between IMG and Downtown Dearborn unless otherwise specified.

“On the Ground”	\$36,000
Underwriting & Branding & Advertising	Included
Open City event	Included
Speaker series event	Included
<b>Total</b>	<b>\$36,000</b>

**Schedule: July 1 2017 - October 31 2017**

**Payment Terms: Payment due by July 15, 2017**

- **Project Approval** -

By signing this contract Downtown Dearborn allows Issue Media Group to proceed with the work described in this proposal. Please return via email to Brian Boyle at [brian@issuemediagroup.com](mailto:brian@issuemediagroup.com) or via fax to 734-310-6000.

Accepted by Downtown  
Dearborn:

Accepted by Issue Media  
Group:

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DATE  
Downtown Dearborn

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Brian Boyle / Co-Founder  
DATE  
Issue Media Group

## Issue Media Group's Underwriting Policy

Issue Media Group offers its underwriters the opportunity to directly align their brands with content about talent, innovation, diversity, and place. In addition, IMG provides corporations, governments, institutions, nonprofits, and foundations with similarly focused missions a way to use their media budgets to support and expand coverage of job growth, economic development, real estate, non-profit innovation, city building, and placemaking.

Underwriting is the basis of our model as a publication. Underwriters are considered crucial to our organization and their support is the reason that IMG is able to produce content within a broad spectrum of topics. Support from underwriters allows IMG to dedicate editorial resources to cover key issue areas that are of importance to both the underwriter and IMG's mission.

We work with like-minded stakeholders who have shared values and missions. Because of our intersecting interests, we may cover our underwriters' work journalistically. However, IMG observes strict boundaries regarding the direction, review, and approval of content that is published.

IMG encourages underwriters to pitch ideas through Editorial Advisories and to our editorial teams. We value the knowledge our partners bring to our work, and we encourage underwriters to send story ideas, trends in underwriters' areas of expertise, and press releases. However, published content is at the discretion of the editorial teams and all final decisions regarding content are made without client approval.

While underwriters are not allowed to review or approve content, IMG works with them to establish focus areas that will be included in coverage. If an underwriter desires the ability to direct or edit content, the content will be considered "Partner Content," and given a treatment that distinguishes it from editorial content. The underwriter's logo will be embedded in the story and a transparency statement will be included.

IMG works with underwriters to fully understand the issues they care about. However, IMG trusts its editorial teams to shape stories around issues in a way that will resonate with readers.

IMG honors truthfulness and strives to avoid conflicts of interest in our reporting. This includes real conflicts and acts that may appear to be a conflict. To this end, we opt to disclose any relationships with underwriters that could be perceived as complicating our journalistic mission.

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## *Landscape and Maintenance Interim Services 2017 and Plant Materials*

Adopted:

Resolution by:

**WHEREAS:** The WDDDA annually contracts for landscape and maintenance services for the downtown area to beautify and create a welcoming environment;

**WHEREAS:** The WDDDA unexpectedly needed to find a replacement for the previous contractor for landscape and maintenance services due to contractor refusal to renew third year of annual renewals.

**WHEREAS: The WDDDA was able to secure an interim service provider to provide for** landscape and maintenance services in the WDDDA from May 22-July 30, 2017, for a unit price of \$1800 per week (60-man hours per week) plus sweeper fees with Worry Free Lawn Care including, but is not limited to:

- Weekly pick-up and proper disposal of any trash/litter/junk/debris or other materials not intentionally deposited in maintained landscapes (including leaves and other organic materials during the fall season and mutually agreeable scheduling).
- Regular watering of all free-standing flower pots, planter beds, boxes, and other landscape features to preserve the health and viability of plant species therein (frequency to be determined by weather events).
- Replacement of any/all plants in landscape features with like species (approved by City) due to lack of adequate watering.
- Removal and proper disposal of noxious weeds and non-intentionally planted grasses/plants in maintained landscapes.
- Ongoing trimming/pruning and proper disposal of all trees, shrubs, bushes, or other woody species as needed to maintain a consistent, season-long uniform appearance throughout all areas of work.
- Ongoing trimming/pruning and proper disposal of all other perennial landscape plantings as needed to maintain a consistent, season-long uniform appearance throughout all areas of work.
- Weekly mowing, trimming and edging of grass areas. Specifically, the identified areas in the Pocket Park and at the Parking Decks.
- One-time fall season fertilization application of a mutually agreeable, balanced pelletized or liquid all-purpose fertilizer applied per manufacturer specifications to all planter beds, boxes, and other landscape features.
- increasing litter control assistance and three times per week blowing of leaves, dirt and debris from sidewalks and beds, and
- installation and purchase of landscape materials and supplies;

**WHEREAS:** Total costs are estimated at \$18,000 for May 22-July 30, 2017, splitting two fiscal years of \$10,800 for FYE2017 and \$7,200 for FYE2018.



**THEREFORE, LET IT BE RESOLVED:**

1. The WDDDA approves an interim landscape and maintenance contract for the 2017 landscape season with Worry Free Lawn Care effective May 22 – July 30, 2017, to not exceed \$18,000 (\$10,800 for FYE2017 and \$7,200 for FYE2018) from account 296-6100-911-34-90.
2. The WDDDA approves purchasing plant materials, supplies and providing installation of \$15,000 for the FYE2017 by Worry Free Lawn Care from account 296-6100-911-62-40.

Yes:

No:

Abstained:

Resolution:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## MDA Conference Fees

Adopted:

Resolution by:

**WHEREAS:** The WDDDA values providing education and networking opportunities for Board members and volunteers related to downtowns;

**WHEREAS:** The Michigan Downtown Association (MDA) held its summer workshop in Dearborn and the WDDDA sent three Board and committee members to the workshop on June 8, 2017 for a cost of \$85 each (a total of \$255);

**THEREFORE, LET IT BE RESOLVED:** That the WDDDA approves the expense of \$255 in registration fees for WDDDA Board and committee members to attend the MDA workshop held on June 8, 2017 in Dearborn from account 296-6100-911-58-10.

Yes:

No:

Abstained:

Resolution:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Branding Budget Carry-Forward from FYE2017 to FYE2018

Adopted:

Resolution by:

**WHEREAS:** The City of Dearborn's process for carrying forward any budget items from the current fiscal year to the future fiscal year, in this case, FYE2017 to FYE2018, and submittals must be provided by July 5, 2017;

**WHEREAS:** The WDDDA and EDDDA are in the process of finalizing a contract and potential funding partners for rebranding the downtowns, projected to be finalized in the first quarter of FYE2018;

**WHEREAS:** The WDDDA has budgeted \$55,000 for a rebranding contract for FYE2017 out of a budget of \$79,059; which these funds will be needed for this future rebranding contract;

**THEREFORE, LET IT BE RESOLVED:** That the WDDDA authorizes carrying forward \$55,000 from FYE2017 to FYE2018 in account 296-6100-911-51-00 for the purposes of branding services.

Yes:

No:

Abstained:

Resolution:

# DOWNTOWN DEARBORN

## Promotions Committee Meeting Notes

Wednesday, May 17, 2017 at 10-11:30 a.m. – Arab American National Museum

**Next Meeting:** Wednesday, June 21, 2017 at 10 a.m.

**Location:** Arab American National Museum Conference Room

- *Holiday Event Wrap-Up*
  - Cover letter needs to be written for wrap-up
- Sign-Up Genius
  - Prices are approximately \$100 per month—Cristina will check out the best plan
- MetroMode
  - Contract is through the end of June
  - Future suggestions:
    - More video work
    - On the ground coverage
    - How many articles/what types of articles
    - CDTV materials
- Artspark
  - Action plan needs to be set for the committee
    - Looking at next steps
    - Set a date for next meeting
    - Getting more people involved in the process
- Farmers Market
  - Looking for a future home
  - Possible mini-markets around town
- Advertising
  - Creating a full list of summer events
  - 11X17 poster
- Social Media
  - June 1<sup>st</sup> transition date from two Facebook pages to one
  - Pinned post to top explaining merger
  - Instagram with Downtown Dearborn logo

### Transformational Strategy

- Image
  - Create brand
  - Increase communication
  - Wayfinding
  - Personality profile/focus groups
  - Communication plan
- Walkable
  - Multimodal

- Green places
  - Business to public space
  - Connect to outdoor space
  - Need to reach out to businesses
- Cohesive Community
  - Downtown Dearborn
  - Improve Communication
  - Increase business participation
  - Inclusivity
  - Volunteerism
- Next Gen
  - Events/programs that reach out
  - College Campus
  - Alt. Housing
  - Talent Economy
  - Social media, next gen businesses, student pass discounts, filter for Dearborn
- Innovative Retail Diversity
  - Balanced mix
  - Leverage assets
  - Assistance to businesses
  - Redevelopment ready
  - Pop-ups
- Free Comic Book Day
  - Approximately 1100 people
  - Grab Bag with Discover Dearborn Cards

The logo features a stylized sun or circle in shades of yellow and orange behind the text. The words "DOWNTOWN" and "DEARBORN" are stacked vertically in a white, outlined, sans-serif font. To the right of "DEARBORN", the word "REPORT" is written in a solid blue, sans-serif font.

# DOWNTOWN DEARBORN REPORT

6/13/17

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## **DOWNTOWN DEARBORN STEERING COMMITTEE**

Reviewed Transformational Strategies with each Committee.  
Finalized the Communication Plan Draft.  
Met with Mary O'Bryan to discuss co-chair duties.

Next Actions:

- Finalize Community Partners & Outreach Plan
- Finalizing Organizational Plan for Boards
- Community Strategic Planning Session within Next Two Months (after Board presentations)

## **PROMOTIONS/ORGANIZATION**

See report from committee and Tanner Friedman.

Downtown Dearborn social media pages consolidation has occurred. Still waiting on Facebook to approve the name change. All other pages transitioned.

Reviewed needs for Downtown Dearborn website and site map with contractor and Tanner Friedman. Site map to be provided by end of month and then content development to follow.

Downtown Dearborn events calendar created by volunteer Mohammed Hider of Famous Hamburgers. Printing completed and distribution to occur this week and next.

Finalizing all Friday Nites event advertising and marketing graphics, radio advertising and event needs. Bar Louie has secured the liquor license permit necessary for the Friday Nites. Some local businesses are participating as vendors, as well as food trucks. Talent has been booked and all logistical items.

Coordinating business events and assisting City Recreation with Kids Days for "Weekends on the Commons", as well as created and distributed marketing for events, and supporting social media to follow. Events and activities have been sponsored in part by Councilman Bazzi's company in addition to the fees collected by businesses for leasing the commons for outdoor

seating. We will be purchasing some “life size” games to have in the commons every weekend with these additional funds.

Coordinated all marketing and logistical aspects of Dearborn Bike Share and the launch event. Working with potential partners/funders for additional locations.

Interview with Councilman Bazzi regarding “Weekends on the Commons”, Friday Nites and economic growth of downtown.

## **DESIGN/ECONOMIC VITALITY**

District Physical Assessments – Eric Thomason has already finalized all street inventories for both East and West Downtowns. He will now be adding in the elements into GIS, as well as beginning to work to business inventories. (he also assisted with a lot of bag stuffing for events this past month☺)

Form-Based Code public meeting held and draft findings being presented by contractor.

### Multi-Modal Plan

- RFP in process

### Bike Share

- Successful Launch June 13 (see some early articles on the event). A full report of media will be provided at the next meeting.
- Working on finalizing some last logistical changes to stations.
- Zagster finalizing a one-page sale sheet for new partners.

Interim Landscaping & Maintenance Services secured. Working on RFP for services from July 31-December 31, 2017. Coordinating Comprehensive Landscape & Maintenance Vendor Solicitation

Recommend analyzing W. Village Commons for long-term closures and redesign to accommodate.

Michigan Ave. and Connector Street designs progressing steadily. Meetings with MDOT, Ford Land and designers held this past month. Meeting with potential lighting funder to be held this coming month. Finalizing schedule and design plans for presentation.

Met with Rotary to discuss potential funding of projects in downtowns.

## **MAIN STREET/MDA UPDATES**

Attended National Main Street Conference.

In the midst of developing partnership with National Main Street Center for an Urban Initiative service agreement for Dearborn.

Organized MDA Conference in Dearborn including host site, networking event, hotel stay, pushing attendance, introductions at event, tour of Artspace and give-away items.



## **Downtown Dearborn**

### **Tanner Friedman – Current Projects**

**6.8.17**

#### **Bike Share Launch – June 13**

- Currently executing media outreach for the Bike Share launch event.
- Tanner Friedman will provide on-site social media support at the June 13 event as well as on-site media coordination

#### **Social Media Migration**

- Successfully combined East and West social media channels to united “Downtown Dearborn” accounts on:
  - Twitter
  - Instagram
  - Facebook (pending)

#### **Downtown Dearborn – Unified Website**

- Tanner Friedman is collaborating on a site map for a unified web presence for both East and West Downtown

#### **Dbusiness**

- TF recently facilitated a Downtown Dearborn “deep dive” tour for RJ King with DBusiness and connected him with Dearborn business owners and leaders. Downtown Dearborn will be the subject of an article in the September issue of DBusiness.

#### **“Why Dearborn?”**

- We are in the initial stages of working on a video campaign to answer the question “Why Dearborn?” We are in the initial stages of planning, with expected execution in late summer/early fall.
- As part of this initiative, we’ve connected with CDTV to see what existing resources we may be able to leverage.

#### **E-Newsletter**

- Continuing to support bi-weekly newsletter to member of community (more than 1,000 recipients)

### **Discover Dearborn App**

- Our team was recently trained on managing/uploading content to the Discover Dearborn app and will begin providing support to Downtown Dearborn on the platform

### **Big Screen Ad (The Henry Ford)**

- Executed and launched June ad touting summer events in Downtown Dearborn (Weekends on the Commons, Friday Nites, Farmers Market, Taste of Dearborn, Arab Film Festival)

### **Metro Mode**

- As part of the ongoing relationship with Metro Mode, our team is working on op-ed opportunities with Donna Inch (Ford Land) and Kate Malicke (UM Dearborn – walkability)

**Company Name**  
**Analysis Period**  
**MEDIA RECAP REPORT**

DATE	SUBJECT/TITLE	MEDIA OUTLET	IMPRESSIONS	TF EARNED	TONE			RATING CRITERIA				RATING SCORE
					POS	NEG	NEU	Business Mentions	Leadership Quotes	"Why Dearborn"	Photos	
4.1.17	Ford Fueling Innovation with Dearborn on Campus Redevelopment	Detroit	13,000	Y	Y			Y	Y		Y	3
4.1.17	Four Seasons of Fun - Highlights Midwest Media Expo	Detroit Metro Times	483,740	Y	Y			Y			Y	2
5.1.17	Free Comic Book day to draw thousands to area shops Saturday, Highlights Comic book shop/comic book day in Dearborn	Press & Guide	25,000		Y			Y			Y	2
5.3.17	Ford breaks ground on \$60M Wagner Place project in west downtown Dearborn	Press & Guide	25,000		Y			Y	Y		Y	3
5.3.17	Ford Begins Construction of Wagner Place	Dearborn Patch	89,499		Y			Y	Y		Y	3
5.3.17	Ford breaks ground on \$60-Million West Dearborn Development	Ford Authority			Y			Y			Y	2
5.3.17	Ford Development a shot in the arm for Dearborn	The Detroit News	141,688					Y	Y		Y	3
5.3.17	Ford breaking ground on its Wagner Place Project	Detroit Free Press	234,579		Y			Y			Y	2
5.3.17	Ford Land's \$60 million Wagner Place redevelopment breaks ground in Dearborn	Crain's Detroit Business	26,174	Y	Y			Y	Y		Y	3

**Company Name  
Analyzation Period**

5.3.17	Ford breaks ground on new Wagner Place development in downtown Dearborn	WDIV-TV	163,051									
5.3.17	Ford breaks ground on new Wagner Place development in downtown Dearborn	WJBK-TV										
5.3.17	Ford to break ground on development of Wagner Place in Dearborn	WJCK-TV										
5.3.17	Ford to break ground on development in Dearborn	WJR-760 AM										
5.3.17	Ford breaks ground for new Wagner Place development in Dearborn	WWJ-AM										
5.3.17	Ford breaks ground on retail development, office space for 600 workers	WXYZ-TV	151,278									
5.3.17	Ford to break ground on \$60 million development at Wagner Place in Dearborn	WMYD-TV										
5.16.17	Ford's Garage Restaurant Set to Open in Late June in Dearborn	Dbusiness	25,000		Y			Y			Y	2
5.17.17	36th Annual Dearborn Symphony Home Tour May 20	Times Herald/Downriver Sunday Times	20,468				Y				Y	1
5.17.17	Dearborn Business Owners Unfazed by Ford Job Cuts	The Detroit News	141,688		Y			Y			Y	2
5.17.17	Wixom woman named to West Dearborn DDA and Dearborn Market	Oakland Press	65,197				Y				Y	1
5.17.17	Win Tickets to Dearborn Symphony Home Tour	Press & Guide	25,000				Y				Y	1

**Company Name  
Analyzation Period**

5.18.17	Residents, Business owners give input about downtown's future look	Press & Guide	25,000		Y			Y			Y	2
5.18.17	Welcome Mat: Nonprofits win Project Evergreen Award	The Detroit News	141,688		Y						Y	1
5.19.17	Taste of Dearborn preps palates for night of feasting at area restaurants	Press & Guide	25,000		Y			Y	Y		Y	3
5.22.17	Mint 29 to bring upscale fusion cuisine to historic downtown Dearborn Corner	Press & Guide	25,000	N	Y			Y			Y	2
5.24.17	Dearborn welcomes new farm market manager	Press & Guide	25,000		Y			Y	Y		Y	3
5.25.17	Bloomber Business Report: New Macey's concept coming to Fairlane	WWJ		N	Y			Y				1
5.25.17	Smooth Sounds return to east downtown dearborn with Jazz on the Avenue	Press & Guide	25,000		Y			Y			Y	2
5.25.17	Eastborn Neighborhood Cleanup beautifies section of city	Press & Guide	25,000		Y			Y			Y	2
5.30.17	Eastborn' Shines after Cleanup Day	Dearborn Patch		N	Y				Y		Y	2
<b>TOTALS/AVERAGES</b>												

**RATING LEGEND**

4	Optimal Placement
3	Ideal Placement
2	Preferred Placement
1	Acceptable Placement

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## FYE2018 BUDGET AMENDMENT- CONTINGENCY LINE ITEM

Adopted: May 18, 2017

Resolution by: Director Guido, seconded by Director McWilliams

**WHEREAS:** The WDDDA recognizes that budget adjustments are necessary to better reflect the true budget for the fiscal year; and

**WHEREAS:** The WDDDA would like to better prepare for unexpected costs which may arise during future fiscal years; and

**WHEREAS:** A Contingency Line Item would allow for funds to be used for any unforeseen expenses which may include but are not limited to: excess snow fall, unexpected maintenance, repair or replacement of WDDDA items, etc.

**THEREFORE, LET IT BE RESOLVED:**

The WDDDA approves amending the FYE2018 budget to include a contingency line item, subject to approval from the Finance Department.

Yes: Director Clark, Director Guido, Director Jernigan, Director McWilliams, Director Nigosian, Director Ralko

No: None

Abstained: Director Lovejoy

Absent: Director Abbas, Mayor John B. O'Reilly

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Discover Dearborn APP Renewal 2017

Adopted: May 18, 2017

Resolution by: Director Clark, seconded by Director Jim Jernigan

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

**WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn partnered to create a visitors APP to provide visitors and residents up-to-date information on businesses and events in Dearborn;

**WHEREAS:** An annual maintenance fee of \$1,197 per partnering organization is necessary in order to maintain the presence and updates of the APP.

**THEREFORE, LET IT BE RESOLVED:**

1. That the WDDDA obligates \$1,197 to the Dearborn Area Chamber of Commerce for the annual partner fee for the Discover Dearborn APP from the Community Promotion Budget/General Marketing # 296-6100-911-51-00 FYE2017.

Yes: Director Clark, Director Guido, Director Jernigan, Director Lovejoy, Director McWilliams, Director Nigosian, Director Ralko

No: None

Abstained: None

Absent: Director Abbas, Mayor John B. O'Reilly Jr.

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## FYE2017 BUDGET ADJUSTMENTS

Adopted: May 18, 2017

Resolution by: Director Clark, seconded by Director Jernigan

**WHEREAS:** The WDDDA recognizes that FYE2017 budget adjustments are necessary to better reflect the true budget for the fiscal year end;

**WHEREAS:** The WDDDA has reviewed what projects are remaining and anticipated expenses for these items;

**THEREFORE, LET IT BE RESOLVED:**

The WDDDA approves FYE2017 budget adjustments as presented, including:

<u>Account</u>	<u>Project/Program</u>	<u>Budget</u>	<u>Adjustment</u>
34-90	Snow Removal	\$40,000	\$19,500
62-40	Planting/Landscaping	\$9,500	\$30,000
51-00	Branding	\$93,500	\$76,559
51-00	Website (Constant Contacts - 3 yrs.)	\$155	\$500
51-00	Website Hosting (1yr renewal) & Domain Reg	\$395	\$2,000
51-00	Other Community Development	\$5,250	\$22,741
51-00	Farmers Market	\$2,500	\$2,500

Yes: Director Clark, Director Guido, Director Jernigan, Director McWilliams, Director Nigosian, Director Ralko

No: None

Abstained: Director Lovejoy

Absent: Director Abbas, Mayor John B. O'Reilly



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Executive Director Contract FYE2018

Moved by: Director Lovejoy

Seconded by: Director McWilliams

**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 years ending 2016, and 2017; 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 2018 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 2018 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 goals and the elements of the attached Executive Management 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 McWilliams, Director Nigosian, Director Ralko

No: None

Abstained: None

Absent: Director Abbas, Mayor John B. O'Reilly Jr.

Date: May 18, 2017