

## Organization & Promotion Committee — Meeting Recap

1/12/2022, 9 AM–10 AM ☀️

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

---

### 1. Introductions + role call — (In Attendance) or (Absent) or (Excused/Vacation)

- Jessica Donnelly — [jmoon8@emich.edu](mailto:jmoon8@emich.edu)
- Timothy Price — [timprice313@gmail.com](mailto:timprice313@gmail.com)
- Ahmad Al-Hasan — [ahmad@shopniceprice.com](mailto:ahmad@shopniceprice.com)
- Andy Kopietz — [andy@gooddonedaily.com](mailto:andy@gooddonedaily.com)
- Mara Braciszewski — [mbraciszewski@hamtramckcity.com](mailto:mbraciszewski@hamtramckcity.com)
- Ross Quero — [rQuerro@hamtramckcity.com](mailto:rQuerro@hamtramckcity.com)
- Milo Reed — [miloreed@umich.edu](mailto:miloreed@umich.edu)
- Lynn Blasey — [blaseyly@gmail.com](mailto:blaseyly@gmail.com)
- Joan Bittner — [joabittner@yahoo.com](mailto:joabittner@yahoo.com)
- Dr. Shamiran Golani — [rxsmile2@gmail.com](mailto:rxsmile2@gmail.com)

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

- i. Wrapping up Racks for Rides/MMLF Grant Project: 
  - 1. Ross notes that several individuals have requested gift amounts be mailed to them; Ross is tracking disbursements via the R4R spreadsheet of contact information. Andy will conduct e-mail and phone-call follow-ups with participants who have unclaimed gifts.
  - 2. Purchase of an additional 6 bike racks with leftover funds from microgrant; Ross mentions that we purchased the 6 bike racks and that we need to determine their placement and locations at a future meeting (most likely, after 2/9/22).
- ii. Milo /Tim — update; RE: 2 gallons of sealant (and related supplies) from MOSTEK — Milo delivered sealant to Lynn Blasey. Lynn has sealant but Andy will check in with Lynn to see if she was able to seal racks.
- iii. Removal of ‘Racks for Rides’ signs between Caniff and Holbrook; Andy removed a 1 sign, Milo removed 2 signs
- iv. Jessica / Andy — MMLF grant report. Andy will confirm the submission of the report to MMLF and e-mail its program manager, Grace.

### 3. Main Focus of Today's Discussion:

#### i. Discuss the development of a communications campaign to promote the Michigan Main Street approach in conjunction with the Hamtramck DDA;

1. Andy reviewed the 5 step communications strategy and process
2. Andy introduces the idea of conducting *two* facilitated "workshops" to help accomplish the goal of building out a definition of Hamtramck's MMS Program and materials. Andy will get these two dates on the calendar and circulate them:
  - a. **Proposed Meeting #1 – 1/26/22, 9am–11am**
  - b. **Proposed Meeting #2 – 2/9/22, 9am–11am**
3. Ahmad raises the concern; Does the DDA have the volunteer capacity, general foundation, collective will, and is it organized enough to be attempting to implement the Michigan Main Street program?
  - a. Should the DDA first focus on its broader activities of informing the public and educating it about what the DDA does and how merchant tax monies are spent to support the district (I.E., through an annual report; Ahmad shows examples of an annual report produced by the SW Detroit Business Association)
  - b. Ahmad asks: Should the DDA first focus on surveying and identifying its stakeholders, their needs, and building/completing its business inventory?
  - c. Ahmad asks and raises his concern: does the MMS Program have the budget to facilitate its own implementation and programming. He is concerned that MMS has no place to begin without funds. Andy points out that the goal of the Organization and Promotions committee is to organize volunteerism and to raise funding through the relationships it builds with public and private entities. This would enable to MMS program and more broadly, the DDA, to subsist off of more than the DDA's annual tax collection/mils, and amplify its efforts.
  - d. Andy acknowledges Ahmad's point and highlights the CED team's efforts to build a CRM and business inventory database. Andy also highlights the efforts of the Hamtramck MMS Program and DDA as being related. Essentially our MMS Program will steer the actions and efforts of the Broader DDA, assuring that it is accountable to its goals while, at the same time, dividing labor between the Organization and Promotions committee.

- e. Andy opens the discussion up the whole committee and asks for each member's opinion about Ahmad's concerns;
  - i. Milo supports MMS Program implementation and believes its formation will hold DDA accountable to its goals and responsibility to its Merchants
  - ii. Jessica supports MMS Program implementation
  - iii. Dr. Golani struggles to remain engaged and participatory due to the remote nature of the DDA and Committee meetings but also supports the MMS Program Implementation as a long/short-term goal.
  - iv. Tim supports MMS Program implementation
- f. Ahmad suggests: that the committee and more broadly, the DDA, consider hiring a freelance outreach coordinator who can facilitate the activities of the DDA and the actions of its sub-committees. Ahmad references a similar short-term effort implemented by the SW Detroit Business Association that took the same approach and completely ratified (for the better) its use of funds, outreach to its business community, surveying, and a build-out of its own business inventory.
- g. The role of the DDA manager (and team) is to split time between the DDA and the Community and Economic Development work for the City of Hamtramck. The CED work is a time-consuming undertaking, Jessica, Ross, and Ahmad all note. Andy supports this conclusion.
- h. Hiring a temporary outreach coordinator could amplify DDA's efforts. The coordinator could be paid for their time and expertise (pending DDA board approval), and help to drive the transformation of the DDA through its implementation of the MMS program.
- i. Through these efforts, once public and private partnerships are formed and a donation strategy is laid in place, the coordinator would help DDA reach solvency, and then MMS Program could hire a full-time director to manage its programming and day-to-day goals.
- j. Ahmad offers to put together an agenda item for the next DDA meeting that is solutions and budget-focused. This discussion would help by educating other DDA members and facilitating a vote to put together a scope of work and position so that we can potentially hire an outreach coordinator.
- k. All present committee members support this action.

## ✨ Other supported initiatives / Updates ✨

- ii. Andy mentions the induction of Amr Alhalemi of Best Deal Furniture into the DDA
- iii. Andy mentions that Tim set up a LinkedIn page for DDA. Andy mentions that the City Manager is deciding whether or not volunteer committee members will be allowed to manage the DDA LinkedIn page.
- iv. Update from all Members — Andy encourages all committee members to continue to reach out to eligible volunteers who have the bandwidth to join the organization and promotion committee.
  1. Andy notes that it's important that the committee ensures that its membership actually reflects the make-up of our city and notes the need to recruit Bengali, Yemeni, and other Muslim members of the Hamtramck community. The more inclusion and diversity of experience, skill, and walks of life, the better!
- v. Ahmad raises his concern about in-person attendance during DDA's next meeting. The state of Michigan has not yet updated its policies on the Open Meetings Act. Ahmad mentions that the City of Detroit overturned the state's decision and is keeping its municipal and governmental meetings remote to promote health and safety.
  1. Ahmad asks for Andy's support in reaching out to the Hamtramck City Manager to discuss having Hamtramck follow Detroit's lead and resume all remote meetings. Andy supports and will follow up with Ahmad via e-mail.

**Committee Meeting Adjourned – 10:12 am EST**