

Organization & Promotion Committee Meeting Recap

September 8, 2021, 9 AM–10:08 AM 

● Introductions + role call

- An audio-only transcription/recording of today's meeting is [here](#)
 - Jessica Donnelly <jmoon8@emich.edu>
 - Timothy Price <timprice313@gmail.com>
 - Ahmad Al-Hasan <ahmad@shopniceprice.com>
 - Andy Kopietz <andy@gooddonedaily.com>
 - Mara Braciszewski <mbraciszewski@hamtramckcity.com>
 - Milo Reed <miloreed@umich.edu>
 - Lynn Blasey <blaseyly@gmail.com>
- Absent:
 - Joan Bittner <joabittner@yahoo.com> (no notice sent)
 - Dr. Shamiran Golani <rxsmile2@gmail.com> (no notice sent)

● Revisit the MML \$5,000 Microgrant Planning

- Andy sourced/uploaded Royal Oak 'Meters Made Beautiful' application materials that we can model our own RFP requirements after; [the materials are located here](#)
- Per Mara's reminder/request, some committee members discussed removing existing bike racks
 - Everyone — Let's discuss and figure out the specific quantity and location of bike racks to be included with our RFP
 - Discussed adding more bike racks and evening out both sides of Canniff; how and where can we place the correct number to provide the greatest number of parking spaces for cyclists?
 - Mara suggests we move forward with including more artists in the competition by maintaining the existing bike racks that were once former meters
 - Committee took a vote – All members were in support of maintaining and enhancing the look, feel, and function of defunct parking meters turned bike racks
 - Ahmad raised personal concerns about the quantity and potential overabundance of these racks but

ultimately supports greater opportunities for cyclists and biking infrastructure along Jos. Campau)

- Prepare and finalize the MML project budget - Lynn, Tim, Mara
- Lynn is beginning to itemize and highlight costs for our project budget, [here](#), she also suggested that we include the following considerations in the budget:
 - Are we painting all (28 old + 6 new) 34 bike racks? This will affect the amount we budget for paint and sealer/protective coating.
 - Yes — we're upgrading all 34 racks and Lynn has accounted for this in her expanded budget
 - Does the city have a power washer? To prepare the surfaces for paint, they should be free of dirt, dust, and debris.
 - Yes, although there is not a consistent source of water (or power) along Jos. Campau so this responsibility may be relegated to participating artists
 - That all committee members include our time as "in-kind" donations so that we have a full picture of what this project costs moving forward and as we pursue larger projects in the future
 - Discussed artists' stipends and aerosol vs. brush-based paints — Mara advocates for using more brush-based painting supplies to give the artists more control over their finished works. Lynn agrees.
 - Milo raised the idea of moving forward with an artist "stipend" model that will help to address the cost and need for specific materials; I.E., select artists and ask them what supplies they need, instruct them to purchase materials, and then reimburse them with grant funds
 - Tim raises the possibility that volunteer committee members will need to set aside a minimum of 1 day of volunteers needed to address the sanding of the existing meters - we'll need to recruit people to help
 - Andy volunteered to pick up and deliver all materials, Mara volunteered to complete the order and shipment of materials once we've reached full budget approval with Tim and Lynn

- Timeline for the purchase of the new bike racks:
 - We'll host an interim meeting on September 24th
 - We'll review and launch the RFP package of materials for the public (Tim suggests this would be good to have in time for Dlectricity) by 9/28
 - Lynn has started to build an RFP 'Google' form
 - Lynn will share the promotional flyer that she used at the Labor Day event and expand on its information and details with Tim's assistance
 - Tim will assist with promotional materials and RFP development
- Andy will design bike rack template as vector outlines in Illustrator
- Mara says that the Department of Public Services will be installing the new bike racks
- Vinyl wrap cost research — Tim will research ancillary costs of Vinyl wrap graphics which would enable graphic designers who work digitally to participate in this process — Andy suggests sourcing vinyl material that works in all forms of inclement weather and that vinyl wraps be installed by/before the outdoor temperature drops to a certain level
- Prepare official RFP for Call for Artists - Lynn
 - Lynn will continue to improve and expand the details and requirements listed in the RFP application; Tim and Lynn will have a draft prepared by 9/24 for group discussion/review
 - Set future release date for RFP and application — Lynn & Tim will make suggestions of dates that we can use to drive the RFP promotion and recruitment process
 - Who will help promote RFP to local media partners, artists, etc.?
 - Andy / Tim — We can leverage the DDA's monthly stipend of \$100/mo to promote and accelerate posts across social media, to help attract artist participation
 - Set info session dates - 1 virtual/remote session, 1 in-person session;

- What dates are we planning to host these future sessions?
 - Lynn & Tim will address this in the RFP promotion and recruitment schedule
 - Ahmad raises the concern that we need to be more mindful of planning community projects without the involvement and feedback of the Hamtramck Small Business Community. We need to be intentional about our outreach and engagement. Andy supports this insight!
- Lynn/Tim — Report on Labor Day Arts Festival
 - Lynn says the promotion of the Organization and Promotions committee and InteRACKtive bike project was well-received; 30 people took postcards and flyers, and a large sum of residents scanned the information QR codes with their phones to learn more about the recruitment of artists, there was already 1 artist response
- Organization & Promotion Committee Mission Development
 - Milo & Ahmad will work collaboratively to draft language that defines our committee mission, vision, principles, and goals
- Michigan Main Street Program; discuss methods for conducting analysis/inventory of buildings (commercial/mixed-use, etc.) across Hamtramck's Downtown corridor
 - Milo & Ahmad will work collaboratively to oversee this process, Andy suggests that they follow up with Mara to learn about the DDA property/building database that was assembled by our summer DDA coordinators
- Discuss the Arts and Culture Commission's planning of the City's centennial
 - Tim and Lynn discuss the recent City Centennial Logo Design Contest
 - They're developing the RFP promotion and recruitment materials
 - Andy suggests that the DDA's Facebook page help promote the contest once promotional graphics and communications are ready to be shared
 - Tim and Lynn agree to e-mail DDA/Andy when materials are ready