



DDA Board of Directors
Hamtramck City Hall, 3401 Evaline Street
Zoom Meeting
Regular Meeting
February 17, 2021 6:05-7:05 p.m.



MISSION STATEMENT

"The Hamtramck Downtown Development Authority supports people, projects and partnerships which further the economic growth and stability of a thriving Hamtramck."

1. Call to order
2. Roll call (*1 minute*)
Andrew Dow, Lawrence Ingram, Mark J. Hausner, Vincent Szymborski, Dr. Shamiran Golani, Joan Bittner, Mayor Majewski, John Grossi, Andrew Kopietz, Milo Madole, Jobeh Abdulaziz, Almad Al-Hasan
3. Pledge of Allegiance to the Flag (*1 minute*)
4. Public Comment & Introduction of Public (*two minutes per person limited to DDA issues*)
5. Approval of Agenda – Add or Delete Items (*3 minutes*)
6. Approval of Minutes (*1 minute*)
7. Treasurers Report <Attachments>

SECTION I: AGENDA ITEMS – For Discussion/Action/Information

- a. Review and discuss "Façade Improvement Grant" application and consider renaming it to be "Sign Improvement Grant". See Appendix A.
- b. Review and discuss deliverables for key DDA projects. Assign "owners" to deliverables. See Appendix B.
- c. Review board members attendance. <Attached Document>
- d. Review and organize subcommittee members.

SECTION II: OTHER ITEMS

1. Chairman's Report (*2 minutes*)
2. Member' Report (*5 minutes*)

ADJOURNMENT

PLEASE NOTE: This notice is posted in compliance with PA 267 of 1976 as amended (Open Meetings Act), MCLA 41.71 a (2)(3) and the Americans with Disabilities Act (ADA). City of Hamtramck will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the Meeting to individuals with disabilities at the Meeting or Public Hearing upon 10 days notice to the City Clerk's Office. Individuals with disabilities requiring auxiliary aids or services should contact the Hamtramck City Clerk by writing or calling the Clerk's Office at (313) 870-0343.

Appendix A:



downtown development authority
H A M T R A M C K

DOWNTOWN FACADE IMPROVEMENT GRANT PROGRAM GUIDELINES AND APPLICATION

The Hamtramck Downtown Development Authority is implementing a grant program for the improvement/replacement of existing facades or to help new businesses with the costs associated with facades. Eligible applicants are commercial property owners, as well as business owners (with the owner's written permission), located in the DDA district, with tenants or property owner actively conducting business at the property.

GUIDELINES

- The program offers matching funding for signage (including awnings), up to \$5000. Up to 50% of the grant award may be awarded immediately, with the remainder being awarded at the completion of the grant. No more than four of these grants will be awarded per year.
- All property taxes, licenses, and permits must be current at the time of applications.
- All improvements must conform to the Hamtramck codes and ordinances. The applicant is responsible for any required permits.
- No Façade Improvement Grant recipient will be eligible to apply for a Façade Improvement Grant for a period of five years after their last grant has been closed.

APPLICATION PROCESS

The application must be completed and returned to the DDA along with:

- An original signed letter of permission from the owner of the property (if different from applicant)
- A description of the proposed improvements, showing compliance with the Hamtramck codes and ordinances
- A rendering of the proposed improvements
- An estimate of eligible costs supported by a quote from a contractor
- Copies of permits required to complete the project

Closure Process

In order to receive the remainder of the grant funds, grant recipient must submit:

- A photo of the completed work
- A description of any deviations from the project proposal that was submitted

SIGN GRANT APPLICATION INFORMATION

Application Date: ___/___/_____

Business Name: _____

Type of Business: _____

Property Address: _____

Business Owner: _____

Business Owner Address: _____

Business Owner Phone: _____ Business Owner Email: _____

Property Owner: _____

Property Owner Address: _____

Property Owner Phone: _____ Property Owner Email: _____

Is this business currently located within the DDA district? Yes No

Appendix B:

Deliverables for Key DDA Projects

Project 1: Participating in a clean streets and sidewalk campaign

Deliverable	Owner	Assigned	Priority	Completed?
Review City's street cleaning contract for Jos. Campau. How often do they clean? See if cleaning sidewalks is included and see how it can be included if not.	Mara	February 5		
Discuss "Curb Sidewalk" Campaign w/ Andy and how we can make this applicable to the City. -create map of dda board member buildings -identify debris and trash -measure universally -target campaign to initiate more trash cans / trash pick strategies -fundraise or purchase more receptacles				
Team up with Beautification Commission for Spring Clean-Up. -advertise everyone to come help: merchants, city employees	Mara as liaison to BC	February 4		

Project 2: Advertise DDA and members via social media

Deliverable	Owner	Assigned	Priority	Completed?
Advertise DDA and demonstrate what our goals are for this year and what we have achieved thus far -ad for clean streets: clean sweep day -ad for statement of purpose/goals for this year: if you don't like us, talk to us! -ad listing accomplishments			1	
Research successful templates that other cities use			1	
Develop messages and content to advertise			2	
Understand what biz to advertise (i.e. the DDA biz that want to advertise on FB page)			2	
Develop campaign on how to monetize advertisements on DDA FB page			2	

Project 3: Building out DDA database and communication with DDA members

Deliverable	Owner	Assigned	Priority	Completed?
Ask Assessing department to send a list of all properties assigned the DDA 2 MILL and TIF	Mara	February 1	1	Yes
Compare database and create database with Assessing info and Alex's info	Mara/Casey	February 1	1	
Collect e-mail address and phone number	Phase 1: Group "ask a neighbor" Phase 2: Intern/ CED/ Marketing Committee?		1	
Compile list of questions to understand DDA member needs (e.g. do they have an updated biz license?; how can the City/DDA support them?)			2	
Investigate group text tool (e.g. Expert Texting)			1	

Project 4: Creating an end of the year annual report to measure growth

Deliverable	Owner	Assigned	Priority	Completed?
Generate a list of projects that the DDA performed or planned during 2020 – 2021. This list can contain specific metrics such as # of snow shovel and quantity of trash collected, free parking, etc.	Vince (research budget)			
Create template of newsletter to input info				
E-mail newsletter				

Project 5: Re-branding and re-working the DDA website

Deliverable	Owner	Assigned	Priority	Completed?
Investigate how we can work within the budget and within the existing website to achieve the quality website				
Review current website conditions				
Draft idea of what we want to include in website. See Appendix A below.				

Potential DDA Website Layout

- a. About us
 - i. Mission Statement (include boundary map)
 - ii. Meetings
 1. Minutes and agendas
 - iii. Board and Staff
- b. Grants
 - iv. Grant Information
 - v. Past Recipients
- c. Projects/Events
 - vi. Hamtramck Music Festival
 - vii. Hamtramck Labor Day Festival
 - viii. Paczki Run
 - ix. Summer Music in the Park
 - x. Free Holiday Parking
 - xi. Street Maintenance and Beautification
 1. Snow Removal
 2. Street Cleaning
 3. Tree and Flower Planting
- d. Business Directory
 - xii. Eat
 - xiii. Drink
 - xiv. Shop
 - xv. Hair
 - xvi. Well-being
 - xvii. Art, Entertainment & Museums
 - xviii. Professional Services
- e. Resources
 - xix. COVID-19
 - xx. Doing Business in Hamtramck
 1. List of Hamtramck, Wayne County and Michigan Business Incentives and Programs Available (e.g. OPRA; NMTC; IFTE)
 - xxi. Available/ Vacant Properties
- f. Contact