

City of Hamtramck
Downtown Development Authority
Organization & Promotion Committee Meeting

July 14, 2021 | 9 AM, EDT

Zoom meeting: <https://us02web.zoom.us/j/3133490007>

Meeting ID: 313 349 0007

AGENDA

1. Introductions + role call — We'll welcome back, Jessica Donnelly and Tim Price
2. Revisit the MML \$5,000 Main Street Microgrant. [Here's a quick refresher](#) on the origins of the microgrant and what it entails:
 - Main Street Microgrant:
 - Offers \$5,000 grants in four pilot communities. Grants sponsored by DTE Energy Foundation. Support innovative work that intentionally & creatively brings people together, while socially distant, and repairs broken relationships
 - We'll touch upon our proposal and how it has been advanced into the next round of voting (!)
 - Assuming we receive funding, let's discuss how we will reach into the local community to build relationships with potential artists/applicants
 - We'll discuss social media marketing and promotions for the proposal;
 - How are we leveraging social media to promote voting?
 - Who is handling social media promotion and how often?
 - Should all members of our committee be promoting across their own social media channels?
 - Should we leverage the City of Hamtramck's official account to repost/promote the project?
 - Should we reach out to other community partners to cross promote the project? If so, who are those partners? Who will cultivate the cross promotions with those other parties?
3. Touch base with Mara; discuss other relevant matters that the Organization & Promotions committee can engage on
 - Mara can take a moment to discuss recent developments regarding the Joe Louis Greenway in Hamtramck as it somewhat relates to our Microgrant
 - Is there anything happening with or within the city that the committee should be aware of or participating in?
 - Review Communications Plan

- Review monthly calendar to implement Communications Plan
 - Create Mission Statement
 - Encourage and recruit diversity within the committee: age, gender, race, business owner, resident, skills, knowledge, connection to community
 - Underscore volunteerism and community driven initiatives
4. How far (collectively) is everyone in completing the [Michigan Main Street Training Series](#)? Group share out! Can we all commit to finishing the training sessions and videos before our DDA meeting on July 21st?
 5. Other questions/concerns? Address those.
 6. Confirm that we recently set a recurring meeting date/time. All committee members should have received calendar invitations and Zoom links. Closure of meeting.

ZOOM MEETING

Join the Zoom Meeting!

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