

Organization & Promotion Committee — Meeting Recap

10/13, 2021, 9AM–10 AM ☀️

➔ Zoom meeting: <https://us02web.zoom.us/j/3133490007> / ➔ Meeting ID: 313 349 0007

● Introductions + role call — ✓ or ? or 🙋

- ✓ Jessica Donnelly <jmoon8@emich.edu>
 - ✓ Timothy Price <timprice313@gmail.com>
 - ✓ Ahmad Al-Hasan <ahmad@shopniceprice.com> — *had to leave early*
 - ✓ Andy Kopietz <andy@gooddonedaily.com>
 - ✓ Mara Braciszewski <mbraciszewski@hamtramckcity.com>
 - ✓ Ross Quero <rQuerro@hamtramckcity.com>
 - ✓ Milo Reed <miloreed@umich.edu>
 - 🙋 Lynn Blasey <blaseyly@gmail.com> — *sent notice of absence*
 - ? Joan Bittner <joabittner@yahoo.com> *no notice sent, absent*
 - ✓ Dr. Shamiran Golani <rxsmile2@gmail.com>
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● Review the MML Project: “Racks for Rides...” — Check-in:

- How is submission/enrollment going? — Tim/Lynn/Mara
 - Ross provided a report of social media metrics, and outreach
 - Andy suggested using \$20–\$25 of DDA funding to boost social media posting for ‘Racks for Rides’
- QR code stickers and voting form creation — Andy (working on it now and should have something to review with Tim by EOW)
- Mara to update the group on the order of bike racks and materials;
 - Public works installed 4 new bike racks on Jos. Campau
 - Committee updated primer to be spray-on primer over can/paintbrush primer
 - Committee updated artist compensation for primer/cleaning supplies to \$55
 - The committee included the cost of pre-laundered rags for participants to use to clean their bike racks
 - Mara suggests we update the survey to eliminate the submission of design concepts and downloadable templates; Tim/Andy agree to simplification of the application process
 - Tim will call MOSTEK painting to ask about spray-on primer paint
- Who will volunteer to attend the Michigan Bridge Builders ‘Story Telling’/ ‘Grant Reporting’ workshops, hosted by MML? — Doodle Pole Sign-Up
 - Jessica Donnelly volunteered to attend, Andy will serve as a backup in case she is no longer available

- Other committee-supported initiatives that we can engage with?
 - Revisit Ahmad's idea; I.E., surveying Jos. Campau Merchants to find out what resources/changes are important to the district — Ahmad/Team
 - Creation of a digital survey to conduct outreach/share qualitative survey questions? Good idea or bad idea? Who will manage this?
 - Mara points out that CED team is working on a digital survey that can be shared with Merchants for ongoing feedback about Community/Economic development improvements along Jos. Campau
 - Mara points out that CED is working on building a HubSpot database that gathers more merchant and resident information, enabling the DDA/City to reach out to businesses about important matters or with general communication notices — Andy smacks his head in a “duh, you definitely already told me that/are doing that” gesture. Mara + CED team rocks as usual <3
 - In what other ways can the committee assist with the promotion of the Merchant's meeting, scheduled to take place **Nov. 30, 6 pm–8 pm**?
 - Social media / flyer creation + promotion / phone banking; making calls to Merchants (personal invites) / text messaging / sending e-mails / etc.?
 - Tim mentions that the Committee should consider engaging in, supporting, and promoting the Small Business Saturday work that he is proposing should happen with Downtown Merchants; he is reaching out to representatives at Midtown Detroit, Inc. for more insight

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- Other to-dos, concerns, comments, questions?
 - Reminder to review Hamtramck DDA TIF Plan before next DDA Meeting
 - Milo points out that the DDA may need a brief update on what a TIF plan is to help self-educate
 - Andy agrees to send a note to Vince, asking that the TIF plan learning be placed on the next DDA agenda
 - Other topics not outlined above?
 - Jessica mentions her alley activation work and would like the committee's support promoting its information via the committee's digital communication channels (I.E., DDA Facebook page, etc.)
 - Dr. Golani raises her concern that the parking ticket and meter costs are unequal with those (not currently paid) in other areas of the city; specifically along Conant. How might she self-organize with other merchants to express their collective concerns to City Council and the Emergency Manager?
 - Milo conquered with comments made by Dr. Golani