

City of Hamtramck  
Downtown Development Authority  
Organization & Promotion Committee Meeting

August 11, 2021 | 9 AM, EDT

Zoom meeting: <https://us02web.zoom.us/j/3133490007>

Meeting ID: 313 349 0007

## AGENDA

1. Introductions + role call
2. Welcome new DDA Coordinator, [Ross Querro](#)
3. Revisit the MML \$5,000 Microgrant. Spoiler alert: [we won!](#) Discuss/plan next steps.
  - o After we submitted the grant, MML had 2 questions for us. Here are the answers we shared with them:

■ How do you plan to promote using the bike racks/project in general?

1. The direct alliance of this project with the Joe Louis Greenway, the 27 mile green loop connecting the most diverse cities in Michigan, and the \$4 million federal initiative supported by Congresswoman Lawrence, will enhance the promotion of not only bike lane usership, but also the entire project.

The project and MML's support will be included in press releases answered by the City when discussing involvement in the Joe Louis Greenway, and other press conferences/marketing material.

The funding from MML and DTE will be leveraged into supporting the \$4 million project. Furthermore, the project will be promoted throughout all social media platforms: the City and DDA's Facebook account, City's newsletter, and the Commission's Facebook/Instagram accounts.

■ How are you selecting artists to compete?

1. The Development Authority Board of Directors, in partnership with the city's Arts and Culture and Beautification Committees, will co-develop and solicit a call for Hamtramck artists. Lynn Blasey, our Arts & Culture Committee Ambassador, will also tap into her professional background in community arts partnerships and personal relationships with local creators to rally inclusion and participation.

Awareness will be spread via word-of-mouth, low-cost printed flyers, 1 remote/Zoom info session (re-posted to the DDA and community Facebook pages), 1 in-person info session hosted at Oloman Cafe in Hamtramck, and through digital communications on the City's website and with our local media. Interested artists will submit their concept by drawing/coloring/painting their design on a diagram that features a standard U-Line bike rack as a template.

Upon the deadline for project submission, the DDA and the city's two aforementioned committees will host a joint meeting to review creative submissions. All eligible submissions will then be promoted across the city and DDA's social media channels, elevated with cross-promotional support from Hamtramck's small business community.

Residents of Hamtramck will have approximately 2 weeks to submit their votes (online). Those with the highest number of votes will be chosen as the winning artists. The top 3 artists with the most votes will receive stipends for their contribution and the remaining participants will receive honorable mentions. This project is semi-modeled after the City of Royal Oak's successful parking meter contest.

- Lynn/Tim — Discuss arts and culture commission involvement
  - How do we begin marketing/promoting? (Arts & Culture Comm.)
  - How/where do we hold public outreach events/digital info sessions?
  - Timeline for execution and report-back to MML on spend-down of funds
  - Comments/concerns/ideas? Assign roles, responsibilities, deadlines
- 4. Touch upon City's awarded AARP grant for multilingual comms/benches (Mara/Jessica)
  - Discuss the intersection between the Hamtramck grant and the capacity of the grant recently awarded to Eastern Michigan University - how might we support EMU and collaborate to build capacity between our two initiatives?
    - EMU Grant: Funds were awarded to temporarily transform a downtown alley in Hamtramck into a pedestrian-friendly route and community gathering space. Short-term project will help inform the final design.
- 5. Michigan Main Street Program; discuss methods for conducting analysis/inventory of buildings (commercial/mixed-use, etc.) across Hamtramck's Downtown corridor
  - Mara can briefly explain DDA coordinator findings with database project
    - Milo has an interest in tackling the inventory work but is on vacation; we'll pick back up on this at our next meeting, after he has returned
- 6. Discuss the Arts and Culture Commission for Hamtramck's subcommittee which is beginning its planning for the City's centennial (Tim)
  - There is a key meeting on Friday, August 13th
  - Determine who among the Organization & Promotions subcommittee can/will attend these planning meetings as a liason
- 7. Other questions/concerns?

## ZOOM MEETING

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