

# City of Hamtramck Downtown Development Authority Board Of Directors Meeting Agenda Recap

Wednesday, May 18, 2022 • 6:05pm  
Council Chambers (2<sup>nd</sup> Floor, City Hall) • Hamtramck City Hall, 3401 Evaline St.

**Mission Statement:** The City of Hamtramck’s Downtown Development Authority supports people, projects, and partnerships that further the economic growth and stability of a thriving Hamtramck.

## 1. Call to order — DDA meeting begins at 6:37 PM

## 2. Roll call (TBD): (In Attendance) / (Absent)

- Mayor Ghalib
- Ahmad Al-Hasan (*excused*)
- Milo Madole
- Andrew Kopietz
- Shamiran Golani
- Joan Bittner
- Mark J. Hausner (*excused*)
- John Grossi
- Amr Alhalemi
- Anwar Hassan
- Karen Majewski (*effective appointment as of May 10*)
- Andrew Dow

## 3. Pledge of allegiance to the flag

- Pledge was completed by the board.

## 4. Public comment & introduction of the public (3 minutes per person limited to DDA issues);

- **Bill Myer, a Hamtramck citizen; is** concerned that the most important item (parking meters) is not included in this agenda. Bill expresses concern that the vast majority of business owners are not happy at all with the outcome of the city’s new parking meter program. He encourages DDA to listen to all business owners regarding their concerns with the parking meters.
  - **Andy** will send DDA’s parking resolution to **Karolynn** and **Karolynn** will send the parking resolution to Bill Myer for review

## 5. Approval of agenda

- **Andrew Dow** makes a motion to approve the May minutes; the motion carries
- **Milo** suggests that we add a portion to future agendas that allows the DDA to evaluate its member’s meeting attendance; the motion was made by **Milo**, seconded by **Joan**, and the motion carries
  - **Milo** mentions that DDA needs to enforce its own meeting attendance policies
  - **Mayor Ghalib** mentions that he maintains the right to remove non-attending members, and also issue appointments to a new members

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- Board suggests that formal notice be prepared by the DDA manager and forwarded to City Council when we remove members and/or motion to appoint new members

## 6. Approval of minutes

- **Andrew Dow** makes a motion to approve the April minutes; **Milo** seconds motion, motion carries
- **Andrew Dow** makes a motion to approve March minutes; the motion carries

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

1. **Tim Price (1). discusses the 100-year anniversary centennial street banners, (2). the production and execution of the June arts/culture event, [‘MightReal/Queer Detroit’](#)**
  - **Tim** mentions the budget for the centennial banners; 35 QTY 18” x 24” and 16 other banners that are 60” in length (this is the QTY of banners done in 2015)
  - **Tim** will send over an itemized list of the banners and costs to DDA for approval
  - **Dr. Golani** mentions that there are no banners north of Canniff; Tim suggests pricing it out to explore additional options
  - **Tim** mentions that an install can happen within 10 business days
  - **Karen** motions that we approve up to \$5,500 for the coverage of installation costs for any banners; a second motion is approved; the motion carries
  - **Tim** explains the MightyReal/Queer Detroit exhibition; dates, times, capacity, and linkage between CCS/Midtown and 3 venues in Hamtramck
  - **Karolyn/Tim** will come together to investigate execution costs for centennial banners
2. Marketing and Promotions social media campaign strategy — spearheaded by **Tim Price** with support from **Andy Kopietz**; **Tim Price** will propose an opportunity for undertaking the promotion of DDA across its social media channels; Facebook, Instagram, and LinkedIn.
  - **Tim** introduces the idea of measuring and managing the social media and communications plan for the DDA
  - DDA discusses the idea of creating more consistency across its communication channels
  - **Tim/Andy** mentions assembling a more detailed and tactical plan for social media communication and will bring a more thoughtful presentation back to the DDA board during our next meeting
  - **Board** expresses interest and there are no apparent objections to exploring additional costs for social media communication and investing in its marketing

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3. Board Member/Treasurer, **Milo Madole**, conducts a treasurer's report of current DDA finances
  - As of Mar. 31 - DDA had collected \$26,291.78 (*double check amount*) of the anticipated \$30K budget
  - **Karolynn** — Missing monies from Wayne County are being dispatched back to Hamtramck; ETA is still unknown
  - Revenues \$36,291.78 (*double check amount*) - our revenues are up
  - The majority of that money is coming from salary and facade improvement grant
  - The net end fund balance for DDA is: \$160,097.44 (*double check amount*)
  - After deductions \$159,043.50 (*double check amount*)
  
4. Board Member, **Milo Madole**, leads a discussion regarding the Wayne County facade grant program and how it can benefit the DDA and the City of Hamtramck
  - **(1)**. The city of Hamtramck would like to submit a revised application to the facade program by 5/20/22
  - **(2)**. To do so, the DDA must agree to commit \$25,000 of its funds (which would be leveraged for a \$250,000 sum from the County program - \$180,000 to go towards actual grants; this is a 10-1 match)
  - **Karolynn** - If DDA was granted the aforementioned funds, the \$250K grant would be for grants, it wouldn't need to go towards paying a contractor/employee to oversee the disbursement and use of funds or facade improvement programming
  - **Karolynn** mentions that we will have to take a portion of our granted funds to create design guidelines for the City of Hamtramck; the exact amount is unknown right now
  - **Dr. Golani** motions to approve the use of DDA's existing \$25K funds and doubling it through this facade grant program; a second motion is given; motion carries
  
5. **Board** revisits its discussion; a proposal to hire the consultancy, JB Associates Consulting; the DDA Organization & Promotions Committee recently voted to confirm acceptance of JB's scope of work, establish a contract, and proceed. **Andy / Milo** will discuss the next steps.
  - DDA board reaffirms that the organization and promotions committee has the authority to hire and carry forward with JB Associate's work.
  - **Andy/Milo/Ahmad** will meet with and engage JB Associates to begin project work

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6. Discussion about DDA member merchant visits — coordinate who visits where, timeline, and committee pairings; **Milo / Karolynn** to lead the discussion and share a boundary map with DDA member pairings for future visitations to merchant-owned businesses
  - **Milo** reads off group assignments; I.E. board pairings for those who visit different zones of the DDA district in pairs to speak to merchant business owners;
    - **Group 1** - Dr. Golani & Karolynn Faulkner (OR Amr Alhalemi/Mark Hausner)
    - **Group 2** - Anwar Hassan & John Grossi
    - **Group 3** - Andy Kopietz & Joan Bittner
    - **Group 4** - Mayor Ghalib & Milo Madole
    - **Group 5** - Andy Dow & Ahmad Al-Hasan
  - **Karen Majewski** asks... what is the point of JB Consultant's role?
    - **Andy** answers that the purpose is to build up a merchant's database of merchant information and real estate/property information/gather information from Merchants that can allow the DDA to maintain trust with them, build a rapport, and maintain ongoing communication within the district. This is also a great time to meet with people, hear out their concerns, and educate them on what the DDA is as an institution, what it does, and what it has accomplished
    - **Andy** will e-mail **Karen** a copy of JB Associate's SOW
  - **Karolynn** suggests the idea of using QR codes to gather information from merchants more efficiently (we'll share this with JB Associates to see if this idea can integrate with their outreach coordination strategy and therefore, lighten their workload)
  - **Board** asks how do we maintain the merchant's database to make sure information is kept up to date; some ideas are discussed between **DDA Manager** and **Board**
  - **Milo** mentions that once we have the one pager that outlines DDA, mission, vision, goals, achievements, appointments, and contact information, that we'll begin visiting businesses
  - Board suggests that we add JB Associates' contact information to the one-pager that outlines DDA's mission, goals, achievements, etc. Use this document when visiting Merchant businesses
  - We'll use the next 2 DDA meetings as a timeline to accomplish merchant visits; timeline TBD and sent back to the Board

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7. **Board** revisits its discussion of the maintenance of flower beds 🌷 along Joseph Campau (Lynn Blasey, Arts & Commission member and city resident discussed funding needs and continuation of flower beds' seasonal maintenance/cleaning at *April 2022's* board meeting)
  - **Karolynn** reports that she and Lynn Blasey worked out what is left of last year's flower maintenance budget and indicates that the disbursement of funds so far is \$500. \$1,500 will still be used and once its used, the funds will leave the DDA's account
  - **Andrew Dow** suggests that the board make a motion to reauthorize the expenditure of Lynn Blasey's use of the \$1,500 for this year's flower maintenance; **Milo** makes a motion, **Joan** seconds the motion, motion passes

## **SECTION II: OTHER ITEMS**

1. **Public comment & introduction of the public** (3 minutes per person limited to DDA issues)
  - No further comments
2. **Chairman's Report** (2 minutes)
  - No further comments
3. **Member's Report** (5 minutes)
  - **Joan** raises the idea of auctioning off banners that are currently on light poles along Jos. Campau to raise additional funds for DDA and Organization and Promotions committee
4. **ADJOURNMENT**
  - The meeting adjourns at **8:07 PM**

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**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). The city of Hamtramck will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audiotapes 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.