



DDA Board of Directors
Hamtramck City Hall, 3401 Evaline Street
Third Floor Conference Room
Regular Meeting
January 20, 2020 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 – November 18, 2020 (*1 minute*)
7. Treasurer’s Report (*4 minutes*)
 - i. Typical fiscal year DDA spending: \$35,000
 - ii. Actual 2020-2021 fiscal year spending: \$9,600
 - iii. Reserve: \$148,589

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

- a. New DDA Manager Mara Braciszewski (*1 minute*)
- b. Review potential 2021 fiscal year projects. See Appendix A and B. (*15 minutes*)
- c. Vote on 2021 fiscal year projects 2021. (*20 minutes*)
- d. Parks and Recreation Master Plan Public Comment (*5 minutes*)
 - i. Pope Park
 - ii. Veterans Park
 - iii. Alley park creation?
- e. Gateways Improvement Project (*2 minutes*)
 - iv. Jos. Campau & Carpenter
 - v. Jos. Campau & Hamtramck Dr.

SECTION II: OTHER ITEMS

1. Chairman’s Report (*2 minutes*)
 - a. Timeliness
2. Member’ Report (*5 minutes*)

ADJOURNMENT

APPENDIX A: Potential 2021 Fiscal Year City of Hamtramck DDA Projects

This section lists potential 2021 Fiscal Year City of Hamtramck DDA Projects. Project ideas were recognized based on past meeting minutes, e-mails with DDA Board Members and conversations with the Chairperson of the DDA. All project ideas are organized into three categories: **Financial Support; Marketing; and Communication.**

Typical fiscal year DDA spending: \$35,000

2020-2021 fiscal year: \$9,600

Reserve: \$148,589

Table 1: FINANCIAL SUPPORT

| Strategy | Cost | Explanation |
|-------------------------------------|----------------------------|--|
| COVID-19 Business Relief Grant | | Provide financial relief to businesses affected by COVID-19. |
| Professional Development Grant | | Provide financial support for businesses to invest in classes, workshops, travel, mentorship, etc. |
| Rehabilitation & Façade Grant | \$5,000 (w/ a \$500 match) | Provide financial support for rehab and façade improvement projects. |
| Marketing and Promotional Support | | Provide promotional support for events and programs. |
| Bike Racks, Benches and Receptacles | | Cover partial costs for bike racks, benches and trash/cigarette receptacles in cost-share program. |

Table 2: MARKETING

| Strategy | Cost | Explanation |
|---|-----------------------------------|--|
| Sidewalk and clean-street sign campaign | \$3,500 | |
| Clean Streets 1x/month | \$3,000 | Participate in voluntary “Clean Hamtramck Up” campaign once a month. Paint, clean up trash, sweep streets, plant & water flowers, remove graffiti etc. |
| Light installation | \$30,000 | Install year-round lights on trees. |
| Sell merchandise (e.g. beanie) | \$500 | Sell beanies with “Hamtramck” for revenue drive. |
| Facebook profile boost | Free | Repost, share posts, like and comment on the DDA Facebook page |
| Advertisements – social media | \$1400 (\$50 / week for 7 months) | Invest in Facebook and Instagram advertisements to promote businesses. Feature a business profile once a month. |
| Advertisements – newspaper/mag | \$500 | Invest in Travel Detroit magazine advertisements. |
| Public art | \$4,000 | Hire a local artist to enhance public space through murals or other installations. |

Table 3: COMMUNICATION

| Strategy | Cost | Explanation |
|--------------------------------------|---------------------------|--|
| Website re-brand and add information | TBD | Re-brand website with colors and font. Add pages and sub-pages. See Appendix B. |
| Database | Free | Collect and record information on all DDA business and buildings. |
| Text-service (e.g. ExpertTexting) | \$8.30 for 1,000 messages | Communicate to DDA biz via texting service. |
| Survey / focus groups | | Engage in survey to generate understanding of DDA biz greatest needs and concerns. |

APPENDIX B: DDA Website Layout

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