

# DLI Board Retreat Meeting

May 8, 2025 | 4:00 pm

300 S. Washington Square Ste. 100, Lansing, MI 48933

Board Members Present: J. Estill, J. Hinze, J. Pugh, K. Tomac, K. Dorshimer, J. Flores, J. Durham, N. Thompson-Frazier

Board Absent: A. Rusek

Board Advisors Absent: Peter Spadafore, Samantha Benson

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Staff Present: Cathleen Edgerly, Mario Gonzales, Audrey Brayton

Guests: Kate Litwin and Gary (Local resident)

## Board Retreat Recap Notes:

1. Call to Order: Meeting called to order at 4:05 p.m.
2. Introductions: Board introduced themselves and role, connections to downtown for context with our Facilitator as well as incoming staff member.
3. Discussion of Strategic Plan, Goals and Priorities:

### Strengths:

- Creating moments
- Dreaming big
- Creating a buzz
- Systems and policies
- Connecting the parts
- Bringing the joy
- Expansion of community events
- Positive feedback honoring our diversity
- Common focus

*Goal #1 Foster Downtown as an Energetic, Dense and Walkable Residential Neighborhood.*

### Short-Term Priorities

- Be the convener of conversations
- Work with developers on transforming vacant office/retail space into residential
- Create and implement use of "The Pitch"

### Long-Term Priorities

- Embrace and enhance development that is coming
- Use estimating and forecasting for long-term planning
- Ongoing marketing of amenities

***Goal #2 Nurture a Vibrant, Diverse and Robust Business District.***

Short-Term Priorities

- Develop and implement a formal recruiting system
- Collect data needed to improve vacancy rates

Long-Term Priorities

- Work with other organizations/agencies to improve vacancy rates
- B to B marketing of "The Pitch"

***Goal #3 Cultivate Active and Welcoming Public Spaces***

Short-Term Priorities

- Calendaring and early notification of events
- Work with other organizations/agencies to increase greenspace options

Long-Term Priorities

- Activation of the River Trail
- Work with other organizations/agencies to maintain public spaces
- Work to grow audiences at all events

***Goal #4 Build Sustainable Funding for a Sustainable Organization.***

Short-Term Priorities

- Explore and determine potential fundraising staff member/contract options
- Improve Lansing EEC and DLI relationship

Long-Term Priorities

- Investigate expansion of boundaries
- Secure ongoing long-term funding mechanisms

4. **Review:** In closing the consultant, board members and staff reviewed Next Steps and actionable items, our influence and roles, as well as Pitch Discussion with various Board members and staff.
  
5. **Motion to Adjourn:** Motion to Adjourn by J. Durham at 7:05 p.m. Second by K. Dorshimer. Motion to adjourn at 7:05 pm.