

Organization & Promotion Committee — Meeting Recap

7/13/2022, 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@googlemail.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

The meeting begins at or just after 9:02 am.

Agenda:

1. Jon Barth, JB Associates Consulting — Jon will provide a brief update on his team's findings; I.E., conducting outreach and surveying the DDA Merchant district.
 - JB Associates presented a summary of its findings so far; confirmed the expansion of its team by adding two Bengali-speaking outreach coordinators who are also natives of Hamtramck.
 - Outreach coordinators will continue to visit the Joseph Campau corridor to conduct building inventory assessment(s) and qualitative merchant surveying.
 - Coordinators are on-site on Joseph Campau 1–2 days per week.
 - Tentative goal for completion of JB Associates outreach efforts: Sept. 2022.
 - Merchants have been eager to discuss concerns and insights with outreach coordinators; I.E., municipal parking (and parking fees/fines)
 - Merchants have (so far) conveyed their support of improvements along Joseph Campau: improved landscaping/planter boxes, improved public safety (police patrols, bike patrols, security cameras), traffic calming, improved marketing, communication, outreach, and the use of low-cost/high-impact murals as a placekeeping tool to draw visitors to the Downtown (Lynn supports this idea)
 - JB Associates shared a 'Re:Grid' analysis of the real estate parcels along Joseph Campau and how capturing information about each building's origins and ownership can eventually be funneled back into the DDA's HubSpot CMS.
 - Dr. Golani — asks how far coordinators have reached along Campau; to Carpenter St.? JB Associates: "Not yet, but working on it."

- Tim Price — asks if our outreach and qualitative survey questions center on Merchant expectations for facade and building improvement resources? JB Associates: “Not at this time.”

Lynn Blasey — Offers her contact information in the case concerned residents want to discuss the maintenance of the perennials and landscaping along Joseph Campau, for which DDA provided funds to Lynn, who oversees its upkeep. Milo Madole offers Lynn the use of his building’s water spigot so that she can fill containers and water the planters. Lynn estimates that perennials will continue to expand and grow but will not look abundantly filled in for at least 3 or 4 more years. Lynn explains that the planters on Joseph Campau were filled with flowers donated by local Hamtramck residents (perennials culled from individual’s and family’s gardens.

- Karolynn highlights her role in working with other City Departments on compliance and code enforcement (for Merchant-owned businesses), the need for improved signage and indicators for the City’s parking meters, and suggests that she will set up a meeting to see where alignment between the DDA, City, and CED can intersect to improve communication and the execution of goals for the Downtown business district. Andy and Milo express their support and ask if they can be involved in future meetings between Karolynn and City departments. Karolynn also mentions her intent to re-write and publish a ‘How to Park Downtown’ page on the City’s website.

2. Michigan Main St. Initiative — Andy will review a recent meeting he participated in with MEDC and CED/DDA’s from across Michigan (“*Building Support for Main Street*”); discuss the assembly and submission of Hamtramck’s Main Street proposal to MEDC (I.E., when is the deadline for application submission, what is the process like, and what would the Organization & Promotions Committee need to do to accomplish these goals? Does the committee support participating in this program?)

- REMINDER: Benefits of the Main St. Program?
 - *Protecting and strengthening the existing tax base*
 - *Creating a positive community image*
 - *Creating visually appealing and economically viable downtown buildings*
 - *Attracting new businesses*
 - *Creating new jobs*
 - *Increasing investment in the downtown*
 - *Preserving historic architectural resources*
 - *Tailoring to specific community needs*
- Andy Kopietz explains the Michigan Main St. program, its origins, purpose, and investment of volunteer hours.
- Andy mentions his meeting with CEDs/DDAs across Michigan; many local and extended Michigan communities are in a similar financial situation and, like Hamtramck, overcame their lack of resources to complete an MMSP application.

- Hamtramck's DDA could join the MMSF and utilize its framework to accomplish its goals (see bulleted list above). The program provides structure, guidance, resources, and mentorship and is a slow build that can happen at the scale and speed of a DDA (and/or its board)'s natural growth.
 - Andy mentions that the program is rigorous in its requirements and that compiling and applying will take time if the DDA is to make the 2023 deadline (date TBD). He suggests that the committee consider hiring (with Ahmad's approval/insights accounted for) JB Associates to help construct and navigate the application design and submission process.
 - Milo/Tim/Lynn — Express their collective support.
3. Committee member report; sharing of any critical information or upcoming events
- Andy encourages the committee and adjacent DDA Board Members to voice their concern that the City takes into account the needs of a thriving Downtown and that it hire a suitable city manager replacement who embodies this approach.
 - Lynn points out her support for hiring an effective and Main St. focused City Manager. Lynn mentions that the City voted to place city management into the hands of *Max Garbarino* (in an interim capacity). Lynn mentions that the City seeks to partner with the Michigan Municipal League (MML) as a consultant to find and hire the next City Manager for the City of Hamtramck.
 - Milo/Andy suggest that the Hamtramck DDA should draft a resolution that puts into writing a list of requests that the DDA advocates for in the role of the next City Manager. This is a moment to respectfully insert ourselves into the hiring process and speak up on behalf of the Merchants who make Joseph Campau's business corridor a destination.
 - Milo asks if JB Associates can add to its outreach survey a qualifying question for Merchants about their feelings/requirements for the next City Manager. John/Andy suggest this question remain simple but open-ended and not too leading.
 - Tim mentions that the City of Hamtramck will be included as a destination during 'Detroit's Month of Design' programming and affirms his support. Andy offers to represent the City of Hamtramck as a DDA member during the 'Month of Design' in whatever capacity Tim would find useful.

The meeting concludes at or just after 10:20 am.

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