

Organization & Promotion Committee — Meeting Recap

4/6/2022, 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

Timothy Price — timprice313@gmail.com

Karolynn Faulkner — kfaulkner@hamtramckcity.com

Ahmad Al-Hasan — ahmad@shopniceprice.com

Andy Kopietz — andy@gooddonedaily.com

Milo Reed — miloreed@umich.edu

Lynn Blasey — blaseyly@gmail.com

Joan Bittner — joabittner@yahoo.com

Dr. Shamiran Golani — rxsmile2@gmail.com

2. Jon Barth, JB Associates Consulting — discussion of how to deploy Jon's team to assist the Organization and Promotions Committee

i. What activities should Jon's team focus on in the near term? Some Ideas:

1. Merchant survey of the local business community; assess Merchant needs and develop a picture of what is going on in the business community right now (I.E., what do people need and how do they want DDA monies to be spent?)

a. Joan — mentions the idea that the district always seems to know what they want; promotions, street cleaning, etc. Why are we asking Jon to help us with these functions?

i. Shows an on-screen map of the district to the committee

ii. Should we be promoting a more positive image of the DDA district? I.E., as in the American Express project. Its findings: for every dollar spent in a community, 67 cents returned back to businesses

iii. Joan mentions that we need a list that makes up the DDA revenue as a means to define the DDA district — let's reach out to Kathy and Karolynn at CED to find the information pertaining to the district.

1. Milo is happy to e-mail Kathy to track down a list of businesses and DDA boundaries

- b. Milo — how much would it cost John to help the DDA and the committee build out our Hubspot database? Milo mentions that there is a high priority for the DDA to demonstrate its value and reinforce its identity to the community
 - i. Milo likes the idea of getting out on the street to meet with business owners and going door to door to meet them and introduce the DDA using printed literature
 - ii. Milo asks: what are the boundaries of the DDA district? (Joan holds up an old map of the district)
 - iii. Should we develop a one-pager of DDA information that makes it easier for people to understand what the DDA does; mission, vision, map of the district, some things the DDA has accomplished in the past, a short questionnaire
 - 1. Andy agrees to start a draft for the 1-pager
 - iv. Milo mentions that the DDA district, according to Chapter 153 (DDA, City Ordinance) is defined as Carpenter St. to Denton St.
 - v. The committee agrees to reach out to JBA to arrange a meeting on *Tues., 4/12 at 9 am*
- c. Ahmad — mentions that communication is our number one goal within and to the community. Mentions that we should give merchants the parking meter resolution and then take materials to Merchants to survey and update merchant needs and the business inventory
 - i. Ahmad would like to have Jon start to complete the Hub Spot and business directory, using a merchant survey approach that would also help us gather correct contact information (phone numbers and email addresses)
 - ii. Ahmad would like Jon's team to co-create a district map and list of eligible businesses within the DDA district
 - 1. Ahmad suggests that JBA should help to develop the listserv/text messaging communication system as a tool to send notices to the merchant community, about major events, crime and safety occurrences, volunteerism needs, etc

- iii. Ahmad proposes the idea of canvassing different blocks of the DDA district as an activity that the entire DDA can share and undertake.
 - 1. Ahmad mentions that this would be a smart idea so that we expand our efforts beyond the resources available to this organization and the promotions committee
 - 2. Ahmad asks Andy to add the canvassing idea to the DDA's monthly agenda
- iv. Ahmad suggests sharing 'meet your board member' notices on the DDA's Facebook page -
 - 1. Ahmad would approve a small sum of funding to help with post promotion and amplification of these social media posts
- d. Andy — Andy responds to Ahmad. Mentions that it would be smart to produce a map in a printed/analog format, include business listings, and contact info, and package it into a newspaper format that can also double as a quarterly or annual report.
 - i. Printed maps would be dropped off with businesses all across town and periodically updated throughout the year to communicate with the merchant business district.
- e. Tim — Tim mentions that business merchants want to know what the DDA does?
 - i. Tim suggests that the committee should be meaningfully investing in social media promotion and communication
 - ii. Tim mentions the success of the Hamtramck Arts & Culture Commission work; the DDA InsideOut program and other arts-based projects that lead visitors from Midtown, Detroit into Hamtramck to experience artists' works.

ii. ✨Take-Ways & To-Dos✨

- 1. Andy — Start a google doc that is a 1-pager of DDA and Committee specific information; mission, vision, district boundaries, board members, projects, and accomplishments, and ways to get involved
- 2. Andy — Reach out to Jon Barth to schedule a meeting for *Tues., April 12 at 9 am* (1-hour in length)
- 3. Andy — Produce meeting minutes recap (i.e., this document)
- 4. Andy — Reach out to Tim Price to schedule a time to discuss DDA social media promotion strategy