

# Organization & Promotion Committee Meeting Recap — July 14, 2021

- MML Microgrant:
  - The Hamtramck DDA should consider registering for its own LinkedIn account to further promote voting of the MML microgrant across social media — when resharing, re-tag the DDA so that its posting goes onto its thread and onto the 'walls' of any organization. you're sharing it with — [mbraciszewski@hamtramckcity.com](mailto:mbraciszewski@hamtramckcity.com) - Can your coordinator team assist us with setting up a LinkedIn account for the Hamtramck DDA?
    - Share the message as a 'post' and 'daily story' on personal Facebooks/Instagram accounts or organizational Facebook pages
    - Share the message as a web link via Instagram to further the visibility of the promotion (place the URL in your bio)
    - Boost the MML microgrant posting with \$20 of the approx. \$100/mo. the DDA has allocated to its digital promotions/marketing (DDA coordinators will assist with this)
    - Jessica Donnelly will reach out to the Hamtramck Review to ask its editor if they'll reshare/post about the MML Microgrant (she did and he agreed to help a little!)
    - Tim Price will reach out to Walter Wasacz to ask if he'll promote/reshare the MML Microgrant
    - Tim Price will reach out to Adriel Thorton at MoGo Detroit to ask if he'll cross-promote the MML Microgrant, He'll also reach out to Jason Hall (formerly of Slow Roll) to ask about cross-promotion
    - Andy Kopietz will reach out to bike activist groups on Facebook
    - Andy Kopietz will provide Joan and Dr. Golani with language and graphics to re-share with their personal and professional networks - Milo suggested committee members also text promotions and graphics to friends/family using their phones (great idea, Milo!)
    - Joe Louis Greenway could cross-promote the microgrant initiative - Andy Kopietz will reach out to Facebook account(s) and will ask!
      - Joe Louis Greenway, Wheelhouse, Tour de Troit, Bike Det.
    - Tim will reach out to Dos Locos Tacos in Hamtramck, Committee members should also consider asking other local Hamtramck Businesses to cross-promote the Microgrant to broaden its reach

- Joe Louis Greenway Update:
  - Mara attended the greenway press conference with Congresswoman Brenda Lawrence, the Mayor of Hamtramck, Alsamari, Lynn Blasey, Representative Abraham Aiyash, and Scott Benson
  - The press conference was oriented around the Federal House's approval of \$4 million, allocated from the CARES Act to fund the greenway which is now being scheduled for completion in 5 years; by 2025
  - The timeline for the completion of the greenway would be 2025
  
- Building a strong and effective sub-committee board:
  - Mara raised the need to build an effective board for this committee; one that reflects strong diversity, age, gender, race, and dynamic skill sets
  - Mara raised the topic of reviewing/establishing the committee's bylaws, via the Michigan Mainstreet Program's community development organization and baseline development checklist
    - [mbraciszewski@hamtramckcity.com](mailto:mbraciszewski@hamtramckcity.com) — can you please link that checklist/document here?
  - Mara pointed out that the Committee needs to establish its own mission statement and also take into consideration its social media plan and guidelines, originally developed by Andy Kopietz
    - Andy took several minutes to explain the [social media guide](#) of best practices and [social media posting schedule](#) he developed
  - Historic posts about the downtown DDA district have been scheduled by Mara and her team although, Mara points out that this is actually a long-term responsibility of this committee as soon, her summer staff will exit City Hall and human resources will once again become scarce
    - We need to hold the committee accountable and elect a person to manage the daily/weekly social media promotions; either everyone will share the responsibility or only a select few people
  - Mara also points out that as a committee, we must develop approaches to enlisting more volunteerism and support from the surrounding community; what kinds of approaches can we take to build a database of members with a variety of different skill sets and availabilities?
    - How might we reward those members from time to time?
    - What kinds of activities would we call upon volunteers to support?
    - What factions of the community should we reach out to?
      - E.G., artists, retirees, youth, etc.

- Michigan Main Street Training Series:
  - Andy Kopietz continued to encourage the committee to complete the curriculum for the Michigan Main Street Program's Training Series by or before the next DDA meeting, scheduled for July 21st at 6:05 PM
  - The purpose of these trainings is to guide the DDA as a whole to become a more effective and strategic planner of its downtown development, marketing, economic development, design, and programming.
  - The MMS training program is built upon a 4-point strategy that provides boards with the technical assistance to accomplish downtown revitalization efforts that have long-term, community-driven impact(s)
  - [A link to the program is here \(those interested must register\)](#)
  
- Recruitment of New Members:
  - Through a unanimous decision, the committee elected two new members into its ranks:
    - Jessica Donnelly (community resident, urban planner, community place keeper)
    - Timothy Price (event promoter, also sits on the Hamtramck Arts Commission)
  
- Attendance Record:
  - Members joined the call, remotely, via Zoom
  - An audio-only transcription/recording of today's meeting is [here](#)
    - Jessica Donnelly <jmoon8@emich.edu>
    - Milo R <miloreed@umich.edu>
    - Timothy Price <timprice313@googlemail.com>
    - Ahmad <ahmad@shopniceprice.com>
    - Joan Bittner <joabittner@yahoo.com>
    - Dr. Golani <[rxsmile2@gmail.com](mailto:rxsmile2@gmail.com)>
    - Andy Kopietz <[andy@gooddonedaily.com](mailto:andy@gooddonedaily.com)>
    - Mara Braciszewski <[mbraciszewski@hamtramckcity.com](mailto:mbraciszewski@hamtramckcity.com)>