



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