



DDA Board of Directors
Hamtramck City Hall, 3401 Evaline Street
Zoom Meeting
Regular Meeting
March 17, 2021 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

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
4. Public Comment & Introduction of Public (*two minutes per person limited to DDA issues*)
5. Approval of Agenda – Add or Delete Items
6. Approval of Minutes
7. Treasurers Report <Attachments>

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

- a. Update on Tour de Troit and future plans (Vittoria Kattanski)
- b. MEDC Main Street Presentation (Leigh Young)
 - a. Consider re-organizing committees to follow Main Street model: Economic Vitality; Design; Organization; Promotion
- c. Review and discuss revised “Sign Façade Improvement Grant” application (Appendix A)
- d. Consider accepting Boost Mobile Sign grant application
- e. Consider purchasing new DDA banners
- f. Review Communication Plan (Andy K) (Appendix B)
- g. Review board members attendance
- h. Discuss deliverables for key DDA projects; address questions (Appendix C)

SECTION II: OTHER ITEMS

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

ADJOURNMENT

Appendix A:



downtown development authority
H A M T R A M C K

DOWNTOWN SIGN AND FACADE IMPROVEMENT GRANT PROGRAM GUIDELINES AND APPLICATION

The Hamtramck Downtown Development Authority is implementing a grant program for the improvement or replacement of existing facades and signs to assist business owners with the associated costs. Eligible applicants are commercial property owners, as well as business owners (with the owner's written permission), located in the DDA district, with tenants or property owner actively conducting business at the property.

Submit applications to the DDA Manager Mara Braciszewski via e-mail mbraciszewski@hamtramckcity.com.

GUIDELINES

- The program offers 50% matching funding for signage or façade improvement and installation (including awnings), with a cap of \$5,000.
- The award will be reimbursed after the completion of the project based on submitted receipts.
- No more than five of these grants will be awarded per year.
- All property taxes, licenses, and permits must be current at the time of applications.
- All improvements must conform to the Hamtramck codes and ordinances. The applicant is responsible for any required permits.
- No Sign or Façade Improvement Grant recipient will be eligible to apply for this grant for a period of five years after their last grant has been closed.
- Approval of the sign grant is subject to the sole discretion and authority of the DDA.

APPLICATION PROCESS

The application must be completed and returned to the DDA along with:

- An original signed letter of permission from the owner of the property (if different from applicant)
- A description of the proposed improvements, showing compliance with the Hamtramck codes and ordinances
- A rendering of the proposed improvements
- An estimate of eligible costs supported by a quote from a contractor
- Copies of City permits required to complete the project
- Project must be completed within one year after submission of application in order to receive grant funding

CLOSURE PROCESS

In order to receive funding, grant recipient must submit:

- A photo of the completed work
- A description of any deviations from the project proposal that was submitted

SIGN AND FACADE GRANT APPLICATION INFORMATION

Application Date: ___/___/_____

Business Name: _____

Type of Business: _____

Property Address: _____

Business Owner: _____

Business Owner Address: _____

Business Owner Phone: _____ Business Owner Email: _____

Property Owner: _____

Property Owner Address: _____

Property Owner Phone: _____ Property Owner Email: _____

Is this business currently located within the DDA district? Yes No

Social Media Guide

Weekly/Monthly Schedule:

- **1st & 3rd Wednesdays** — Small business post
- **The 2nd week of every month (Tuesdays)** — Historical post about buildings, downtown, or another interesting factoid (leverage partnership with Hamtramck Historical Museum)
- **The 4th week of every month (Thursdays)** — Business round-up post (select a type of business and identify all similar businesses with the community; list names, locations, contacts)
- **Anytime** — Post events, or important/relevant news as needed

Some Tips:

- When possible, all posts should be between **100–400** characters in length (longer posts are OK too)
- Not sure about what to say? Call the business or visit them in person and explain what you're doing. Introduce yourselves and be friendly!
- Include either one photo of the business's storefront or a portrait/photo of the business owner (interior or exterior store photos are A-OK; make sure the images are attractive or well-composed)
- Keep the tone of your post friendly and easy to read, try to include at least one interesting "quote" from the business owner (it's OK if you can't) — ***always schedule posts between 1p–4p***
- If the business has an active Facebook or Instagram page, always tag it in the written post.
- If the business has an active website, always link out to it from the post (use the full URL— i.e., www.name.com)
- After writing the post, ***always*** follow-up with the business owner by phone, email, or on Facebook to let them know they were featured (this is a good opportunity to reinforce the relationship between the business and the Hamtramck DDA)

- **Always** use at least one image per post— **tip:** posts with people tend to earn higher rates of viewership

➔ Small Business Feature

Questions to answer when writing a business feature/profile for the DDA Facebook page:

- What is the name of the business?
- Where is the business located?
- How long has the business been at its current location?
- Who owns the business?
- Can we share any historical information or context about the business or its legacy?
- What makes the business unique?
- Is there a personable quote we can include as part of the feature (i.e., something from the business owner that talks about what they do, what they love, etc.)
- Why does the business enjoy serving or being located in Hamtramck? **OR** What is the business's favorite thing about being based in the DDA business district?
- What is the business's contact information (phone number, address, email, website, and social media URLs such as Facebook or Instagram, and hours of operation)

➔ Historical Post

Compare/contrast the community; **then and now:**

- Write 4–6 sentences; what was the building/business **then**, mention its significance
- Include a photo of business; then/now (either two separate images or one single image montage)
- Identify what the business/building is **now** and how it has changed, always tag existing/current businesses on Facebook
- Always tag/link to Hamtramck Historical Museum (or source)
- Always link to external research/image credits (as needed)

➔ Business Round-Up Post

Identify a type of business and then list the number of similar or related businesses in that category. This can be a list of businesses who reside in the DDA zone or outside of it:

- Start off with a few sentences that highlight the category in a friendly way (be friendly, expressive, and short)

a. **I.E.:** *“This week we’re reflecting on Hamtramck’s rich legacy of music! From its annual Blowout to its summer Polish Festival, Hamtramck is known all across Southeast Michigan as a place where music thrives. And there’s no better way to celebrate this fact than by highlighting our favorite musical venues— let’s take a look!”*

- Include a photo of at least one business that sits within that category (i.e., here’s an image of a record shop)
- Next, gather information for all other similar businesses in Hamtramck;
 - **I.E.:** How many other record shops are there in Hamtramck? What are their names, addresses, and contact information? What are their hours of operation
- Always list at least 3–5 other similar businesses (include more if needed)
- Make sure the businesses who are listed are also tagged in the post (especially if the businesses have active Facebook pages)
- Always include a link to the businesses website (www.name.com)
- **Always** send each of the tagged businesses a private Facebook message from the DDA account to let them know about their feature on the DDA page — this aligns merchants with the DDA

➔ Anytime Posts

- **Always share special events**, interesting community or city news, opportunities, grants (etc), anytime, Monday–Friday.

3 Month Schedule:

March 2021:

- **1st & 3rd Wednesdays** — Small business post; **Joan**
- **The 2nd week (Tuesday)** —Historical post; **Dr. Golani**
- **The 4th week (Thursday)** — Business round-up post; **Mara**
- **Anytime** — **All DDA Staff**

April 2021:

- **1st & 3rd Wednesdays** — Small business post; **Andy K.**

- The 2nd week (Tuesday) —Historical post; **Andy D.**
- The 4th week (Thursday) — Business round-up post; **Milo**
- Anytime — **All DDA Staff**

 **May 2021:**

- 1st & 3rd Wednesdays — Small business post; **Vince**
- The 2nd week (Tuesday) —Historical post; **Mayor Karen**
- The 4th week (Thursday) — Business round-up post; **Almad**
- Anytime — **All DDA Staff**

Deliverables for Key DDA Projects

Project 1: Participating in a clean streets and sidewalk campaign

| Deliverable | Owner | Assigned | Priority | Completed? |
|---|-----------------------|------------|----------|------------|
| Review City's street cleaning contract for Jos. Campau. How often do they clean? See if cleaning sidewalks is included and see how it can be included if not. | Mara | February 5 | | |
| Discuss "Curb Sidewalk" Campaign w/ Andy and how we can make this applicable to the City. -create map of dda board member buildings -identify debris and trash -measure universally -target campaign to initiate more trash cans / trash pick strategies -fundraise or purchase more receptacles | | | | |
| Team up with Beautification Commission for Spring Clean-Up. -advertise everyone to come help: merchants, city employees | Mara as liaison to BC | February 4 | | |

Project 2: Advertise DDA and members via social media

| Deliverable | Owner | Assigned | Priority | Completed? |
|---|-------|----------|----------|------------|
| Advertise DDA and demonstrate what our goals are for this year and what we have achieved thus far -ad for clean streets: clean sweep day -ad for statement of purpose/goals for this year: if you don't like us, talk to us! -ad listing accomplishments | | | 1 | |
| Research successful templates that other cities use | | | 1 | |
| Develop messages and content to advertise | | | 2 | |
| Understand what biz to advertise (i.e. the DDA biz that want to advertise on FB page) | | | 2 | |
| Develop campaign on how to monetize advertisements on DDA FB page | | | 2 | |

Project 3: Building out DDA database and communication with DDA members

| Deliverable | Owner | Assigned | Priority | Completed? |
|--|---|------------|----------|------------|
| Ask Assessing department to send a list of all properties assigned the DDA 2 MILL and TIF | Mara | February 1 | 1 | Yes |
| Compare database and create database with Assessing info and Alex's info | Mara/Casey | February 1 | 1 | |
| Collect e-mail address and phone number | Phase 1: Group "ask a neighbor" Phase 2: Intern/ CED/ Marketing Committee? | | 1 | |
| Compile list of questions to understand DDA member needs (e.g. do they have an updated biz license?; how can the City/DDA support them?) | | | 2 | |
| Investigate group text tool (e.g. Expert Texting) | | | 1 | |

Project 4: Creating an end of the year annual report to measure growth

| Deliverable | Owner | Assigned | Priority | Completed? |
|---|-------------------------------|----------|----------|------------|
| Generate a list of projects that the DDA performed or planned during 2020 – 2021. This list can contain specific metrics such as # of snow shovel and quantity of trash collected, free parking, etc. | Vince (research budget) | | | |
| Create template of newsletter to input info | | | | |
| E-mail newsletter | | | | |

Project 5: Re-branding and re-working the DDA website

| Deliverable | Owner | Assigned | Priority | Completed? |
|--|-------|----------|----------|------------|
| Investigate how we can work within the budget and within the existing website to achieve the quality website | | | | |
| Review current website conditions | | | | |
| Draft idea of what we want to include in website. See Appendix A below. | | | | |

Potential DDA Website Layout

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