

Hamtramck DDA Board meeting minutes

21 January, 2021 / 6:05 pm / Zoom meeting

Agenda

1. Call to order – **Mr. Szymborski called the meeting to order @6:11 pm**
2. Roll call (*1 minute*)
 - o Andrew Dow
 - o Lawrence Ingram
 - o Mark J. Hausner **Absent**
 - o Vincent Szymborski
 - o Dr. Shamiran Golani
 - o Joan Bittner
 - o Mayor Majewski
 - o John Grossi **Absent**
 - o Andrew Kopietz
 - o Milo Madole
 - o Jobeh Abdulaziz **Absent**
 - o Almad Al-Hasan

City Staff – Mara Braciszewski

3. Pledge of Allegiance to the Flag (*1 minute*)
4. Public Comment & Introduction of Public (*two minutes per person limited to DDA issues*) **None present**
5. Approval of Agenda – Add or Delete Items (*3 minutes*) **Motion by Andrew Dow, second by Almad Al-Hasan. All in favor, motion carried.**
6. Approval of Minutes – November 18, 2020 (*1 minute*) **Motion by Andrew Dow, second by Almad Al-Hasan. All in favor, motion carried.**
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) **Ms. Braciszewski gave the Board a brief background history and is looking forward to working with the Board in the future.**
- b. Review potential 2021 fiscal year projects. See Appendix A and B. (15 minutes)**The Board of Directors (BOD) discussed the attached ideas (see below) as to the merits of each idea. A summary of the discussion thoughts will be provided for the BOD shortly after the meeting for the purpose of agreeing as to a strategic direction for the balance of fiscal 2021.**
- c. Vote on 2021 fiscal year projects 2021. (20 minutes) *The Board discussed the pros and cons*
- d. Parks and Recreation Master Plan Public Comment (5 minutes)
 - i. Pope Park
 - ii. Veterans Park
 - iii. Alley park creation?
Ms. Braciszewski indicated that comments are due to Casey Copp and her by tomorrow as the plan will be presented on Tuesday January 26th to city council.
- e. Gateways Improvement Project (2 minutes)
 - iv. Jos. Campau & Carpenter
 - v. Jos. Campau & Hamtramck Dr.
The City has attained \$500,000 in CDBG dollars. Braciszewski will keep the Board updated on the Gateways project as needed.

SECTION II: OTHER ITEMS

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

ADJOURNMENT: **Motion for adjournment by V. Szymborski, seconded by Joan Bittner @7:29 All in favor, motion passed.**

Appendices

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: 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
 - 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. Street Maintenance and Beautification
 - 1. Snow Removal
 - 2. Street Cleaning
 - 3. 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
 - 1. List of Hamtramck, Wayne County and Michigan Business Incentives and Programs Available (e.g. OPRA; NMTC; IFTE)
 - iii. Available/ Vacant Properties
- f. Contact

Discussion points: Board

After reviewing the list of potential projects for the DDA to focus on this year, the DDA came up with the guiding statement “inspire people to come and be part of the DDA, and incentivize them to stay.” The designated projects of concentration are:

- 1) participate in a clean streets/sidewalk campaign;
- 2) advertise DDA and members via social media;
- 3) build out the DDA database and communication with DDA members;
- 4) create an end of the year annual report to measure growth and market success; and
- 5) re-brand and re-work the DDA website.

For further Board discussion, see below.

Andy Dow – Supports the investment into the website as well as marketing and communication improvement efforts. Also supported street cleaning. Also supported the better collection of data on our Merchant community. Right now, the lists are incomplete.

Ahmad Al-Hasan – Communication is the best star point. Improvements for Facebook page, text messaging efforts and outreach by the DDA. Mr. Al-Hasan also brought up the creation of a professionally developed “support packet” to assist those interested in starting a business or moving a business into the DDA / Hamtramck.

Also brought up the idea of an annual report whereby we establish goals, and hold ourselves accountable for the results. Many Board members liked this idea.

Also suggested an “open streets” day where streets could be closed off and merchants could offer their goods outside their stores.

Mayor Majewski – supported the idea of a package document

In discussing communication brought up the idea of “how the particular merchant got thru the COVID crisis” as a way to educate other merchants. This would be accomplished thru FB or other communication mediums.

Also brought up the idea of a scale map of the district. This could then be used for a variety of purposes including an overall map of available properties.

Milo Madole – Looked at the list of ideas in terms of what are basic needs vs. aspirational. He supported Facebook advertising, improving the website and street cleaning.

Dr. Golani- Dr. also supported more advertising opportunities.

Andy Kopietz – Supported advertising and general efforts to keep the DDA cleaner. He also supports more marketing and outreach as well as using a FB tool to digitally survey the district merchants, recommended to limiting it to a few questions.

Also brought up an idea around the vacant store fronts of “image your business here” using vinyl graphics attached to vacant stores. This idea morphed into doing it electronically