

City of Hamtramck Downtown Development Authority Board Of Directors Meeting - Meeting Minutes

Wednesday, December 14, 2022 • 6:05 PM
Conference Room (3rd Floor, City Hall) • Hamtramck City Hall, 3401 Evaline St.

Mission Statement: The City of Hamtramck's Downtown Development Authority supports people, projects, and partnerships that further the economic growth and stability of a thriving Hamtramck.

1. CALL TO ORDER: 6:15 PM

2. Roll call (TBD): (In Attendance) / (Absent)

- Mayor Ghalib / Ahmad Al-Hasan / Milo Madole / Andrew Kopietz / Shamiran Golani / Joan Bittner / Anwar Hassan / Karen Majewski / Andrew Dow

3. Pledge of allegiance to the flag: Completed

4. Public comment (3 minutes per person limited to DDA issues); N/A

5. Approval of agenda: 1.) Add an announcement from the Arab American women's business council, 2.) Add a discussion topic for the new restaurant guide for Joseph Campau St.

- Ahmad** motions to approve the additions to the agenda, **Joan** seconds the motion, the motion carries, and **Karen** confirms the motion.

6. Approval of minutes

- November 16, 2022: **Milo** motions to approve the minutes, Karen seconds the approval of the minutes, motion carries

SECTION I: AGENDA ITEMS – For Discussion/Action/Information

- **Treasurer's Report** — Staff & Milo Madole will share a report of the DDA's financial metrics.
 - The city is actively seeking a CFO; City is re-hiring a financial consulting firm to fill the CFO role.
 - DDA owes Yemeni American Chamber \$500
 - Facade grants have been paid to businesses that applied for them
 - Street banners for the centennial have been paid
 - WDET radio ads for the Hamtramck music festival have been paid
- **Michigan Main St. Program** — The Organization & Promotions Committee members will share an update about the program with the DDA board.
 - Ahmad** — Briefly touches upon the Michigan Main Street Program and uses the next DDA Merchants Meeting to introduce the topic to Merchants and local small business owners along Joseph Campau St.
- **Merchant Meeting planning** — CED staffer will report on event planning to the DDA.
 - Andy** shares an update with the group; a breakdown of the planning discussion for the next Merchants meeting can be accessed [here](#):
 - Outreach; promote the DDA in local **Hamtramck Review** and press
 - Ahmad** suggests reaching out to Crain's Detroit Business, Detroit News, and Freepress to promote the DDA's identity to a broader audience and bring in potential businesses and individuals from outside of the city
 - Ahmad** asks if the board has a contact in the journalism field who would come and cover the DDA merchants meeting; **Andy Dow** offers to make a phone call to stoke interest

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- iv. [Axios Detroit](#) or [Hamtramck Review](#) are local media contenders
 - v. Announce merchants meeting at next city council meeting
 - vi. Invite [Stephanie Chang](#), state representative for the Hamtramck area, to meeting
 - vii. **Alexis** may be able to facilitate and emcee the event; **Ahmad** will be a secondary backup for facilitating the event.
 - viii. Start the Merchants meeting at 6 PM; the meeting carries on until 8 PM on Thursday, March 9th, at [Main Street Cafe](#) (unless the cafe's owners aren't able to be present at the event, in which case, we may have to move the venue location (TBD))
 - ix. Event budget for flyers, promotions (digital and print), and automated calls and text messages - Up to \$1,000–\$1,500 can be optionally approved for promotions and event planning by the organization and promotions committee.
 - x. Sponsorship levels for businesses that support the merchants' meeting; project or print logos large to thank and acknowledge business sponsors (\$50–\$100 sponsorship, \$250, \$500 max)
 - xi. Hire a photographer to document the event (a few hundred dollars; suggestion from **Ahmad**)
 - xii. Channel 19 can potentially feature/cover the Merchant's Meeting, a suggestion from **Joan Bittner**
 - xiii. **SEMCOG** has also called the city and offered to help promote local small businesses with filmed "shop local" videos - [SEMCOG](#) with visit businesses on-site
 - xiv. **Ahmad** suggests hosting the Merchants Meeting at the Hamtramck Historical Museum instead; Board will continue to deliberate on location; the possibility of finding a new venue with expansive parking is raised; potentially hosting the meeting at Azal's or Ukrainian Museum or Remas Restaurant (DDA will develop a budget for food)
 - xv. **Milo**, **Ahmad**, and **Tim** volunteer to conduct site visits to potential locations for Merchants' Meetings
- **Small Business Saturday update** — **Tim Price** will share about the [Small Business Saturday](#) event and online marketing and promotion that took place up to and on November 26, 2022.
 - The event was successful; it had a strong impact and business support; good grassroots energy; went through over 80 bags of distributed goods and swag; **Tim** mentioned that the local thrift stores on Campau thought about trying to promote a small business thrift/alley event;
 - **Tim** mentions coordinating a small business Ramadan event at some point in the future; the overall energy of the event was inclusive and representative; social media promotions of small businesses online were strong (cover of places like Book Suey and some of the new merchant businesses were featured);
 - **Tim** mentions a local campaign that is successfully promoting the community via social media ("[Connect Hamtramck](#)") - the campaign uses a hashtag: "[#ConnectHamtramck](#)"
 - **Karen** mentions that the City has Paczki Day and the Paczki Run and that both events require promotion to heighten awareness.

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- **New Restaurant Checklist** — discussion of a new regulatory checklist
 - **Reuben /Karolynn** shares a copy of the restaurant licensing and health department compliance one-sheeter; the document helps new and prospective food businesses navigate approval of permitting to become a certified food business in Hamtramck
 - The document discusses steps, relevant departments, state regulatory matters, and general compliance tips for entrepreneurs and small business owners
 - i. **Karolynn** suggests placing the new one-sheeter in a visible place, inside of city hall, near the building department
 - ii. **Board** discusses different ways that the document can be improved in its information design
 - **Reuben** suggests that he can also create a regulatory guide for food trucks

- **SECTION II: OTHER ITEMS**
 1. **Public comment & introduction of the public** (*3 minutes per person limited to DDA issues*)
 - N/A
 2. **Chairman's Report (2 minutes)**
 - **Ahmad** thanks the board for allowing him to serve the DDA over the last year
 3. **Member's Report (5 minutes)**
 - **Joan** — thanks **Milo** for commissioning local portraits of business owners as a part of a new building facade and installation project on his new building; **Joan** shows artistic renderings of her and her husband's portrait.
 - **Karen** — **Detroit History Tours** did a 3 week (shopping) tour of various businesses in Hamtramck (Tekla Vintage, The Polish Art Center, etc.) and spoke about their business activities.
 4. **Staff Announcements**
 - DDA Trash Study In-Progress
 - **Karolynn** — doing a trash study of the community; **Max Gilingas**, the project runner, was asked to study where the trash comes from and how it accumulates within the DDA district; Max is producing the report and will share it with the board in January. If we have the data to understand the District's volume of trash, the DDA may be able to secure a grant for more trash receptacles and collection activities.
 - Joe Louis Greenway Updates (Planning study for Alleyway, Consulting firm and public outreach for alleyway, and business survey updates)
 - Moving forward, **Karolynn** recommends writing into future greenway grant programming that we include "community outreach" and "communication" about critical changes to public space and public space planning that disrupts business operations; the area south of Holbrook St.; Hamtramck City Market has been impacted by the Greenway's emergence b/c of the one-way streets; **Karolynn** met with SEMCOG to generate ideas to relieve parking and traffic issues for the business.

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- A community outreach contract for public space planning and design for the greenway was awarded to [Spalding DeDecker](#) (Bold Studio)
- **Arab American Women's Business Council;**
 - The organization supports Arab American women-owned businesses; got a \$60K grant from [NEI](#) (have to spend money over 2 years on at least 200 businesses both at home and in the community)
 - The organization wants to offer women business owners technical resources and assistance to grow their business capacity; the organization is there to connect women, and business owners, to the [NEI](#) and will provide language translation.
 - They're also open to accepting Bengali and male-owned businesses
 - They've hired a full-time coordinator to extol the virtues and resources of the program; the DDA will invite the coordinator to speak at one of its future meetings

5. ADJOURNMENT: 7:40 PM

- [Karen](#) motions to adjourn the meeting, [Joan](#) seconds the motion, motion carries

PLEASE NOTE: This notice is posted in compliance with PA 267 of 1976 as amended (Open Meetings Act), MCLA 41.71 a (2)(3), and the Americans with Disabilities Act (ADA). The city of Hamtramck will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting to individuals with disabilities at the Meeting or Public Hearing upon 10 days notice to the City Clerk's Office. Individuals with disabilities requiring auxiliary aids or services should contact the Hamtramck City Clerk by writing or calling the Clerk's Office at (313) 870-0343.