

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

**THURSDAY, SEPTEMBER 15, 2016**

**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>Chairman Anusbigian</b>      |                     |
| <b>II.</b>   | <b>Roll Call</b>   | <b>Secretary Clark</b>          |                     |
| <b>III.</b>  | <b>Approval of the July 2016 Meeting Minutes</b>           |                                 |                     |
| <b>IV.</b>   | <b>Treasurer's Report</b>                                  | <b>Clark/Bufone</b>             |                     |
| <b>V.</b>    | <b>Action Items</b>  |                                 | <b>15 min.</b>      |
|              | <b>A. Operations Manager Contract</b>                      |                                 |                     |
|              | <b>B. 2017 Board Meeting Schedule</b>                      |                                 |                     |
|              | <b>C. Fall Landscaping/Decor</b>                           |                                 |                     |
|              | <b>D. Small Business Saturday &amp; Holiday Open House</b> |                                 |                     |
|              | <b>E. Holiday Decorations &amp; Additional Banners</b>     |                                 |                     |
| <b>VI.</b>   | <b>Committee Reports</b>                                   |                                 | <b>10 min.</b>      |
|              | <b>A. Promotions/Organization Updates</b>                  | <b>Sam Abbas/Kim Silarski</b>   |                     |
|              | <b>B. Design/Economic Vitality</b>                         | <b>Mike Kirk/Tom Clark</b>      |                     |
| <b>VII.</b>  | <b>Staff &amp; Community Reports</b>                       |                                 | <b>10 min.</b>      |
|              | <b>A. Executive Director</b>                               | <b>Cristina Sheppard-Decius</b> |                     |
|              | <b>B. ECD</b>  | <b>Barry Murray</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 October 20, 2016, 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 and acceptance at the Board meeting.

### ***Operations Manager Contract***

As discussed at the August 2016 meeting, the WDDDA authorized Ms. Karen Spica to continue to provide part-time hours of 8 hours per week to the WDDDA through the end of September while transitioning to a contract position as Operations Manager. The City has recommended that the Operations Manager position be a contractual position until such time that the new umbrella organization is up and running. The Operations Manager will be responsible for volunteer management, administrative services, event and district logistics, account management/bookkeeping and database management that services both downtowns. Bringing on shared resources and focusing management services will bring about a more efficient and effective organization for both districts.

Researching comparable work and positions around the state, the average cost for a position such as this is \$51,994 for skilled workforce (based upon communities in Michigan of varying sizes). Originally projected was \$45,000, anticipating a 50/50 split between both the East and West DDDAs. However, the EDDDA had not budgeted for this in this fiscal year at this time, and transitioning staff where applicable and growth ability is apparent, is an important aspect to building consistency and balance for the organizations. Therefore, the available and balanced budget between both organizations is \$30,000. This again will be split 50/50 (\$15,000 each). This is within budget for the WDDDA, as the WDDDA Board budgeted \$22,500 for the position. By year end, the total expenditure (including the previous part-time hours and contractual hours) is estimated at \$12,716.65 for the WDDDA.

This will also be an opportunity for the DDDAs to further gauge Karen Spica's strengths and abilities, while continuing to adjust management for the organizations. 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.

Goals for this year for the Operations Manager:

- Complete and update building, business, communications, volunteer and project management databases.
- Recruit volunteers for event, project and committee participation (minimum of 20).
- Finalize Volunteer Manual
- Develop Volunteer Management & Recruitment Plan
- Organize two volunteer trainings
- Purchasing Procedures Manual & Assist with Purchasing Policies
- Systemize & Improve Bookkeeping and Payables Processes
- Recruit Businesses for Event & Program Participation
- Complete Work Plans for Event Logistics and Volunteer Management
- Complete Work Plans for District Logistics
- District Landscape/Maintenance RFP

## **WDDDA Board Meeting Schedule 2017**

The following schedule needs to be adopted by the WDDDA Board of Directors for its 2017 meeting schedule:

1/19/2017	WDDDA Meeting	(Dearborn Chamber)	8am
2/16/2017	WDDDA Meeting	(Dearborn Chamber)	8am
3/16/2017	WDDDA Meeting	(Dearborn Chamber)	8am
4/20/2017	WDDDA Meeting	(Dearborn Chamber)	8am
5/18/2017	WDDDA Meeting	(Dearborn Chamber)	8am
6/15/2017	WDDDA Meeting	(Dearborn Chamber)	8am
7/20/2017	WDDDA Meeting	(Dearborn Chamber)	8am
8/17/2017	WDDDA Meeting	(Dearborn Chamber)	8am
9/21/2017	WDDDA Meeting	(Dearborn Chamber)	8am
10/19/2017	WDDDA Meeting	(Dearborn Chamber)	8am
11/16/2017	WDDDA Meeting	(Dearborn Chamber)	8am
12/21/2017	WDDDA Meeting	(Dearborn Chamber)	8am

## **Fall Landscaping/Decor**

To beautify the downtown during the fall season, we are proposing the following items:

- Landscaping services to install mums in planter pots, landscape beds and tree wells (where possible); as well as adding cornstalks to the lightpoles along Michigan Avenue. Projected budget \$2,000 of the \$9500 currently budgeted for plant materials.
- Install five new trees in tree wells directly behind the Bryant Library
- Promotions Committee is coordinating businesses to sponsor tree wells to decorate them for the season- using their imaginations and having fun while helping the district image. There are 56 tree wells in the WDDDA, which we are encouraging businesses to get involved and take on ones in front of their businesses. Residents and organizations can get in on the fun too! To register, please contact the [csdecius@ci.dearborn.mi.us](mailto:csdecius@ci.dearborn.mi.us) or [downtowndearborn@ci.dearborn.mi.us](mailto:downtowndearborn@ci.dearborn.mi.us) .

## **Shop Small and Holiday Open House**

For the first time last year, the WDDDA, EDDDA and Chamber of Commerce collaborated on promoting Shop Small/Small Business Saturday. A passport to savings was provided to consumers, starting on Small Business Saturday (the Saturday after Thanksgiving) through the Holiday Open House in the EDDDA. We had 28 businesses that participated, distributed 5000 passports and received great press in the Detroit Free Press. It was a great way to get people thinking of shopping local for the holidays, bringing awareness of the businesses in the districts and building a cohesive message of shopping in Dearborn. Last year, the WDDDA invested \$2500 in promoting the event including social media and radio ads, passports, brochures and table tents. This accompanies supplies from American Express who provides additional merchandise and easy plug and play ads for social media.

This year, the promotions committee would like to do the same and bolster it further, including increasing advertising and adding banners to the downtown. This year, the WDDDA budgeted \$3000 for

the event, and the EDDDA has also matched the \$3000, for a total \$6,000 budget. The proposed budget is below.

EXPENSE ITEM	QUANTITY	2016 BUDGET	BANNER COST PER	WDDDA	EDDDA
Facebook Ads	Promoted Page, Event & Posts	\$ 600.00			
Passport	10,000	\$ 1,000.00			
Posters	150	\$ 100.00			
Table Tents	400	\$ 100.00			
Stamps	60	\$ 100.00			
Radio Ads	2 weeks	\$ 2,500.00			
Banners30x94 drop down hangers x30		\$ 1,280.00	\$ 80.00	8	8
		\$ 320.00	\$ 20.00	8	8
<b>TOTAL</b>		\$ 6,000.00		16	16
<b>BUDGET</b>		\$ 6,000.00			

In addition to shopping small and using the passport, we will also be promoting a Holiday Open House for the downtown districts. Annually, the EDDDA has held an open house party where local businesses provided food and beverages at the EDDDA office. This year, the EDDDA is hosting it at Artspace, and the WDDDA is recruiting businesses to be a part of the fun and promotion by having an open house party in their place of business on the same night – Wednesday, December 14<sup>th</sup>.

Authorization of the budget is requested.

### ***Holiday Decorations***

One of the objectives of the committees is to improve the holiday décor in the downtowns, which not only improves the image, but also the appeal and environment in the downtowns. The WDDDA budgeted \$10,000 this year for holiday promotions in addition to the \$14,500 for starting this improvement plan. Adding lighting to the downtown was top on the list, however, it is wrought with challenges because of lack of lighting infrastructure in both downtowns. For 2017, the desire is to improve our lighting infrastructure, but for this year, to try to add lighting and other ornamental features where possible. Upon further exploration, the cost that has been expended annually on renting holiday décor and installation is extremely costly. On an annual basis, the WDDDA has been spending \$14,500 for 68 poles with garland and bows. Purchasing the materials and having a landscaping company install these will be significantly cheaper over time. While there is upfront cost, the cost on an annual basis will decrease to just labor and replacements. Any lighting purchased will be LED to reduce electrical costs. The trees in front of W. Village Commons, West Village Shoppes and in the pocket park will all be lit with this plan.

Holiday Décor	CPU	Quantity	TOTAL COST	Notes
Sno-Tip Branch Garland				
-	\$ 165.75	68	\$ 11,271.00	Michigan Ave. only (every pole) (15 ft.)
Red Bows	\$ 42.00	136	\$ 5,712.00	24" Premiere with gold edge
Labor	\$ 60.00	20	\$ 1,200.00	
<b>TOTAL Match Existing</b>			<b>\$ 16,983.00</b>	

10ft. Trees	\$ 19.45	28	\$ 544.60	7 trees (4 per tree)
15 ft. trees	\$ 19.45	56	\$ 1,089.20	8 trees (7 per tree)
Labor	\$ 60.00	20	\$ 1,200.00	
Sprays for Pocket Park	\$ 285.00	4	\$ 1,140.00	
Lift			\$ 500.00	2 men @\$30/hour
Misc. cords	\$ 20.00	15	\$ 300.00	
<b>Total Additional 2016</b>			<b>\$ 4,773.80</b>	
<b>TOTAL ESTIMATE</b>			<b>\$ 21,756.80</b>	
Budget			\$ 22,500.00	(\$7500 from Holiday Promotions & \$15,000 for décor)

We are also recommending that we utilize \$2500 of the additional \$10,000 to add more Shop Small banners for the holidays/winter season, in addition to what is proposed in the Shop Small budget. The quantities and types are listed below. The banner arm systems (to support these banners) will be purchased under the previous Board approval in April 2016 that has been carried forward into this budget year. Two separate resolutions are included regarding these items.

SHOP SMALL BANNERS	TOTAL	COST PER UNIT	# OF UNITS
Banners double tri	\$ 240.00	\$ 80.00	3
Banners double rec	\$ 720.00	\$ 80.00	9
Banners single Rec	\$ 1,200.00	\$ 40.00	30
<b>ADDITIONAL BANNERS</b>	<b>\$ 2,160.00</b>		<b>42</b>

In 2017, at a minimum we could also add the following:

Sno-Tip Branch Garland				
-	\$ 165.75	48	\$ 7,956.00	
Red Bows	\$ 42.00	96	\$ 4,032.00	Side Streets (every other pole) (15 ft.)
Lit wreath for Pocket Park	\$ 400.00	6	\$ 2,400.00	
Sno-Tip Brand Garland	\$ 276.25	6	\$ 1,657.50	Large Cobra Poles @ W Village (25 ft. poles)
Labor	\$ 60.00	40	\$ 2,400.00	
<b>TOTAL</b>			<b>\$ 18,445.50</b>	

We are also establishing a subcommittee to discuss other ideas and options for holiday décor in 2017 and beyond, so that we can properly budget. Any desires of the Board should be expressed so that we can include that in our discussion.

Resolution attached to authorize purchase of these items for the holidays.

## Committee Reports Attached

### ***Promotions/Organization Updates***

- Next meeting is September 28<sup>th</sup> immediately following the Quarterly Business Meeting at 3pm
- *Fall Promotions* -- The promotions committee is working on a number of festive activities for the Fall, including:
  - Spooktacular Movie in the Park in the EDDDA on Wednesday, October 6<sup>th</sup>.
  - Downtown Trick-or-Treat on Saturday, October 29<sup>th</sup> from 2-4pm in both downtowns. We are encouraging businesses to register to participate so that we can promote their businesses. Businesses' only requirement is to be open during the scheduled time and provide kids with candy as they go shop to shop. We recommend having something near the door or cash wrap area depending on your business, and decorate their business. Each business will be provided a flyer to post that they are open to Trick-or-Treat at. If there is a business that wants to do more than providing candy, such as hosting a special activity or event in its business, we ask that they contact us so that we can help to promote that as well.
  - Canine Costume Contest on Sunday, October 30<sup>th</sup> at Dearborn Brewing and Stormy Records.
  - No authorization of budget necessary. All costs minimal - under \$500.
- CTM brochures almost ready for printing and distribution beginning October.
- Invites for Quarterly Business meeting on September 28 have been sent out. Board members will be provided a few businesses to call on and invite to the event. List has been provided to Scott Saionz to develop a distribution list of calls. A flyer is available to pass out if needed.
- Discussed a variety of ways to improve the Discover Dearborn APP and promote it.
- Discussed the need for volunteers to assist with College Welcome Back Days at HFC and UofM. If there are volunteers available, the dates for HFC are Sept. 19-22. We are working with UofM- Dearborn and The Union to establish the best date and time to do something on-site.

### ***Design/ Economic Vitality***

- **Next meeting is September 22 at 2:30pm**
- Building and Street Inventory Forms distributed; still need volunteers to adopt-a-block.
- Assembling full bike parking and crosswalk striping plan, beginning with all preferred locations. Need confirmation of private facility locations and agreements.
- Reviewed Rouge River report from WSU.
- ArtSpark Steering Committee met with this past week to begin brainstorming art ideas for community.

# Staff & Community Reports

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

### **REMINDER!!**

Quarterly Business Meeting  
September 28<sup>th</sup> at 2pm  
Henry Ford Centennial Library

### **Main Street**

- Final report for the year is due.
- Determination of staying in Associate level, applying for Select Level or declining both is needed. Steering Committee recommended staying in Associate level.

### **MDA**

Attended Conference in Grand Haven on sustainability items. Brought back many suggestions for improving our own sustainable measures in the downtown. The next conference is their largest and most heavily attended:

#### Annual Statewide Conference

Publicity, Perception, & Promotion

Key Elements to Effectively Market Your Downtown

Presented by Wantify

The Hotel Indigo Traverse City  
263 W Grandview Pkwy, Traverse City, MI

There are many ways to market your downtown, but are you just doing the same old thing every year? Marketing downtowns is an ever-changing field and process. Downtown management teams need to make intelligent, cost-effective decisions about marketing and advertising. This conference will provide information and help you learn the latest techniques to successfully manage, promote, and market your downtown.

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

### **Maintenance/Management**

- A lighting analysis for safety and function is needed for both districts. Researching other intelligent lighting systems for the future.
- Investigating design and engineering firms to provide striping and streetscape plan of side streets planned for resurfacing, as well as streetscape design and traffic analysis for Michigan Avenue.
- Developed holiday decoration plan; and fall décor plan.

### **Communications**

- PR RFP to be additionally posted and selection brought forth in October.
- Consolidated eblast system into one; potentially moving it from Constant Contact to MailChimp or if a Board member sponsors the organization by starting or continuing with Constant Contact.
- Updating website business listings and events.
- Designing rack card for CTM.
- Designed ad for Henry Ford Big Screen running now through end of October.
- Last Friday Nites Music & Food Truck Rallies was a big success with attendance.
- APP improvements identified.

**Business Recruitment/Retention**

- Site plan review of former Howell site for mixed-use development; and Ford's Garage.
- Edited market analysis report and waiting on final printable copy. A summary report of this will be created and all info posted on website. There are some specific recommendations in the report to assist us in recruitment efforts. Sharing info with local property owners and brokers next.

**Parking**

- Letters to businesses and property owners mailed out regarding SAD.



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

- MEMBERS PRESENT : Sam Abbas, Mark Anusbigian, Tom Clark, Mark Guido, Jackie Lovejoy [arrived at 9:19 a.m.], Karen Nigosian, Audrey Ralko
- MEMBERS ABSENT : Jim Jernigan, John McWilliams, Mayor Jack O'Reilly
- CITY OF DEARBORN : Barry Murray, Economic & Community Development; Maria Buffone, Finance; Laurie Sabon-Ellebrake, Legal; Jordan Roberts, Neighborhood Services
- OTHERS : Cristina Sheppard-Decius and Karen Spica, WDDDA; Mike Bewick and Kate Sample, EDDDA; Christine Sickle, City Plan Commission and Promotions Committee; Peter Watt, Cavalier Pictures

**I. Call to Order**

Chairman Mark Anusbigian called the meeting to order at 8:12 a.m.

**II. Roll Call**

Secretary-Treasurer Tom Clark called the roll of Board members. It was declared that a quorum was present.

**III. Approval of Minutes**

The minutes of the July 14, 2016 meeting were presented for approval. A motion was made by Karen Nigosian to approve the minutes; supported by Mark Guido. Voice vote unanimously approved.

**IV. Treasurer's Report**

Maria Buffone from Finance reviewed the financial statement dated August 1, 2016, showing total expenditures of \$28,708, with a current cash position of \$620,236. If all allocated budget is spent, it is estimated the WDDDA's cash position at the end of the fiscal year would be \$523,773. It was moved by Karen Nigosian and supported by Mark Guido that the Treasurer's Report be received and filed. Voice vote unanimously approved. [Jackie Lovejoy arrived at 9:19 a.m.]

V. **Action Items**

**A. Part-time Staffing Amendment** – Cristina Sheppard-Decius presented a resolution concerning the part-time staffing agreement with Karen Spica. It was moved by Karen Nigosian and support by Jackie Lovejoy that the WDDDA Board amend the at-will employee agreement with Karen Spica for eight hours per week through September 30, 2016, allocate funds and authorize the WDDDA Executive Director to execute and sign an employment agreement. Voice vote unanimously approved.

**B. Friday Nites Budget Amendment** – Cristina Sheppard-Decius presented a budget amendment that reflected more accurate costs for the event and also authorize a donation for the two charities that provide volunteers to staff the Beer Tent. It was moved by Jackie Lovejoy and supported by Karen Nigosian to amend the budget for Friday Nites Music & Food Truck Rallies to obligate \$50,000 for entertainment and marketing costs and authorize donations of \$500 for the Fordson Varsity Alumni Club and \$200 for the Dearborn Animal Shelter. Voice vote unanimously approved.

**Neighborhood Services Report** – Jordan Roberts reported in the April-June quarter 200 bags of litter were collected, a couple of tickets were issued for illegal dumping in the District and three abatements were issued as well as two additional abatements recently. The dumpster enclosure with grease trap has been completed behind the Biergarten and bids have been received on future fence construction approved by the City Council.

VI. **Committee Reports**

**A. Promotions & Organization Updates** – Sam Abbas reported that the committee has a number of events coming up, including the September 28 Quarterly Business Meeting. English Garden will be approached about helping with holiday decorations; plan would be to purchase supplies and replenish as needed and hiring the installation instead of renting supplies annually for installation.

**B. Design/Economic Vitality** – Mark Guido reported that the committee is planning a meeting for brokers and developers. Work is underway on quantifying Dearborn’s cash economy as well as inventorying the businesses in the two districts. Ten volunteers have express interest in serving on the ArtSpark subcommittee for future planning of art in the downtowns. The next meeting will be August 28 at 2 p.m. at the EDDDA office.

VII. **Staff & Community Reports**

**A. Executive Director (Cristina Sheppard-Decius)** – Work in progressing on the selection of the PR firm and branding firms. Recent business recruitment and retention related to West Village Commons include Bar Louie is now open, Frida is relocating there and Common Grace Coffee is opening soon leaving three vacancies. The Special Assessment for operating the parking decks and lots has now been estimated at \$110 per space annually; a web page also is being created with information on the SAD parking assessment.

**B. Economic & Community Development (Barry Murray)** – City Council approved the brownfield for the Ford Project last week. The Hampton Inn is planning a mid-September opening pending resolution of the final parking solution for spaces in Lot A. The grand opening for City Hall Artspace Lofts will be on September 21 from 4-7 p.m. and the dedication for the new Veterans Park will be on September 24.

**C. East Dearborn DDA (Mike Bewick)** – The EDDDA Executive Director reported that an average of 3,000 attended 2016 Jazz on the Ave concert series. He also encouraged everyone to attend the City Hall Artspace Lofts Grand Opening on September 21.

**D. Dearborn Area Chamber of Commerce (Jackie Lovejoy)** – Jackie Lovejoy invited everyone to attend the free September 22 After Hours Concert at 4:30 p.m. in the courtyard between The Henry and Ford Land. This year the Community Challenge Scavenger Hunt will be held September 24 in east downtown Dearborn. Other upcoming events include the October 3 Executive Nine and Dine at the Dearborn Country Club, the October 4 Western Wayne Business Leadership Conference at the Ford Events and Conference Center featuring Shinola President Jacques Panis, and the December 15 Holiday Gala & Auction presented by the Fairlane Town Center and hosted by Edward Hotel & Convention Center (former Hyatt Regency)

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

Mark Anusbikian asked about the plan to remove the on-street parking meters. Barry Murray said there are still 30 remaining and are being removed along with signs. Cristina Sheppard-Decius asked directors to think about what else we can do to improve the district. She noted that new bike corrals are being installed and new locations are being determined due to the plan for road reconstruction on Monroe, Madison and Howard next spring. Mike Bewick added that the EDDDA will be rebidding its snow removal contract but that will not impact the WDDDA's contract.

#### **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, September 15, 2016, 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 (WDDDA)  
Prepared as of September 1, 2016

Description	FY 2015 Actual	FY 2016 Unaudited	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	\$ -	n/a	\$ 508,390
Interest Income	400	1,408	610	610	-	n/a	610
Miscellaneous Income	6,300	10,130	20,000	20,000	3,874	n/a	16,126
Contribution from General Fund	80,000	168,000	-	-	-	n/a	-
<b>Total Revenues:</b>	<b>\$ 569,537</b>	<b>\$ 680,564</b>	<b>\$ 529,000</b>	<b>\$ 529,000</b>	<b>\$ 3,874</b>	<b>\$ -</b>	<b>\$ 525,126</b>

<b>EXPENDITURES:</b>							
Salaries & Wages-Part Time	\$ 4,752	\$ 4,525	\$ -	\$ 4,800	\$ 728	\$ -	\$ 4,072
FICA/Medicare, City Share	364	346	-	367	56	-	311
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	7,667	(102,296)	257,866
Building Rental	-	-	25,000	25,000	-	-	25,000
Construction Material/Supplies	-	-	-	-	-	-	-
Community Promotion	58,323	40,404	51,400	51,400	28,303	-	23,097
Insurance	3,400	1,100	700	700	116	-	584
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	25,000	-	125,000
Sub-total Operations	\$ 681,303	\$ 580,958	\$ 629,890	\$ 629,890	\$ 61,460	\$ (104,222)	\$ 464,208
<b>Total Expenditures:</b>	<b>\$ 681,303</b>	<b>\$ 580,958</b>	<b>629,890</b>	<b>629,890</b>	<b>\$ 61,460</b>	<b>\$ (104,222)</b>	<b>\$ 464,208</b>
<b>Revenues Over (Under) Expenditures:</b>	<b>\$ (111,766)</b>	<b>\$ 99,606</b>	<b>\$ (100,890)</b>	<b>\$ (100,890)</b>	<b>\$ (57,586)</b>	<b>n/a</b>	<b>\$ 60,918</b>

<b>Balance Sheet @ September 1, 2016</b>	
Cash Position	\$ 569,163
Add Current Receivables	n/a
Add Unearned Income	525,126
Less Current Liabilities	(38,762)
Less Encumbrances	(104,222)
Less Uncommitted Budget	(464,208)
<b>Ending Estimated Cash Position June 30, 2017</b>	<b>\$ 487,097</b>

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

Description	FY 2015 Actual	FY 2016 Unaudited	FY 2017			
			Adopted Budget	Amended Budget	Actual	Budget (Encumbered)
<b>Annual Report Expenditures</b>						
<b>STREETSCAPE PROJECT/Contract Services</b>						
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	<b>\$ 89,393</b>	<b>\$ 87,529</b>	<b>\$ 222,000</b>	<b>\$ 222,000</b>	<b>\$ -</b>	
<b>DOWNTOWN DEVELOPMENT/Community Promotions</b>						
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	360	
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	27,943	
Other Community Development	8,885	4,932	18,750	18,750	-	
Farmers Market	-	3,475	5,000	5,000	-	
Total Marketing & Promotion	<b>\$ 52,863</b>	<b>\$ 37,823</b>	<b>\$ 51,400</b>	<b>\$ 51,400</b>	<b>\$ 28,303</b>	
<b>PLANNING &amp; ADMINISTRATION</b>						
Staff Support	\$ 55,000	\$ 16,028	\$ -	\$ -	\$ -	
Insurance	3,400	1,100	700	700	116	
Audit	528	460	700	700	-	
Legal Consultants	-	-	-	-	-	
<b>Director's Expenses:</b>						
Consulting Plan	-	89,618	160,500	155,329	7,667	
Intern	5,119	4,874	-	5,171	784	
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	<b>\$ 64,047</b>	<b>\$ 115,606</b>	<b>\$ 206,490</b>	<b>\$ 206,490</b>	<b>\$ 8,157</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>\$ 25,000</b>	
Total Expenditures:	<b>\$ 681,303</b>	<b>\$ 580,958</b>	<b>\$ 629,890</b>	<b>\$ 629,890</b>	<b>\$ 61,460</b>	

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Operations Manager Contract FYE2017

Moved by:

Seconded by:

**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 DDAs desire to continue working on the Main Street Michigan Avenue strategies and building cohesive management between the two organizations;

**WHEREAS:** the WDDDA desires to retain Karen Spica as an independent contractor for Operations Management focused on volunteer management, logistics and administrative services in coordination with the EDDDA as defined in the scope of services; and

**WHEREAS:** The not-to-exceed contract of \$30,000 for one year beginning October 15, 2016, will be funded 50/50 by the East and West Dearborn DDAs;

**WHEREAS:** The WDDDA budgeted \$22,500 for operations manager services;

**THEREFORE, LET IT BE RESOLVED:** That the West Dearborn Downtown Development Authority authorizes allocating the \$13,000 from account 296-6100-911-34-90 in FYE 2017 and \$2,000 in FYE2018 for the contract with Karen Spica; be it further

**RESOLVED:** The WDDDA Board of Directors authorizes the Executive Director to sign and execute the contract between Karen Spica and the WDDDA.

Yes:

No:

Abstained:

Absent:

Date:

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# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## 2017 WDDDA Board Schedule

Adopted:

Resolution by:

**WHEREAS:** The WDDDA Board of Directors meets monthly on the third Thursday of the month at 8 a.m. at the Dearborn Area Chamber of Commerce conference room, and as needed through special meetings;

**THEREFORE, LET IT BE RESOLVED:** The WDDDA adopts the following 2017 Board of Directors meeting schedule:

1/19/2017	8am
2/16/2017	8am
3/16/2017	8am
4/20/2017	8am
5/18/2017	8am
6/15/2017	8am
7/20/2017	8am
8/17/2017	8am
9/21/2017	8am
10/19/2017	8am
11/16/2017	8am
12/21/2017	8am

Yes:

No:

Abstained:

Resolution:

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## WEST DEARBORN

# DOWNTOWN DEVELOPMENT AUTHORITY

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## Fall Landscape & Pot Decor

Adopted:

Resolution by:

**WHEREAS:** The WDDDA recognizes the benefit of beautifying and creating landscape interest in the WDDDA area during all seasons; and

**WHEREAS:** The WDDDA budgeted \$9500 for landscape materials in FYE2017; and

**WHEREAS:** The WDDDA landscape contractor Commercial Grounds plan to install fall landscape materials for planter pots, tree wells, planter beds and cornstalks for light poles throughout the district;

**WHEREAS:** The WDDDA landscape contractor Commercial Grounds plans to install five trees to replace dead and dying trees directly behind the Bryant Library; therefore, let it be

**RESOLVED:** The approval and expenditure for fall landscape materials through Commercial Grounds for an amount not to exceed \$4000 from 296-6100-911-34-90.

Yes:

No:

Abstain:

Absent:

## WEST DEARBORN

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# DOWNTOWN DEVELOPMENT AUTHORITY

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## Shop Small & Holiday Open House Promotions

Adopted:

Resolution by:

**WHEREAS:** Small Business Saturday, a movement to encourage people to shop at small, local businesses on the Saturday after Thanksgiving, was initiated by American Express in 2010 and recognized by the U.S. Senate as an official day in 2011.

**WHEREAS:** In 2012, American Express launched a national media campaign to promote the day and work with local businesses, and in 2013 over 1450 neighborhood champions signed on to promote the day which grew exponentially in 2014 with over \$14.3 billion spent at small independent businesses on Small Business Saturday.

**WHEREAS:** To build a comprehensive marketing plan in Dearborn, the Dearborn Area Chamber of Commerce and both East and West Downtowns plan to partner together to promote Small Business Saturday and Holiday Open House Promotions.

**THEREFORE, LET IT BE RESOLVED:** The WDDDA hereby authorizes expending up to \$3000 for the Small Business Saturday retail promotion including printing, design, photography and social media campaign materials and advertising.

Yes:

No:

Abstained:

Absent:

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WEST DEARBORN  
DOWNTOWN DEVELOPMENT AUTHORITY

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## Holiday Decorations & Additional Shop Small Banners

Adopted:

Resolution by:

**WHEREAS:** The WDDDA recognizes the benefit of image and identity of Downtown Dearborn;

**WHEREAS:** The WDDDA budgeted \$25,000 for holiday decorations and promotions for FYE2017; and

**WHEREAS:** The WDDDA intends to purchase holiday decorations and the installation of the decorations, and Shop Small banners to promote during the holidays and winter season;

**RESOLVED:** The approval and expenditure for holiday decorations and Shop Small banners in an amount not to exceed \$25,000; \$15,000 from 296-6100-911-34-90 and \$10,000 from 296-6100-911-51-00.

Yes:

No:

Abstain:

Absent:

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WEST DEARBORN  
DOWNTOWN DEVELOPMENT AUTHORITY

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## **Banner System (Carried Forward)**

Adopted:

Resolution by:

**WHEREAS:** The WDDDA Board of Directors recognize the need to invest in additional marketing promotions related to district identity;

**WHEREAS:** The WDDDA Board of Directors budgeted \$9500 for banners and arm systems in April 2016 for FYE2016;

**WHEREAS:** The WDDDA Board of Directors carried forward the \$9500 for banners into FYE2017 budget;

**THEREFORE, LET IT BE RESOLVED:** The WDDDA approves expending up to \$9500 for banner arm systems and spring/summer banners from Account # 296-6100-911-51-00 for FYE 2017.

Yes:

No:

Abstained:

Resolution:

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MICHIGAN  
DOWNTOWN  
ASSOCIATION



*Strengthening Downtowns*

# Annual Statewide Michigan Downtowns Conference

*Publicity, Perception & Promotion  
Key Elements to Effectively Market Your Downtown*

*Thursday, Oct. 13 & Friday, Oct. 14, 2016 Downtown Traverse City*

*Presented by Wantify*

*The Hotel Indigo Traverse City 263 W Grandview Pkwy, Traverse City, MI*

# Conference Agenda

There are many ways to market your downtown, but are you just doing the same old thing every year? Marketing downtowns is an ever-changing field and process. Downtown management practitioners need to make intelligent, cost-effective decisions about marketing and advertising. This conference will provide information and help you learn the latest techniques to successfully manage, promote, and market your downtown.

**Thursday, October 13, 2016**

11:00 am **Registration, Vendor Expo**

Noon – 1:30 pm **Luncheon**  
**Conference Welcome**  
Robert Donohue, Chair,  
Michigan Downtown Association  
**Welcome to Traverse City**  
Jim Carruthers, Mayor  
**Performance by Nick Carmen**  
**Introductions of Attendees**  
**Keynote Speaker Introduction**



**Keynote**  
**Ben Muldrow**, Partner, Arnett Muldrow & Associates  
“Branding as a Key Component of an Overall  
Marketing Strategy”  
*Location: The Hotel Indigo Ballroom*

1:45 – 3:00 pm **Concurrent Sessions**

## **Session I: Do You Really Need to Party all the Time?**

Discover the true role events play in the marketing of your downtown and how to create an event schedule that works for you. At the same time, however, learn why marketing your downtown is more than events and why you are more than a party planner.

**Speakers:**  
**Bob Donohue**, Economic Development and DDA  
Director South Lyon/MDA Chair  
**Jessica Flores**, President, Preservation Forward, LLC.  
**Diane Sheridan**, Executive Director Grand Haven  
Main Street  
*Location: The Hotel Indigo Ballroom*

## **Session II: Traditional Media v. Social Media – Is there an Ideal Mix?**

How do you successfully tell your downtown's story in this day of media overload? Do you Tweet it, print it, video it, televise it, or put it on the radio? Learn the advantages of each of these efforts and more, as well as how to effectively make your pitch.

**Moderator:**  
*John Heiney, Executive Director, Birmingham PSD*  
**Speakers:**  
**Nick Viox**, former Special Projects Coordinator,  
Traverse City DDA (social media)  
**Jeff Leitch**, Director of Digital Sales & Strategy,  
MLive Media Group (online/mobile),  
**Tanya Fair**, National Account Manager, MLive Media  
Group (print)  
**Carrie Iverson**, District Manager, WFQX & WWTW  
**Judy Gill**, Marketing Consultant, Midwestern  
Broadcasting (radio)  
*Location: The Hotel Indigo Boardroom*



3:00 to 3:15 pm **Break**

3:15 to 4:30 pm **Concurrent Sessions**

## **Session I: Walking Tour of Traverse City: West Side Story – From Idea to Reality**

The identity of downtown Traverse City's northwest corner grew organically into the Warehouse District. Learn how the DDA helped support this business-led effort to brand the district and how recent public and private investment in the area has transformed a once forgotten part of town. Wear comfortable shoes.

**Speakers:**  
**Rob Bacigalupi**, AICP, Executive Director,  
Traverse City DDA  
**Russ Soyring**, Traverse City Planning Director  
*Location: Downtown Traverse City*

## **Session II: Community Events v. Cash Register Events: What is the Balance?**

A complete schedule of downtown events includes those that bring people downtown to have fun and spend money, as well as those that bring people through merchant doors to spend money and have fun. Learn the difference and why you need to include variety in your events line up. Discover ways to create events that benefit all of your downtown members.

**Speakers:**  
**Colleen Paveglio**, Deputy & Marketing Director,  
Traverse City DDA  
**Bill Golden**, Owner, Golden Shoes, Traverse City  
**Todd McMillen**, McMillen's Custom Framing,  
Traverse City  
**Paul Haig**, Owner, Haig's of Rochester Fine Jewelry &  
Objects of Art, Rochester  
*Location: The Hotel Indigo Ballroom*

5:00 – 7:00 pm **MDA Meet & Greet**  
The Franklin Restaurant Roof Top,  
160 E. Front St., Traverse City  
Complimentary appetizers. Cash bar.  
Dinner on your own.

**Friday, October 14, 2016**

8:30 am **Registration, Vendor Expo,  
Coffee and Continental breakfast**

9:00 – 10:00 am **Keynote**  
**Brian Boyle**, Co-CEO, Issue Media



## **The Talent Imperative**

Learn the importance of identifying, engaging, and showcasing talent within your own community as a foundation of economic development, community branding, and strategic communications. Brian will discuss how a community can harvest and develop stories about the talent economy in their downtown, as well as where best to leverage and place content.  
*Location: The Hotel Indigo Ballroom*



10:00 – 10:30 am **Partner Update**

**Jeff Sloan**, Owner/CEO, Wantify

Jeff will discuss ways to utilize a new social media application that connects small businesses with customers.

*Location: The Hotel Indigo Ballroom*

10:30 – 12:00 pm **Concurrent Sessions**

**Session I: Strategies to Help Identify and Reach Your Target Audience**

There are plenty of resources available to help you understand and be successful as you define your target market. In this session you will be introduced to a compilation of links and applications and learn how to use them to reach and connect with your target market. The session rounds out with a comprehensive view of digital marketing and advice on how to incorporate it into your overall strategy.

*Moderator:*

*Jerry Dettloff, Executive Director, Michigan Downtown Association*

*Speakers:*

**Lola Aré**, Principal Consultant, The Strategic Think Tank, Inc.

**Cathy Abad**, Senior Business Consultant, Oakland County Business Center

**Tom Gerdom**, President, Gerdom Management Group

*Location: The Hotel Indigo Ballroom*

**Session II: How Wayfinding Can Communicate your Brand**

Wayfinding signage is important to help reinforce your brand, create a sense of place, and direct your visitors. In this session you will view examples of several different types of civic wayfinding systems, including those that announce a new brand for the city and/or districts, reinforce an existing brand, and create a new wayfinding system brand/identity. These systems not only reinforce the brand, but they also create a strong first impression, boost visitor satisfaction, and encourage return visits.

*Moderator:*

*Becky Goodman, Downtown Director, City of Petoskey*

*Speakers:*

**Shelley Steele**, President, Corbin Design

**Jeff Frank**, Senior Designer, Corbin Design

*Location: The Hotel Indigo Boardroom*

12:00 – 1:00 pm **MDA Annual Meeting**

*Location: The Hotel Indigo Boardroom*

**Lunch on your own**

1:00 – 2:15 pm **Concurrent Sessions**

**Session I: Don't Break the Bank: Marketing Campaigns can be Creative and Cost-Effective**

Creative advertising that does not break the bank requires originality. In this session you will learn cost-effective ways to produce marketing and advertising campaigns that will draw people to your town. You will also learn how to promote your downtown through successful co-op advertising so that you can have greater market reach at a lower cost.

*Moderator:*

*Tiffany Dziurman Stozicki, Assistant Director, Michigan Downtown Association*

*Speakers:*

**Allen F. Weaks**, Vice Chair, Detroit Chapter of SCORE

**Sue Huggett**, Marketing Director, Downtown Kalamazoo, Inc.

*Location: The Hotel Indigo Ballroom*

**Session II: Working with Media v. Working Social Media**

This session will detail the overall need for media and social media in your downtown marketing strategy and teach you how to choose the appropriate method based on specific projects. Real downtown examples will be showcased from overall branding to special events and promotions.

*Speakers:*

**Kristi Trevarrow**, Executive Director, Rochester DDA

**Ben Muldrow**, Partner, Arnett Muldrow & Associates

*Location: The Hotel Indigo Boardroom*

2:15 – 3:00 pm **Legislative Update**

**Molly LaLone**, Co-Chair, MDA Legislative Committee/ Executive Director, Lake Orion DDA

**Jean Doss**, Partner, Capitol Services/MDA Lansing Lobbyist

*Location: The Hotel Indigo Ballroom*

3:00 pm

**Closing Remarks**

Robert Donohue, Chair, Michigan Downtown Association

*Location: The Hotel Indigo Ballroom*

*AICP and AIA credits are available on a self-reporting basis.*

**Thank You to Our Sponsors:**



# Annual Statewide Michigan Downtowns Conference, Traverse City Registration Form



Strengthening Downtowns

*Publicity, Perception & Promotion - Key Elements to Effectively Market Your Downtown*

Name \_\_\_\_\_

Organization \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Conference registration fees:

Early Bird Rate: MDA Member \$155 Non-Member \$200 Non-Member Student with valid student ID \$50  
After 10/7 and at the Door: MDA Member \$180 Non-Member \$225

RSVP: Michigan Downtown Association, P.O. Box 82369 Rochester, MI 48308-2369 ph 248.838.9711  
info@michigandowntowns.com [www.michigandowntowns.com](http://www.michigandowntowns.com)

Please return this form with payment to MDA by **October 7, 2016**. **Make checks payable to the Michigan Downtown Association**.  
If you cannot get your check processed by that time, we can accept payment at the door or payment by invoice.  
You may also register and pay online via PayPal. Visit [michigandowntowns.com/events.php](http://michigandowntowns.com/events.php)

\_\_ Visa \_\_ MC \_\_ Dis \_\_ Amex Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_ Zip Code: \_\_\_\_\_



Strengthening Downtowns

Founded in 1980, the Michigan Downtown Association (MDA) is a state-wide, non-profit organization and a driving force in the interest and growth of downtowns and communities throughout Michigan. The MDA encourages the development, redevelopment, and continuing improvement of Michigan communities and downtowns.

For membership information contact:  
Gerard J. Dettloff, MDA Executive Director  
Tiffany Dziurman Stozicki, Assistant Director  
P.O. Box 82369 Rochester, MI 48308-2369  
director@michigandowntowns.com  
ph 248.838.9711

[www.michigandowntowns.com](http://www.michigandowntowns.com)



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[linkedin.com/company/michigan-downtown-association](https://linkedin.com/company/michigan-downtown-association)

## Welcome to Downtown Traverse City

Downtown Traverse City is the cultural, dining, and business capital of Northwest Michigan. The city is recognized as a culinary destination focusing on local agriculture which supports a rich farm-to-table cuisine. With over 150 stores, there is something for every shopping need. Traverse City does not fall short for cultural opportunities, with two historic movie theaters, the City Opera House, and a community theatre and arts center. Home to a diverse calendar of events, including the National Cherry Festival and the Traverse City Film Festival, downtown Traverse City hosts visitors from around the world. A mixture of historic preservation and modern amenities give Traverse City's downtown a diverse urban appeal, all surrounded by natural beauty.

## Hotel Information:

Hotel Indigo: call directly at 231-932-0500 or go online to [www.ihg.com](http://www.ihg.com) and use the Group Code MDA. MDA room rate expires Sept. 23.

Park Place Hotel: call 231-946-5000 and ask for the MDA rate. MDA room rates expire Sept. 12.



## EDDDA update

The EDDDA is sponsoring the Dearborn Area Chamber of Commerce Community Challenge Scavenger Race on Saturday, September 24. The event starts at City Hall Park. Teams try and solve clues in the district. The event concludes with an after party at Joe's Top Dog.

We are in the process of getting City Council approval to re-surface the parking lot behind the Arab American National Museum and in front of Dearborn Fresh.

City Hall Artspace Lofts will be celebrating their Grand Opening on Wednesday, September 21 from 4:00 – 7:00 pm. There will be brief remarks followed by a reception, entertainment with many of the apartments open for the public to see. The event is free and open to the public.

The EDDDA will hold their annual Open House on Wednesday, December 14 from 4:00 – 7:00 pm. This year the event will be held at Artspace.







# SAVE THE DATE

 = Free Event

## September 2016

- 16, Fri**      **9a-2p: Art at the Market Day & The Dearborn Farmers & Artisans Market**  Ice carving demos, food from Nar Bar and demos, Pewabic Pottery demos, and all sorts of yogurts, lotions, potions and the usual fare!!
- 22, Thur**      **4p-6p: After Hours Concert in the Courtyard** sponsored by Ford Land & The Henry Hotel, 330 Town Center Drive, Dearborn  Live music by Oh CD! Cocktails and appetizers, we had almost 200 in June, come join the fun, mingle, meet, see and be seen!
- 24, Sat**      **2p-5p: Community Challenge in East Dearborn—Costumes, Clues, food by Joe’s Top Dog, live entertainment, cash prizes and more!** 300 attended last year, we even had a marriage proposal! Come learn all the history and nooks and crannies that make our area so unique and FUN!

## October 2016

- 3, Mon**      **2p-6p: Executive 9 & Dine @ Dearborn Country Club, 800 N. Military St, Dearborn** benefiting the ARC Dearborn and the YEA program! We’ve donated over \$8000 in just two years! 2pm shotgun, elegant, strolling appetizers and spirit tasting too!
- 4, Tues**      **5p Reception / 6p Dinner & Presentation: 4<sup>th</sup> Annual Western Wayne Business Leadership Banquet @ FMC Conference & Event Center, 1151 Village Road, Dearborn.** Join the elected leaders our 18 communities representing over 700,000 residents, and hear Jacques Panis, President of Shinola give some great insights of our area and his business!
- 7, Fri**      **9a-2p: Harvest Festival @ The Dearborn Farmers & Artisans Market**  Come experience pumpkins, pies, tarts and all the fun of our final market of the season!

## November 2016

- 3, Thur 8a-11:30a: Meet the Purchasers at The Dearborn Country Club, 800 N. Military, Dearborn.
- 16, Wed 8a-9:30a: Eye Opener @ Lennon Pregnancy Center, 24274 Ann Arbor Trail, Dearborn Heights. ☎
- 26, Sat Small Business Saturday ☎



**Check out the Calendar online for updates!**  
Please Register for events at [www.DearbornAreaChamber.org](http://www.DearbornAreaChamber.org)

**AUGUST 2016**  
**ADOPTED RESOLUTIONS**

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Friday Nites Music in the Park & Food Truck Rallies amendment

Moved by: Director Lovejoy  
Seconded by: Director Nigosian

- 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 \$500.00; and
3. The WDDDA authorizes a donation to the Dearborn Animal Shelter for their services in assisting with the beer tent for the month of August in an amount of \$250.00.

Yes: Director Abbas, Director Anusbigian, Director Clark, Director Guido, Director Lovejoy, Director Nigosian, Director Ralko

No: None

Abstained: None

Absent: Director Jernigan, Director McWilliams, Mayor O'Reilly

Date: August 18, 2016

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

## Part-time Staffing Agreement FYE2017 amendment

Moved by: Director Nigosian

Seconded by: Director Lovejoy

**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 \$1,466.65).
3. The WDDDA authorizes the WDDDA Executive Director to execute and sign an employment agreement.

Yes: Director Abbas, Director Anusbigian, Director Clark, Director Guido, Director Lovejoy, Director Nigosian, Director Ralko

No: None

Abstained: None

Absent: Director Jernigan, Director McWilliams, Mayor O'Reilly

Date: August 18, 2016