

City of Hamtramck Downtown Development Authority Organization & Promotions Committee – Meeting Minutes

Tuesday, December 14, 2022 • 9:00 AM

ZOOM Meeting Access — <https://us02web.zoom.us/j/3133490007>

Meeting ID: 313 349 0007

One tap mobile

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1. CALL TO ORDER: 9:00 AM

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

- Ahmad Al-Hasan / Milo Madole / Andy Kopietz / Shamiran Golani / Joan Bittner / Karolynn Faulkner / Tim Price / Jessica Donnelly / Lynn Blasey

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

1. Potential topics to cover during the meeting;

- a. **Milo** suggests we focus the topic of the merchant's meeting on resources for small businesses, tax incentives for property owners/brick-and-mortar building and business owners, services, and service providers that connect small businesses to resources to help grow and maintain their business.
 - **Milo** suggests a possible partnership with Domenic Roman at the Detroit Economic Growth Corporation (we should consider contacting him to participate in the Merchant's meeting)
 - The committee supports this idea; **Andy** suggests we invite service providers to set up their own tables at the event and that attendees are encouraged to travel between each table/booth to connect with services that align with their needs.
- b. **Ahmad** suggests that the theme of this merchant's meeting should revolve around the idea of "change." To reflect the view that the DDA's new leadership is changing how the DDA serves the community and public; "Improved," "Under New Management," and "Networking."
 - The Merchant's meeting should identify who the DDA is and what it does
 - The Merchant's meeting should encourage attendees to be a part of this change that the DDA is attempting to usher into the community
 - **Joan Bittner** suggests a Merchant's Meeting theme name: "Elevate,"; the idea of lifting the community up or transforming it into something new under the DDA's leadership
- c. **Joan** likes the idea of helping new business owners and Merchants introduce themselves to the community during the meeting; she notes that we should double down on our efforts to extend invitations to new businesses such as Juice Box, Public Thrift, hospitality businesses, restaurants, etc.
 - **Milo** suggests inviting Paul Jones from Invest Detroit to be a participating vendor with a stand-alone table at the merchant's meeting.

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- **Tim** suggests looking at what [Midtown Detroit, Inc.](#) has done to successfully bridge the gap between the business community and economic development potential.
- **Joan** suggests reaching out to ‘Visit Detroit’ and inviting them to have a table at the Merchant’s Meeting.
- **Lynn** suggests inviting [Design Core Detroit](#) to set up a table at the next Merchant’s meeting (the ‘arts’ are a catalyst that often connects and unites communities around economic development and small business potential)
- **Tim** suggests someone (preferably a representative from the DDA) participate as an MC/facilitator to guide the duration of the Merchant’s Meeting and its interludes between speaking and public presentation/mingling; Potential MCs: **Milo Madole, Ahmad Al-Hasan, Karolynn**, CED’s **new DDA coordinator**.

d. Length of meeting time, select date/time:

- 1.5– 2 hrs, speaking time;
 - 5-minute introduction; who is the DDA, the introduction of its board, what are we attempting to do, why do we do it, general greeting
 - 5 minutes for businesses to introduce themselves
 - No more than 10 minutes for long-form presentations if delivered by a primary guest or event speaker
 - 2.5–3 minutes to project or play a video that introduces the [Michigan Main Street Program](#) to attendees; this will help to connect the DDA’s efforts toward the broader goal of adopting the MMSP to facilitate community and economic development along the Joseph Campau business corridor
 - The total speaking time between new merchant business introductions and main speakers/facilitators is not to exceed 20 minutes.
 - All the most time possible for the event to host people in a relaxed way without too many time-consuming presentations or speeches

e. Discuss the total allowable event budget (food, outreach, venue rental/location)

- Estimated number of attendees (based on past experience): (50 to 75 people)
- **Joan** suggests reaching out to [Main Street Cafe](#) (owned by Nick and Mario); to request permission to use their venue (the Cafe closes at 4 pm, making it the perfect host for an evening/after-hours function)

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- Potential days to host the next meeting:
 - Wed., Mar. 1
 - Thurs., Mar 2nd
 - Wed., Mar. 8th
 - Thurs., Mar. 9th (leaning more towards Wednesdays and Thursdays)
 - Budget: TBD (Ahmad/Milo will confirm)
- f. Discuss community outreach and promotion strategies; multi-lingual social media, flyers, text messages, and calls;
- Let's make an effort to conduct outreach via our usual social channels, multi-lingual phone calls, and basic printed reminders (either flyer placed on doors or mailed directly to businesses within a specific geographic footprint).
 - We can use something like '[text-em-all](#)' to automate and handle multi-lingual phone blasts using a pre-recorded message.
 - We should run the call blasts at least 2–4 weeks from the actual meeting, 1 week from the meeting.
 - And then follow up with a simple text message blast using the data we have stored in our CRM at least 1–2 days before the actual meeting.
 - We should expect to spend \$200–\$300 on communications promotion and at least \$500 or a little more on food and venue unless we can secure an in-kind donation.
 - Ahmad suggests pulling extra numbers (so that we can deliver voice calls and text messages to attendees) by tapping the City's database for business licenses (go to the city clerk and ask about business cellphone info and see if there are any privacy concerns involved)

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SECTION II: OTHER ITEMS

1. Member's Report (5 minutes)

- **Lynn** has been working in a community, a team of Bangladeshi women focusing on event planning and promotion, **Aynaa Events, and Décor** — **Lynn** suggests that maybe the DDA can enlist them to help co-plan and prepare the event space.
- **Lynn** suggests utilizing information from the DDA's up-and-coming annual report and repurposing it to fit into other DDA communication pieces; flyers, bi-fold leaflets, and other tools that can be used at booths during the City's Labor Day event programming.

2. ADJOURNMENT: 9:59 AM

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.