



East Dearborn Downtown Development Authority MINUTES

East DDA Board Meeting
May 21, 2025; 10:00 AM

Henry Ford Centennial Library, Room M15
16301 Michigan Ave, Dearborn, MI 48126

MEMBERS PRESENT: Director Kamal Turfeh, Vice-Chair Jay Kruz, Director Jennifer Lorenz, Director Zaineb Hussein, Director Mariam Jalloul, Director Siham Said

MEMBERS ABSENT: Director Hamzah Nasser, Mayor Abdullah Hammoud, Director Debra Guido-Allen, Director Rana Saad

NON-MEMBERS PRESENT: CITY OF DEARBORN: Laura Aceves- Sanchez (ED), Rebecca Schultz (Legal), Courtney Skora (Finance), Adel Al-Adlani (ED), Amanda Sancen (ED), Lara Rayshouny (ED)

GUESTS: None.

1. CALL TO ORDER

Director Jay Kruz called the meeting to order at 10:12 am.

2. ROLL CALL

A role call for Board Members was called. A quorum was present.

3. APPROVAL OF EDDDA MINUTES

A motion to approve the East DDDA meeting minutes of April 16, 2025 was made by Director Zaineb Hussein, seconded by Director Kamal Turfeh. The motion passed unanimously. Minutes approved.

4. REVIEW AND FILING OF TREASURER'S REPORT

Courtney Skora from Finance (City) reviewed the financial statement for April 2025. Revenue to date totaled \$1,147,950. Total expenditures were \$743,636. The equity in pooled cash position equals \$2,037,507 and it is estimated the EDDDA's cash position at the end of the fiscal year will be \$1,319,843.



5. EDDDA ACTION ITEMS

- a. **Resolution ED 25-05-01:** The EDDDA approves the resignation of Director Debra Guido-Allen from the EDDDA board. The motion was made by Director Zaineb Hussein and seconded by Director Kamal Turfeh. A voice vote passed unanimously. Motion approved.
- b. **Resolution ED 25-05-02:** The EDDDA authorizes the reallocation of \$3,159 to the General Market account as detailed hereby: \$300 from Dearborn Art Month, \$427 from Fall Festivities, \$500 from Shop Dearborn, \$715 from Coffee Crawl, and \$1,217 from Photography. The motion was made by Director Kamal Turfeh and seconded by Director Jay Kruz. A voice vote passed unanimously. Motion approved.
- c. **Resolution ED 25-05-03:** The EDDDA authorizes and approves the allocation of \$6,000 from the funds designated for the Peace Park East planter project under “Community Promotions” account to the Peace Park project V02023. The motion was made by Director Zaineb Hussein and seconded by Director Kamal Turfeh. A voice vote passed unanimously. Motion approved.
- d. **Resolution ED 25-05-04:** The EDDDA approves the allocation of \$5,000 from the Dearborn Restaurant Week funds to hire a qualified social media marketing contractor. This contractor, to be selected by DDA staff and approved by Corporation Counsel, will develop and execute a comprehensive marketing campaign aimed at promoting food-related businesses within the East DDA. The motion was made by Director Zaineb Hussein and seconded by Vice-Chair Jay Kruz. Director Kamal Turfeh voted no but a voice vote passed based on majority. Motion approved.
- e. **Resolution ED 25-05-05:** The EDDDA Board of Directors approve the meeting schedule for the 2026 calendar year, as presented by Economic Development Department staff. The motion was made by Director Kamal Turfeh and seconded by Director Zaineb Hussein. A voice vote passed unanimously. Motion approved.
- f. **Resolution ED 25-05-06 :** The EDDDA adopts the FYE2026-28 budget as adopted by the City Council on May 6, 2025 for FYE2026. The motion was made by Director Kamal Turfeh and seconded by Director Jay Kruz. A voice vote passed unanimously. Motion approved.



6. DISCUSSION ITEMS

- a) **Trash Can Options Discussion:** Economic Vitality Manager, Laura Aceves-Sanchez, provided an update on two trash can options,, as there is a need for further research into reducing the cost of one of the options or selecting the more cost-efficient option.
- b) **Banner Design:** Economic Vitality Manager, Laura Aceves-Sanchez, also provided an update on the banner design in both languages, English and Arabic. Board members provided their feedback on various aspects such as the font, direction of writing, color, adding calligraphy, etc.
- c) **Light Post Replacement Project:** The EDDDA Business Liaison, Adel Al-Adlani, provided an update on the Light Post Replacement Project, including Phase one and the vision for Phase two. A walking tour with the DTE team is scheduled towards the end of the current month to review Phase 1 work before moving forward.
- d) **Amendment to the Bylaws (First Reading):** Economic Vitality Manager Laura Aceves-Sanchez provided an explanation of the legal department's recommendation to amend the bylaws.

7. DDDA ACTIVITY UPDATES

- a. **Business Liaison Updates & Data Reporting:** Business Liaison, Adel AlAdlani, provided an update about a grand opening that will take place for a new business called Anwar House of Therapy that will be on June 13th at 5pm.
- b. **Events Update:** The Special Events and Outreach Manager, Amanda Sancen, provided an update on Downtown Dearborn movies that have been chosen: Mufasa, Despicable Me 4, and Sonic 3. The first movie is scheduled on June 26th. Agreed with some partners to provide coffee and popcorn for kids.

8. CITY UPDATES

None.

9. CALL TO BOARD

None.

10. CALL TO AUDIENCE

None.



11. ADJOURNMENT

A motion to adjourn the meeting was made by Director Kamal Turfeh at 11:17 AM and seconded by Vice-Chair Jay Kruz. A voice vote was passed unanimously. Motion was approved and the meeting was adjourned.