

Organization & Promotion Committee — Meeting Recap

12/8/2021, 9 AM–10 AM ☀️

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

● Introductions + role call — ✓ (In Attendance) or ? (Absent) or 🛖 (Excused/Vacation)

- ✓ 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
- ✓ Ross Quero — rQuero@hamtramckcity.com
- ✓ Milo Reed — miloreed@umich.edu
- ✓ Lynn Blasey — blaseyly@gmail.com
- ? Joan Bittner — joabittner@yahoo.com
- ? Dr. Shamiran Golani — rxsmile2@gmail.com

● Review the MML Project: “Racks for Rides...” — Check-in:

- Wrapping up Racks for Rides/MMLF Grant Project:
 - Committee reviewed the project budget to determine how much of the MMLF funds were spent and unspent
 - Based on a budget review, the committee determined that approximately \$1,700 was leftover in the budget after project expenses (promotion) and gift amounts are accounted for (monies that go back to participants)
 - Committee agreed to purchase an additional 6 bike racks with additional funds left in the budget which will later be installed between Caniff and Holbrook Street in Hamtramck (particularly at/near the corner of Jos. Campau and Caniff and Jos. Campau and Holbrook)
 - Other areas for rack installation include(d) outside and in front of Oloman Café and in the alley(s) behind Jos. Campau to promote more bike infrastructure, analogous to the incoming Joe Louis Greenway.
 - Committee also agreed to provide gift amounts to every participant who entered the ‘Racks for Rides’ project, in the amount of \$70 (which excludes the top 3 award winner amounts previously committed; 1st place; \$600 / 2nd place; \$500 / 3rd place; \$400), based on funds left in the budget
 - Gifts and winner notice(s) will be announced once procedures and approvals for the use of funds have been confirmed with MMLF by Mara, DDA Manager, and associates at the City’s finance dept. Winners will be notified via e-mail and across the City’s social media channels.

- Milo/Tim will retrieve the 2 gallons of sealant (and related supplies) from MOSTEK, a local paint supplier. Milo mentions that the weather is expected to be in the 50-degree range this Saturday, 12/11/21, and suggests that Tim, himself, and/or Lynn complete the sealing of the racks along Jos. Campau. Milo agreed to front any costs related to the purchase of sealant for the time being (MOSTEK agreed to donate 1 gallon of sealant).
- Jessica asks Mara to please confer with the City of Hamtramck's Financial Department to enable the set-up of direct deposit for EMU's funds (related to the MMLF project) as well as any forms related to financial disclosure or monies. Mara will follow up with the City's Financial department to make sure attention is drawn to the matter.
- All Members — removal of all 'Racks for Rides' lawn signs between Caniff and Holbrook; who will help out with this?

- Other supported initiatives that were discussed:

- Mara reported out on last week's November 30th, Merchant's Meeting. The planning was successful and the turn-around was among the city's most attended, culturally, and racially diverse meetings. Mara and the team felt very supported by this committee and its contributions to the planning of the Merchant's Meeting.

- Other to-dos?

- Discuss the development of a communications campaign to promote our committee's efforts to establish the Michigan Main Street approach in conjunction with the broader Hamtramck DDA;
 - Asked all committee members in attendance to please familiarize themselves with the Michigan Main Street Program's approach to developing a community's campaign and strategy.
 - The committee will revisit the communications and campaign strategy at our next meeting
- Andy briefly reviewed the creation of the Organization and Promotion's Committee Google Drive folder.
- Andy asked each committee member to reach out to 3–5 potential volunteers who are free and interested in joining the Organization and Promotions committee before our next meeting; i.e., merchant business owners, local residents, experienced and or retired professionals, community leaders, institutions representing the Muslim community or the broader community across Hamtramck
- Andy proposed that the O&P committee meets bi-weekly (twice a month) instead of once per month (every 30 days). This will help to accelerate our progress as we gear up to co-develop the communications campaign and strategy. Andy will circulate updated calendar reminders and committee members who can, are encouraged to attend meetings twice per month as opposed to once per month.
- Tim asks Mara/Andy to set up a LinkedIn page for DDA. Andy will follow up with Mara and Ross about this action.