

DLI Board Meeting

September 11, 2025 | 11:30 am
215 S. Washington Square Ste. 100, Lansing, MI 48933

Our Mission

Downtown Lansing Inc. is dedicated to strengthening and nurturing the culture, health and sustainability of our Downtown district.

Agenda

1. Call to Order

2. Citizen's Comments (items not on the agenda)

The public may comment for up to three minutes.

3. Correspondence:

4. Consent Agenda Approvals

- September 11, 2025
- Minutes from July 10, 2025 – August meeting was cancelled
- Committee Reports
- July and August Monthly Financials – J. Durham

5. Old Town Updates

6. Advent House Report

7. Lake State Report

8. Internal Reports

- Director's Report
- President's Report

9. Action/Discussion Items

- Karl Dorshimer, Board Resignation
- PSD District B MOU
- Strategic Action Plan Goal #3 Discussion: Objective 1, Strategy 1. (30 minutes)
 - Board Role, Committee Roles, Staff Roles
 - How CSO fits into this
 - Partner Work/Work that Partners are Doing
 - Walk of Fame
 - Including all of downtown, broader focus than Washington Sq.
- Fund Development: Next Steps and Fundraising Retreat (10 minutes)
- Big Red Ball

10: Closed Session – Pending Legal Matters

11. Adjourn:

Board Members:

- Jen Estill, *President*
- Josh Pugh, *Vice President*
- Julie Durham, *Treasurer*
- Jennifer Hinze, *Secretary*
- Nikki Thompson-Frazier, *Member*
- Board Advisors: Peter Spadafore, Samantha Benson
- Keri Tomac, *Member*
- Alex Rusek, *Member*
- Jesse Flores, *Member*
- Open, *Member*



DLI Board Meeting

July 10, 2025 | 11:30 am

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

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

Board Members Not Present: J. Hinze

Board Advisors Present: S. Benson

DLI Staff Present: M. Gonzales, S. Zoss, K. Litwin, C. Edgerly

Minutes

1. Call to Order: Meeting called to order at 11:36 a.m. by J. Estill

2. Citizen's Comments (items not on the agenda): None

3. Correspondence: None

4. Consent Agenda Approvals

- July 10, 2025
- Minutes from June 12, 2025
- Committee Reports
- Monthly Financials – J. Durham

Motion by N. Thompson-Frazier to approve consent agenda. Second by A. Rusek.

5. Old Town Updates: Samantha Benson provided updates regarding upcoming events including Scrap Fest which will be held this weekend. It's the 15th anniversary of this event. Wake Up Old Town is July 25, as well JazzFest will take place at the end of this month. Art Feast will take place beginning August 16 and Krampus planning has begun.

-Sweet Custom Jewelry has celebrated their soft grand re-opening in their new space June 8.

-Twiggies celebrates their grand re-opening in a new space tonight until 7:00 p.m.

-The Chocolatier that was with Park Lake Creamery will be opening in Old Town

6. Lake State Report: None

7. Reports

- **Director's Report:** C. Edgerly provided updates on her recent speaking engagements with Delta-Waverly Rotary and next Tuesday's presentation to Choose Lansing members.
 - Mark your calendars for Thursday, August 7 for the Evening of Excellence and our 15th anniversary as a Main Street organization!
 - The IDA conference will be held this year at the end of September in Washington DC. To date Kate Litwin and Jen Estill plan to attend. If other board members are interested, please let Cathleen know.
 - Based on last month's discussion and action taken by the Board regarding Fund Development services. Staff met with CFA to discuss an updated scope of work and deliverables. We anticipate an updated proposal today and will begin meetings with CFA later this month.
 - C. Edgerly will also meet with Councilmember Spadafore as our Board liaison to discuss the latest updates with our organization and answer any questions he may have regarding downtown happenings.

- President's Report: No reports at this time.

8. Action/Discussion Items

– **Work Session with Dr. Bailey:** Dr. Bailey led the board through a re-cap of the past 3 years of work completed by staff, the Board and DLI as an organization. We discussed areas where action can still be taken in the areas of Policies & Practices, Communications, Events and where we may unintentionally be leaving someone out. Dr. Bailey closed by asking staff to reflect on the work done to date, what their role is, and what each individual would commit to continue efforts in the area of cultivating a more diverse, welcoming downtown experience and organization where people feel a sense of belonging.

– **FY Year End:** C. Edgerly reminded the Board that while our FY ends June 30, the final reconciliation of our finances and financial status will not be completed until September. J. Estill brought up a desire to do a deep dive with the FY year end financials, as well as look at where we're currently at after the 1st quarter of FY 2026. The board discussed various ways to approach this and determined that a quarterly deeper dive into our financial position, especially based on upcoming fund development work, is the desired timeline and plan.

– **Annual Main Street Accreditation & 15th Anniversary:** C. Edgerly reviewed the annual accreditation process and self-evaluation metrics included in the Board packet, walking the Board through all the evaluation points, how to provide their responses, and a due date of July 23. C. Edgerly will then take all scores and average them for the final report we turn in. An average score of 3 is needed in order to be re-accredited. Typically, once we turn in our self-assessment – then the Board President and Executive Director meet with MMS staff and Main Street America.

– **Strategic Action Plan:** J. Estill reviewed the Strategic Action Plan (SAP) Matrix that was put together to track our progress and share updates on actionable items. This is based on what the Board discussed during the annual Board retreat. Discussion took place regarding various action items and edits, J. Flores reviewed the work of the Business Development Committee and how that supports Goal #2, and some suggestions were made to add clarity to the actions and evaluations needed regarding filling vacancies, fund development, and promoting the support provided. C. Edgerly made some updates in the shared document and in future months we will have further conversation surrounding one goal per month.

– **Middle Village Accelerator and DLPI:** Over the past year+ the Board and staff have been discussing the accelerator programs we oversee. Staff were asked to put together a pros and cons list, of changing the current structure. While discussion took place regarding some clarifications that may be needed regarding our 'Elevator Pitch' to funders for this program, no branding changes, etc. need to take place.

Motion by J. Pugh to maintain existing branding of Middle Village and partnerships in cross organizational planning with Monthly Learning Series, and shift day-to-day operations, legal oversight, insurance, and merchant participant agreements to DLPI. Second by A. Rusek. Motion passed unanimously.

9. Closed Session: Executive Director Annual Review: Board entered closed session at 12:50 p.m. Board motioned to exit closed session at 1:02 p.m.

10. Adjourn: Motion to adjourn by J. Pugh at 1:02 p.m. Second by J. Durham. Motion passed.



Organization Committee

August 6, 2025, Minutes

8:00 a.m. via Microsoft Teams

Present: Melissa, Chioma, Jay

Staff: Shakayla and Mario

Agenda

1. Call to order: 8:07 a.m.

2. Approval of July Meeting Minutes: Chioma motioned, and Jay seconded.

3. Volunteer Hours: 2

4. Communication Team:

- **MERCHANT NEWS: (ARTICLES DUE FRIDAY, AUG. 22)**
 - Merchant monthly meeting recap (Cathleen)
 - i. Saginaw construction:
<https://www.lansingstatejournal.com/story/news/local/2025/08/01/saginaw-street-lansing-closures-construction-sewer/85473661007/>
 - Business Huddle (DLI)
 - Business of the Month: Downtown Dental Office (Jay)
 - Save The Date/Sign Up for Trick or Treat on the Square (Mario)
 - Official BRB announcement: Sponsorship, brief announcement (Shakayla)
 - i. Shakayla will send news release to Chioma to help us
 - How to Prepare and Get Ready for Fall Festivals: (Jay)
 - i. Hispanic Heritage Festival mention
 - ii. Lansing Lit Fest
 - iii. Scare on the Square
- **E-NEWS - (ARTICLES DUE FRIDAY, AUG. 22)**
 - Official Big Red Ball announcement (Chioma)
 - Trick or Treat on the Square (Shakayla)
 - Volunteer of the month: Kara J.
 - Dear Downtown Letter: Do we keep it?

5. Social Stats:

Facebook:

- Impressions: 31,861
- Engagement Rate: 6.5%
- Total Engagement: 2,079
- Change in Page Likes: 19
- Post Reach: 21,696

Instagram:

- Views: 15,533
- Engagement Rate: 2.3%
- Total Engagement: 446
- Change in Followers: 54
- Post Reach: 10,194

LinkedIn

- Impressions: 8,634

- Engagement Rate: 9.1%
- Post Clicks: 523
- Audience Growth: 47

6. DLI Updates (staff):

Board Updates: has kicked off a new FY and we look forward to having you all join us for the Evening of Excellence this Thursday, August 7 at La Fille Gallery! Doors open at 5pm with beverages and apps for all our volunteers and partners. The awards start promptly at 6pm

DLI has also entered into a partnership with Capitol Fundraising Associates to engage in fundraising services to support our mission to strengthen & nurture a stronger and more sustainable downtown district.

Business Development: Has been hard at work as a committee refining our Business Recruitment process as well as updating our Business landing page on DLI's website and providing a more direct and sales approach to why businesses should locate in Michigan's Downtown. Our goal over the next 2 years is to recruit 40% of our the businesses on our Top 10 business mix list that was included in the Comprehensive Market Analysis.

Our next Downtown Business Huddle will be held on Thursday, August 21 at 4:00 p.m. at Midtown Brewing as a social event. Please join us!

Design & Public Spaces: Design & Public spaces will be testing the all new interactive Experience Downtown mapping app. to support visitors and residents in finding their favorite shops, restaurants, experiences, art, parking, historic walking tours, etc. Not everything will be on the app during testing or right at the launch as we want to make sure we get it right with the restaurants and retail, then add historic building and tours, art, etc. They are working with Promo on planning a launch event. if you would like to help with either of these efforts, please let Kate know at kate@downtownlansing.org

Chioma is interested in joining subcommittee.

7. Evening of Excellence: Evening of Excellence is this Thursday, August 7 at La Fille Gallery! Doors open at 5pm with beverages and apps for all our volunteers and partners. The awards start promptly at 6pm

8. Adjourn:



Organization Committee

September 3, 2025, Minutes
8:00 a.m. via Microsoft Teams

Present: Jay Krammes, Alexander Rusek, Chioma Lewis, Melissa Cole
Staff: Mario Gonzales

Agenda

1. **Call to order:** 8:07 AM

2. **Approval of August Meeting Minutes:** Alex approved and Chioma seconded.

3. **Volunteer Hours:** Jay (1.5hr)

4. **Communication Team:**

- **MERCHANT NEWS: (ARTICLES DUE FRIDAY, SEPTEMBER 19)**
 - Merchant monthly meeting recap (Cathleen)
 - Business Huddle (DLI)
 - i. The Ovation Center – Dominic presented an abridged version of their status updated that was presented to City Council. He shared the new timeline and current milestones for the redesign and development.
 - ii. LEDC – Alex Watkins gave the group some updates about new sign funding for Thai Village and alluded to two new businesses opening in downtown within the next few months but couldn't share the brands publicly.
 - iii. DLI shared that sign-up is currently open for businesses and community organizations to register to participate in Trick or Treat on the Square.
 - Business of the Month: McAll Hamilton Consultants (Jay)
- **E-NEWS – (ARTICLES DUE FRIDAY, AUG. 22)**
 - Volunteer of the month: Keri Tomac (Mario)
 - Dear Downtown Letter: Riverwalk from a Dogs Perspective (Chioma)
 - Shop Local: Downtown Digital Dollars, Dear Ollie postcards, sensory experience (Chioma)
 - Downtown is safe: Importance of free, family-friendly events for Greater Lansing (Mario/Chioma)
 - Developments Downtown: "under construction" (Alex)
 - Historic buildings downtown (Jay)

5. **Social Stats:**

Facebook:

- Impressions: 31,861
- Engagement Rate: 6.5%
- Total Engagement: 2,079
- Change in Page Likes: 19
- Post Reach: 21,696

Instagram:

- Views: 15,533
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- Change in Followers: 54
- Post Reach: 10,194

LinkedIn

- Impressions: 8,634
- Engagement Rate: 9.1%
- Post Clicks: 523
- Audience Growth: 47

6. DLI Updates (Mario):

Business Development Committee:

- Congrats to committee members Alan Woodbury and Jesse Flores for being recognized at this year's Evening of Excellence.
- The team is fine tuning the business prospect list and Michigan's Downtown Business 2 Business marketing tools. With Shakayla's departure, Redhead is helping us with the transition to make sure our business resource page on the website is more user friendly and regularly audit business listings on our site. If anyone is detail oriented and likes reviewing these materials – we'd always love to help with an hour or two hours/month having someone review business listings on our website and events to make sure we aren't missing anything!
- Mark your calendars and plan to join us for the Grand Opening of Craig Ryan on September 9 at 2pm! They are bringing more local fashion options to Michigan's Downtown located at the front of our building, 215 S. Washington Sq.

Design & Public Spaces:

- This Spring this team is working to highlight 6 RAD women of Lansing through outdoor art installations on utility boxes, etc. This will be the first intro to Rad Women, and we plan to build on it each year, recognizing more RAD women of Lansing.
- We are testing the new interactive Experience Downtown Lansing app this month as we are preparing for a soft launch.
- This Fall, we also traditionally plan a Fall Cut Back and Clean-up event. Stay tuned for more details as we get ready for this October's event.
- The DPS Committee is working with the City on CSO sidewalk redesign as well as alley paving behind the 200 block of S. Washington Sq.
- We could use some more members for this team!

8. Adjourn: 8:55 AM



Business Development

July , 2025 3:00 p.m. at DLI Office

Present Kate, Marcus, Jesse, Erin, Alan, Cathleen

Staff: Kate Litwin, Cathleen Edgerly

AGENDA

1. **Call to order:** Meeting called to order at 3:04 p.m.
2. **Approval of June Meeting minutes:** Motion by J. Flores. Second by M. Martin
3. **Volunteer hours for June:** 39
4. **DLI Staff, Committee & Board Updates:**

Board Updates: Budget approved at Council and adopted by the DLI Board. The board meets this Thursday, they voted to engage in fundraising services for DLI. Received 3 bids, selected local candidate.

Middle Village: Last month we celebrated the Grand Opening of the 5th cohort. Thanks to all those who could attend, stopped by, or who served as an experience shopping volunteer and provided feedback to the Middle Village merchants as well as DLI staff.

Evening of Excellence, Thursday Aug 7th: Please RSVP and plan on joining us at this annual celebration of our volunteers, businesses and partners. Doors open at 5, awards start at 6 at La Fille Gallery. Volunteer opportunities for this event include helping with set up and greeting, check-in and clean-up.

Promotions: This committee is made up of 4 new members and is involved with planning the Big Red Ball and other seasonal events. This year's BRB is Saturday Dec 6th. Volunteer opps for this will be sent out next month. Sponsorship outreach will begin as we finalize updates with our Fundraising team.

Design & Public Spaces: The interactive Mapping tool is in its final stages of edits, getting ready for testing. Rad Women of Lansing in the fall, artist outreach taking place, starting with more historical. Start with utility boxes, expand from there, also a mural.

5. Committee Discussion/Action Items:

- **Michigan's Downtown Campaign (Jesse and Committee Discussion):** SDR Program Development – recruiting established Michigan businesses to Downtown Lansing. Marketing campaign with recruitment. (see linked presentation in the HQ)

Content and campaign materials will help on LinkedIn

Optics – avoiding the appearance of poaching businesses to fully move to Lansing. Economic data on the LinkedIn campaign (from the CMA), Leave behind options to look at the data.

Review of 90-day implementation timeline from the slide deck – same as above

- **DLI-AI Training (20 minutes) ai.downtownlansing.org:** Jesse Flores took the committee through an interactive training of this new tool.
 - Working with agents (Ginny, Carmen, Brandy, Evie)
 - * Specific applications for business development:

- * Researching target businesses
- * Customizing outreach templates
- * Setting follow-up tasks and reminders

Next Steps for Implementation: Team assignments for initial research categories:

- * Assignment of target business categories to team members (grocery, pharmacy, general merchandise, etc.)
- * Geographic focus areas (Grand Rapids, Detroit, Ann Arbor, etc.)
- * LinkedIn profile setup and content creation responsibilities
- * Initial quotas and goals:
 - * Research targets: 5-10 businesses per person for Week 1
 - * Content creation goals: 1-2 posts drafted for review

- **Post-Meeting Homework:** Business research for 2 potential targets in your assigned category

6. Motion to Adjourn: Motion by M. Martin to adjourn at 4:02 p.m. Second by P Schmidt. Motion to adjourn.

Business Development

August 12, 2025 3:00 p.m. at DLI Office

Present Jesse Flores, Chelsea Dowler, Alex Watkins, Paul Schmidt

Staff: Kate Litwin, Cathleen Edgerly, Shakayla Zoss

Guest: Jen Estill

AGENDA

1. Call to order: Meeting called to order at 3:02 p.m.

2. Approval of July Meeting minutes: Motion by Marcus Martin, Second by Paul Schmidt.

3. Volunteer hours for July: 27

4. DLI Staff, Committee & Board Updates:

Board Updates: New Board member opening as Karl retired. As the Board continues active work on the organization's Strategic Plan – the board is taking 30 minutes at each month's Board meeting to dive into each Goal and Objective. Part of last month's discussion looked at our existing Business recruitment efforts as well as process flows for this work.

Jen Estill also provided updates regarding the upcoming Big Red Ball and save the Date for Saturday, December 6. Save the dates were distributed.

The Board has also hired a professional Fundraising team to help with sustainable fundraising options for the work DLI leads.

Middle Village: Ongoing monthly learning series held the first Tuesday of each month. This month's training was on business bookkeeping. Jennie from Polka Dots is going to do one-on-one holiday merchandising coaching with each merchant in Middle Village. The current merchant cohort planned and led their own event. Ongoing planning is taking place if anyone has any suggestions. Shakayla also shared the video series partnership with OurSpace to support Middle Village participants.

Alex Watkins also shared at TREK Hub meet & greet opportunity in October.

Evening of Excellence, Thursday Aug 7th.: This event was held Thursday, August 7 at La Fille. Many thanks to all attendees as we honored and thanked 14 award winners. Congrats to Jesse for being this year's Business Development Committee award winner!

Promotions: Big Red Ball save the date for Saturday, December 6. Also looking ahead to the upcoming seasons, they're working on TOTs, Holiday marketing campaigns, a Shop Small promotion with Michigan Retailers Association.

Design & Public Spaces: The interactive Mapping tool is ready for testing. Promotions is partnering with a launch event as well. All those that agreed to test this have been contacted by Shakayla. Marcus Martin said he had

5. Committee Discussion/Action Items:

- **Downtown Business Huddle:** This month's huddle will be held Thursday, August 21 with Ovation and OurSpace talking.
- **Michigan's Downtown Campaign (Jesse, Jen and Committee Discussion):**
Jesse provided a recap of last month's discussion regarding prospecting businesses and B2B marketing, positioning Downtown Lansing as being home to all the State has to offer. Making it feel like it's everyone's home on a statewide level and give our community ownership.

Jen discussed recruitment efforts that have already been taking place. In essence we're cultivating a sense of pride as Michigan's State Capitol. Celebrate our uniqueness and capitalize on our unique position as the Capital City, the momentum happening currently downtown, opportunities for expansion or additional locations to existing business from across the state. Redhead has secured multiple vanity URL's that can point to and connect with DLI's website, LEDC could point to, and get businesses into the funnel.

Committee discussed Process from Prospect List-Recruitment:

1. Review Prospect List sent by Jesse
2. Committee and staff review each month and determine if business is known by anyone, if they business may be a good fit, if someone will be traveling in that area. We also discussed adding some vetting metrics here like the business should be open 5 years or more, opening their 2nd location, square footage needed.
3. Committee member or staff does initial outreach with materials we have put together
4. If there is interest from the prospective business, committee member will connect them with Kate and this business will be entered as a Lead in the HQ system
5. Determine follow-up cadence from there. Don't just drop the lead unless their interest changes/their status has been updated.

During this discussion Jen Estill also presented the idea of connecting with businesses by county/district – approaching touch points and contacts geographically. Committee discussed this idea, tied in marketing, connecting with businesses not in traditional Main Street or RRC areas, etc. Shakayla also pointed out that the geographic approach can provide multiple touch points in the same area, allows visibility for DLI and DLI Staff, also helps meet goal of having DLI staff speak at workshops, conferences, etc. for quarterly speaking engagements across Michigan.

The marketing conversation brought the committee full circle back to drafted content for the website, having the committee review monthly the list of prospects, next steps with printed materials, etc. More discussion and the first review of prospects will take place in September.

6. Motion to Adjourn: Motion by M. Martin to adjourn at 4:02 p.m. Second by C. Dowler. Motion to adjourn.

Promotions Committee

July 9, 2025 at DLI Office | See email or calendar invite for virtual link

Present: Mary, Stephanie, Colton, Melik and Tony

Staff: Mario Gonzales, Shakayla Zoss

Agenda

1. Call to order/Approval of June minutes: 4:05 p.m. Tony motioned for approval of June meeting minutes.

2. DLI Updates

- Middle Village held its grand opening on June 25. We recently had Welcome to the Square event in partnership with Jollof where nearly 30 people attended to welcome the newest businesses on the square.
- Evening of Excellence: Evening of Excellence has started its promotions. We have 31 RSVPs so far and ask that you please RSVP before August 5. More details to follow.
- New internship: Marketing and Events Shakayla@DowntownLansing.org

3. Volunteer Hours from June: 0

4. Introductions

5. Projects

A. EVENING OF EXCELLENCE PLANNING COMMITTEE

- Meetings began May 14, will be held on Fridays from 11am-12pm until first week of August
- Theme: "Planting Seeds of Change: Together We Grow"
- Awards will be based on historic buildings downtown
- Awardees have been selected for each awards based on committee nominations.

B. UPCOMING EVENTS & PROJECT PLANNING CHAIRS/TEAM NEEDS

- Trick-or-Treat on the Square (October 24, 2025)
 - Parade, DJ or live music, giveaways?
 - Sponsors!
 - Subcommittee: Erin, Stephanie, Tony and Keyana and Shakayla and Mario
 - Mario will reach out to subcommittees to schedule first meeting Late July/Early August.
- Micro-events (December-February)
 - Recap of what is a micro event
 - Examples of the past
 - What events can we plan in the future?
 - Next steps for planning
 - Dog festival
 - **Paws on the Square:** Sit. Stay. Play. Downtown.
 - Spring or Fall time
 - Agility area
 - Pet vendors
 - Dog bowls updated on
 - Walking tours: Capital, Reutter Park and Washington Square
 - Entertainment at different times and locations.
 - How can we include everyone who uses Reutter Park?
 - Adado Riverfront Park
 - Patio set up.
 - Sponsors: Pet Smart, Preuss Pets, Feeders, Fox 47?
 - Spring or Fall: May? Shakayla mentioned 517 Day.
 - Capital and Washington Square
 - Subcommittee: Tony, Colton,
 - Next steps: Set up subcommittee and create a workplan
 - Downtown Pawty?
 - Riverfront
 - Small Business Saturday Market
 - Fast Friends in Downtown: Friend Speed Dating at Different Businesses' based on your interests.
 - Color themed tables
 - Print out of ice breaker questions
- Bunny Hop and Easter Egg Hunt on the Capitol Lawn (April 2026)

- Shakayla will add construction marketing to next month's agenda.

6. Volunteer Recruitment

- What made you volunteer?
- What interests you the most?
 - Two: Business was in Downtown
 - Housing value
 - Friend-connection
 - Great experiences in Lansing and felt to highlight the positive while the narrative is so negative.
- What events for volunteers would you like to see?
 - Cherry Hill neighborhood residents
 - Cherry Hill park
 - Volunteer party with a mixer
 - Tables at our events?
- Other thoughts?
 - Younger people who work in the Capital, legislative staff

7. Volunteer tasks throughout the month:

- Attend, take photos, and promote Downtown Lansing activities/events
- Actively participate in events we discussed above.
- Marketing Team to help with social posts for events, lead and help with all aspects of planning and production of events, fundraising etc.
- Post & Tag your photos using #GrubLansing #ShopLansing #LiftUpLocal
- Be sure to follow DLI on LinkedIn and add your committee involvement to your profile!
<https://www.linkedin.com/company/downtown-lansing-inc/>

8. Upcoming dates & Other Committee Projects to note:

- **Evening of Excellence Planning Meeting**
Friday, July 11 (online and in-person)
11am-12pm
- **Car Capital Auto Show**
Saturday, July 26
R.E. Olds Transportation Museum
- **Taco & Tequila Festival**
Saturday, July 26
Adado Riverfront Park
- **Evening of Excellence 2025**
Thursday, August 7
5-7:30pm, award start at 6pm
La Fille Gallery

9. Adjourn: 5:00 p.m.



Promotions Committee

August 13, 2025 at DLI Office | See email or calendar invite for virtual link

Present: Keri Tomac, Mary Toshach, Tony Beyers, Colton Hughes

Staff: Mario Gonzales, Shakayla Zoss

Agenda

1. Call to order/Approval of July minutes: 4:10pm

2. DLI Updates

- DLI has also entered a partnership with Capitol Fundraising Associates to engage in fundraising services to support our mission to strengthen & nurture a stronger and more sustainable downtown district.
- **Business Development:** Has been hard at work as a committee refining our Business Recruitment process as well as updating our business landing page on DLI's website and providing a more direct and sales approach to why businesses should locate in Michigan's Downtown. Our goal over the next 2 years is to recruit 40% of the businesses on our Top 10 business mix list that was included in the Comprehensive Market Analysis.
- Our next **Downtown Business Huddle** will be held on Thursday, August 21 at 4:00 p.m. at Midtown Brewing as a social event. Please join us!
- **Design & Public Spaces:** Design & Public spaces will be testing the all-new interactive Experience Downtown mapping app. to support visitors and residents in finding their favorite shops, restaurants, experiences, art, parking, historic walking tours, etc. Not everything will be on the app during testing or right at the launch as we want to make sure we get it right with the restaurants and retail, then add historic building and tours, art, etc. They are working with Promo on planning a launch event. if you would like to help with either of these efforts, please let Kate know at kate@downtownlansing.org.

3. Volunteer Hours from July: 3 (Keri Tomac)

4. Projects

A. UPCOMING EVENTS & PROJECT PLANNING CHAIRS/TEAM NEEDS

- Trick-or-Treat on the Square (October 24, 2025)
 - Parade, DJ or live music, giveaways?
 - Sponsors!
 - Subcommittee: Doodle poll to get best time to meet – Colton, Keri, Mary
 - Live pumpkin carving
 - Hay wagon
 - Close Washington Square
 - DJ – Metro Melik?
 - Flash mob?
 - Zombie Walk – October 4
 - Absorbing Scare on the Square?
 - Quality Scary or Film Festival
 - Riverwalk Theatre
- Micro-events (December–February)
 - Recap of what is a micro event
 - Examples of the past
 - What events can we plan in the future?
 - Next steps for planning
 - Dog festival
 - **Paws on the Square:** Sit. Stay. Play. Downtown.
 - Spring or Fall time
 - Agility area
 - Pet vendors
 - Dog bowls updated on
 - Walking tours: Capital, Reutter Park and Washington Square
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- How can we include everyone who uses Reutter Park?
 - Adado Riverfront Park
- Patio set up.
- Sponsors: Pet Smart, Preuss Pets, Feeders, Fox 47?
- Spring or Fall: May? Shakayla mentioned 517 Day.
- Capital and Washington Square
- Subcommittee: Tony, Colton, Mary,
- Next steps: Set up subcommittee and create a workplan
- 'Downtown Pawty?'
- Riverfront
 - Doodle poll for subcommittee
 - Draft work plan for approval
- Small Business Saturday Market
- Fast Friends in Downtown: Friend Speed Dating at Different Businesses' based on your interests.
 - Color themed tables
 - Print out of ice breaker questions
- **Makers Faire on the Square:** a vibrant celebration of creativity, where artists, inventors, and artisans come together to showcase unique, handcrafted goods and innovative ideas—inviting the community to explore, connect, and be inspired.
 - Washington Square
 - Invite makers and buskers of all kinds
 - Pipeline for Middle Village participants
 - Goodwill with local, homegrown businesses
 - Set up on sidewalk – facing storefront
 - Sue Catlon
 - Small fee for vendors, application fees,
- Bunny Hop and Easter Egg Hunt on the Capitol Lawn (April 2026)
- Shakayla will add construction marketing to next month's agenda.
 - Cherry Hill Apartments: open house, welcome wagon package for new residents
 - Mary will send work plan

5. Volunteer Recruitment

- Subcommittee to do outreach to local downtown residents and employees
- Fliers and social media pushes

6. Volunteer tasks throughout the month:

- Attend, take photos, and promote Downtown Lansing activities/events
- Actively participate in events we discussed above.
- Marketing Team to help with social posts for events, lead and help with all aspects of planning and production of events, fundraising etc.
- Post & Tag your photos using #GrubLansing #ShopLansing #LiftUpLocal
- Be sure to follow DLI on LinkedIn and add your committee involvement to your profile!
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7. Upcoming dates & Other Committee Projects to note:

- **DLI Board Meeting**
Downtown Lansing Inc.
August 14
- **Live Music Thursdays at Nelson**
Nelson Gallery
August 14
- **Hoods Up Cruise-In**
R.E. Olds Transportation Museum
August 20
- **Stone Soup at Nelson**
Nelson Gallery
August 28

8. Adjourn: 5:05 PM



Design & Public Space Committee

July 31, 2025 12:00 p.m. at DLI Office (215 S. Washington Square, Suite 100)

Committee Members Present: D. Louney, A. Brayton, B. Rose, K. Jueckstock, R. Beatty
Staff Present: K. Litwin, S. Zoss

Minutes

Call to order: Meeting called to order at 12:01 p.m.

Approval of June minutes: Motion by B. Rose, Support from K. Jueckstock. Motion Carried.

Volunteer Committee Hours from Last Month: 15

Sub-Committee Action/Discussion Items

- Evening of Excellence – Save the date for Thursday, August 7 at La Fille Gallery. Thanks to all who sent their nominations for a DPS volunteer and Adopt-A-Spot groups to be recognized.
- Beautification
 - **Adopt-A-Spot Sub-Committee Updates** (Dennis, Kat and Rayce)
- August Lugnuts game! Date: August 12th, 2025
 - D. Louney is working on pictures of each spot to ensure volunteers know where to plant
- Art & Architecture:
 - **Explore Downtown Lansing tool:** (Kara & Bob)
 - Quick preview will be provided during the Evening of Excellence. Kara will work with Shakayla on presentation. Big launch event will take place separately as this project deserves its own moment in the spotlight. Shakayla will set up committee for launch.
 - App is ready for testing and a committee will work on ensuring all buildings and businesses are in their correct spots. Goal is launch in September.
 - Survey will be sent to businesses in district asking them to verify/update their information. This will be a recurring process, every 6 months.
 - **Rad Women of Lansing Utility Boxes and other Art/Murals – Look at Mural on Back of future Sea Leaveaux and ask business owner if they have a preference for artists –**
 - Another meeting is needed to identify artists and select subjects from list of nominations.
 - Wraps/clings will be used instead of painting directly on the utility boxes, due to accompanying text and ease of removal and replacement as needed.
 - We will also coordinate with the City for approval, as designs will need to be reviewed by A. Kilpatrick/City.
 - **ARTery Alley** (Bob, Cathleen, Audrey)
 - Bob provided samples of murals from Detroit and other cities.
 - Meeting took place with Grewal to discuss putting a mural on their building.

They are open to the idea, however funding is an obstacle.

- Lighting update: none at this time, waiting for next steps from vendors.

- Grants/Other?

Motion to Adjourn: Motion by K. Jueckstock, Support from B. Rose to adjourn the meeting at 12:54pm.



Design & Public Space Committee

August 28, 2025 12:00 p.m. at DLI Office (215 S. Washington Square, Suite 100)

Committee Members Present: D. Louney, A. Brayton, B. Rose, K. Jueckstock,
Staff Present: K. Litwin, C. Edgerly

Minutes

Call to order: Meeting called to order at 12:02 p.m.

Approval of July minutes: Motion by D. Louney, Support from K. Jueckstock. Motion Carried.

Volunteer Committee Hours from Last Month: 17

Sub-Committee Action/Discussion Items

- Beautification
 - **Adopt-A-Spot Sub-Committee Updates** (Dennis, Kat and Rayce)
 - None. Need to prepare for Fall Cut Back and Clean-Up
 - Fall Cut Back:
- Art & Architecture:
 - **Explore Downtown Lansing tool:** (Kara & Bob)
 - **Status:** Kara and Bob gave an update regarding the status of this project. Kara has put together a survey for businesses to ensure we have all their information accurate and also included a “dummy” walk through of how to use the app. She will resend and Mario and DLI’s new intern Kara will also walk around and get business information in-person as well as we’ll email it to all businesses too.
 - **Launch Party:** Committee discussed what the Promo team had planned with Scavenger hunt, but this committee thinks this may be too much and we discussed more of that idea in the winter.

Majority feels a Soft Launch could be fun with Big Lug using it and get some media together to highlight how to use it, announce on social, have attendees onsite at that meeting try it, etc. Tie into Downtown Business Huddle. Choose Lansing is a necessary partner with this too.
 - **Rad Women of Lansing Utility Boxes and other Art/Murals** (Bob, Audrey, Kara – includes input and assistance from Valerie Marvin, Women’s Center, Arts Council, Choose Lansing, Capitol Commission)
 - Utility Boxes and Artists: Timeline is installation in Spring. We have nominees for 6-7 candidates.
 - The next meeting is Tuesday, September 23 at 2:00 p.m.
 - To-Do’s include: Messaging this around being a kick-off and adding more women each year.
 - Need to get pricing from Foresight and Capital Imaging as well as BRD to wrap the boxes
 - Highlight which 6 boxes we will use for the kick-off.

- Bill Castanier working with contacts to secure Native American nominees.
 - Select artists and pair them with nominees.
 - Cathleen to reach out to Arts Council and bring in Audrey and Bob to talk about what to pay artists for their layout/art that then gets printed on the wrap.
 - Also want to connect in murals in ARTery Alley with this.
 - Cathleen to send an update message to Andy Kilpatrick and BWL.
 - As we get designs completed by artists – send to Andy Kilpatrick and BWL
- **ARTery Alley** (Bob, Kate, Audrey)
 - Kate shared the proposal she put together for ARTery Alley with glowing rocks etc. to go into the pavement as well as murals planned for the alley.

This alley will serve as a main thoroughfare during CSO Street reconstruction and entrances to businesses. Discussed the Detroit concepts shared by Bob.

 - Grewal Hall – Speaking of murals, Audrey and Bob met with staff at Grewal Hall regarding a Downtown Lansing and Grewal music themed mural for their back entrance. They are interested. Next steps include artist outreach and renderings Bob is doing next week) and cost estimates to take to Grewal. This could be included in Façade grants/exterior improvements and DLI's LEO grant. Multiple murals are planned in that alley for 2026. Kate also has an artist to
 - Window Art – Halloween/Fall themed art will be starting in September. Audrey is doing outreach for permissions with property owners for Fall and holidays. Bob and Audrey are collaborating on artist outreach.
 - **Grants Updates:** None at this time.

Motion to Adjourn: Motion by K. Jueckstock, Support from B. Rose. Motion to adjourn the meeting at 12:47pm.



Downtown Lansing Inc

Budget vs. Actuals:

DLI General Fund

July 2025

	July Activity	YTD	Budget	% of Budget
Revenue				
Assessment Transfer Income	0.00	0.00	486,800.00	0.00%
Total Grant Income	0.00	0.00	1,870,000.00	0.00%
Match on Main	0.00	0.00	25,000.00	0.00%
Misc Income	33.51	33.51	1,000.00	3.35%
Business Development.	0.00	0.00	7,200.00	0.00%
Middle Village	150.00	150.00	80,000.00	0.19%
Organization	3,500.00	3,500.00	5,000.00	70.00%
Promotions	17,241.96	17,241.96	110,000.00	5.73%
Design & Public Spaces.	6,300.00	6,300.00	90,000.00	7.00%
Operations Transfer	0.00	0.00	85,000.00	0.00%
Total Revenue	\$ 27,225.47	\$ 27,225.47	\$ 2,760,000.00	0.99%
Expenditures				
Salaries	26,725.06	26,725.06	400,000.00	0.07
Fringes	2,044.47	2,044.47	26,510.00	0.08
Information Technology	3,284.00	3,284.00	39,404.00	0.08
Misc. Operating	62,275.04	62,275.04	634,586.00	9.81%
Business - Match on Main	0.00	0.00	25,000.00	0.00%
Business Development	8,013.25	8,013.25	806,460.00	0.99%
Middle Village Micro Market	6,793.25	6,793.25	72,000.00	9.44%
Design & Public Spaces	346.68	346.68	553,500.00	0.06%
Organization	4,185.00	4,185.00	27,440.00	15.25%
Promotions	3,346.50	3,346.50	175,100.00	1.91%
Total Expenditures	\$ 117,013.25	\$ 117,013.25	\$ 2,760,000.00	4.24%
Net Operating Revenue	-\$ 89,787.78	-\$ 89,787.78	\$ 0.00	
General Fund	\$ 1,376,086.00	\$ 1,376,086.00	\$ 500,000.00	
Net General Fund Balance	\$ 1,286,298.22	\$ 2,595,525.00	\$ 500,000.00	519.11%

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AUGUST & SEPTEMBER 2025 DIRECTORS

Special thanks to the DLI Board for the thoughtful flower arrangement that you all sent to brighten a difficult day with my Mother-in-laws funeral. They were beautiful and our family appreciates that you kept us in your thoughts during this sad time.

Upcoming Events: Please mark your calendars and plan on attending, volunteering, or supporting the following upcoming events:

- **A Taste of Hispanic Heritage Festival:** Saturday, September 20 3:30–11:00 p.m. along Capitol Ave.
- **Downtown Business Huddle:** Thursday, September 18 at 8:00 a.m. at Capital City Market
- **Michigan Main Street Board Strategy Workshop:** Tuesday, September 30 in Grosse Point
- **Trick-or-Treat on the Square:** Friday, October 24 from 5:00–7:00 p.m.

Reminder – Michigan Main Street Technical Service & Accreditation:

Based on board feedback in October 2024 and a review of Technical Service offerings from Michigan Main Street (MMS) last year, the DLI Board and staff requested that our technical Service through MMS include a customized mix of their Business Recruitment Challenge with Property Development Primer. This was approved with the service kicking off sometime at the end of 2025–early 2026. Each year as a Main Street community we receive a technical service through the MEDC’s Michigan Main Street program. We will send more information once this technical service is scheduled.

Thank you to all those board members who turned in their Main Street America self-assessment forms to me last month. All scores were added up and averaged, and our assessment form has been submitted to the Michigan Main Street team. We will have an accreditation call with the MMS team later this Fall.

Marketing & Brand Specialist Position: With Shakayla’s departure, the position was posted and I’m currently in the process of conducting 1st interviews. Shakayla was very helpful in reviewing the job posting as well as applications as they come in. Cathleen’s goal is to conduct second interviews by mid-September and have a candidate selected by the end of this month.

Professional Development: Each year, the DLI Board and I approve dedicated Professional Development funding to support staff’s ongoing professional growth and development. Here is a look at Professional Development opportunities our staff will pursue this year:

- **International Downtown Association Annual Conference:** Both Kate and Jennifer Estill will be representing DLI and Michigan at this year’s Annual International Downtown Association conference in Washington, D.C.
- **Leadership Lansing:** Mario has applied to the Lansing Regional Chamber of Commerce’s Leadership Lansing cohort. Shakayla took this course 2 years ago and had a very positive experience – leading the program to a deeper understanding of the important role Downtown plays in the city, region and beyond.

This program is a talent initiative that runs annually from October through May and is designed to develop a new generation of community leaders in the Lansing region. Upon completing the program, participants will have a greater understanding of how essential community institutions contribute to the region’s overall quality of life. Participants will also receive extensive training to

AUGUST & SEPTEMBER 2025 DIRECTORS

enhance their leadership skills, which will benefit their performance inside their organizations and the community.

- **CEcD License:** Cathleen has been working the past 3 years to take classes in preparation for taking the tests to become a Certified Economic Developer. This September she will begin the final prep courses to be able to take the test in November. By becoming a Certified Economic Developer, Cathleen and DLI will boost their credibility as well as enhance their performance in the field of economic development – working alongside, and further connecting, our organization with the tools and resources to support development and our developers in Lansing.
- **Inclusive Leadership Program:** Kate Litwin began the Inclusive Leadership Program with Dr. Tonya Bailey in an effort to further her growth and education as a professional who values equity, fosters belonging, and drives innovation, while building upon the discussions and prioritization of DEI practices that DLI Board members and staff have been prioritizing over the past 2 years. This is a 6-month series.

Bi-Monthly Neighborhood Roundtable Meetings: As a representative of Downtown and an important neighborhood within the city, Cathleen has been attending bi-monthly Neighborhood round table meetings with fellow neighborhood leaders and organizations. These meetings offer the opportunity for organizations like ours to unite our voices on important issues facing neighborhood districts across the city including vacant buildings as well as underutilized properties, housing, upcoming developments, policies and programs, and more. It also offers us the opportunity to share our experiences Downtown, new projects and discuss the importance of the work we do.

Evening of Excellence: Special thanks to all those who joined us at this year's Evening of Excellence celebration! We had roughly 100 attendees at the event and honored 14 award winners! In addition to celebrating the volunteers, businesses and partners who contribute so much to our Downtown community, we were thrilled to have 5 businesses who brought their special touches to the evening's celebration including host La Fille Gallery, Tiny Bit of Wood (designed and made the awards), Sparrow Bloom (Seed packet giveaways), Midtown Brewing (food and beverages), AnQi Sushi (food).

Big Red Ball: We are in thick of planning for this year's Big Red Ball! Tickets are now on sale for the Big Red Ball at thebigredball.com. Don't miss out – purchase your tickets today! If you would consider volunteering, we have many volunteer slots available that evening. A variety of sponsorship opportunities are also available. Contact Mario with the DLI team for more details!

DLI July 2025 Marketing Report Outline

Earned Media

Earned Media Placements: 11

- Online: 7
- Broadcast: 4

Earned Media Impressions:

- Total: 47,603,925

Earned Media Activities:

- Media Inquiries Answered: 1
- News Release Distributed: 1

DLI Social Media Report

Facebook:

- Impressions: 31,861
- Engagement Rate: 6.5%
- Total Engagement: 2,079
- Change in Page Likes: 19
- Post Reach: 21,696

Instagram:

- Views: 15,533
- Engagement Rate: 2.3%
- Total Engagement: 446
- Change in Followers: 54
- Post Reach: 10,194

LinkedIn

- Impressions: 8,634
- Engagement Rate: 9.1%
- Post Clicks: 523
- Audience Growth: 47

DLI Google Analytics

DLI Total Users: 2,548

- Organic Search: 1,590
- Direct: 523
- Organic Social: 224
- Referral: 192
- Unassigned: 19

Edgerly, Cathleen

From: Karl Dorshimer <karldorshimer@gmail.com>
Sent: Monday, August 11, 2025 8:16 PM
To: Edgerly, Cathleen
Cc: Kris Klein
Subject: [EXTERNAL] Resignation from DLI Board

Follow Up Flag: Follow up
Flag Status: Flagged

Cathleen,

I am writing to you to inform you that as of today August 8, 2025, I am resigning from the Downtown Lansing Inc. Board of Directors.

Thanks

Karl Dorshimer

Goal 3: Cultivate Active and Welcoming Public Spaces.

Objective 1

DEVELOP A DOWNTOWN LANSING PUBLIC REALM PLAN FOR PUBLIC SPACES, GREEN SPACES, AND STREET PLACEMAKING.

- **Strategy 1: Advocate for redesign of S. Washington Square using current best practices which positively impact downtown business, accessibility, and the health and well-being of our district.**
- **Strategy 2: Advocate for prioritizing non-motorized travel and riverfront connectivity.**

Objective 2

50% OF NEW DOWNTOWN DEVELOPMENT FOLLOWS BEST PRACTICES FROM COMPREHENSIVE MARKET ANALYSIS.

- **Strategy 1: Establish Downtown development polices and rules for new development/building projects to be adopted into City Master Plan.**
- **Strategy 2: Advocate for DLI staff to be involved in review and approvals of developments planned within the PSD District.**

Objective 3

CREATE AND PROMOTE 5-7 INCLUSIVE EVENTS AND DOWNTOWN EXPERIENCES ANNUALLY.

- **Strategy 1: Create partnerships with community stakeholders to ensure a robust schedule of events in our district..**
- **Strategy 2: Create and host an annual signature DLI event.**

