

DLI Board Meeting

April 9, 2026, | 11:30 am

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

Agenda

1. Call to Order:

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

The public may comment for up to three minutes.

3. Correspondence:

4. Consent Agenda Approvals

- Agenda April 9, 2026
- Minutes from March 12, 2026
- Committee Reports
- Monthly Financials – J. Durham

5. Old Town Updates:

6. Reports

- Director Report
- President's Report

7. Action/Discussion Items

- Lansing Shuffle Proposed Sale
- City Proposed Parking Changes
- Big Red Ball Updates
- State of Downtown: April 15
- Keri Tomac Board Seat/Update

8. New Business:

9. Adjourn DLI Board Meeting (Motion Required for Adjournment):

Board Members:

- Jen Estill, *President*
- Josh Pugh, *Vice President*
- Julie Durham, *Treasurer*
- Jennifer Hinze, *Secretary*
- Keri Tomac, *Member*
- Alex Rusek, *Member*
- Kris Klein, *Member*
- Jesse Flores, *Member*

Board Advisors: Peter Spadafore, James Lenon

DLI Board Meeting

March 12, 2026 | 11:30 am

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

Members Present: J. Estill, J. Hinze, K. Tomac, K. Klein, J. Flores, J. Pugh

Members Absent: J. Durham, A. Rusek

Board Advisors Present: J. Lenon

Board Advisors Absent: Peter Spadafore

Staff Present: C. Edgerly, J. Markham, K. Litwin, M. Gonzales

Guests Present: Shontae Tolliver

Minutes

1. Call to Order: Meeting called to order at 11:33 a.m. by J. Estill

2. Citizen's Comments (items not on the agenda): Shontae Tolliver attended as a guest and downtown resident. Ms. Tolliver presented some of her ideas for utilizing and activating the main strip of Washington Square. She would like to see the following: seasonal or temporary community hub; canteen style non-alcoholic nightlife/club/gathering venue. Would like to see dinner food as well as a gym or fitness center.

3. Correspondence: Phone call from Cherry Hill neighborhood. Tents popping up in their area and they asked us to convey the message to the appropriate City contacts.

4. Consent Agenda Approvals

- Agenda March 12, 2026
- Minutes from February 12, 2026 Meeting
- Committee Reports
- Monthly Financials

Motion by J. Hinze to approve the consent agenda., Second by J. Pugh. Motion passed unanimously.

5. Old Town Updates: J. Lenon shared updates from Old Town including the annual Lumberjack Festival: weather was not great, but attendees seemed to stay longer and the event surpassed profit goals.

Cinnamon Lane Bakery opened in February. Ribbon cutting will be held Friday, March 20 at 11:30 a.m. and he will send an invite.

Tanukis Gaming opened last week.

District information: Turner North development – demo will start in next few weeks. No street closure on Turner will take place due to this project.

6. Reports:

- **Director's Report:** C. Edgerly shared the following:
State of Downtown: based on feedback from board and other groups involved, planning on April 15th at 3:00 pm to invite stakeholders. Planning on holding at Chamber based on numbers attended. K. Tomac asked about invite only vs public. Edgerly indicated the event will not be shared broadly.

Main Street Technical Service Kickoff is April 6 with Kate, Jen, Jesse. This will build on the work of the Business Development team's work on recruitment and Michigan's Downtown page.

Downtown Egg-Stravaganza: Saturday, April 4 from 10:00 a.m.-1:00 p.m. Volunteers are still needed for day of. All asked to sign up and spread the word.

- **President's Report:**

J. Estill has proposed a new way of reviewing budgets. Would like to split income into three sections: Fund transfer; assessment revenue; grants and sponsorships. Stronger if we look at sponsorships as a bigger portion of the budget – ease of explaining where funds come from. Kate expressed ease of seeing where improvement and additional funding was needed. C. Ederly and treasurer J. Durham will work on how to set up for the next FY's budget presentation.

7. Action/Discussion Items:

- **Leo Grant Talent Investment Grant :** C. Ederly discussed utilizing funds as CSO deadline will not be timely. Proposed project scope outlined three priorities after meeting with Klein:

1. Sidewalk and public space enhancements;
2. Infrastructure enhancements and beautification from Michigan Ave. bridge to Capital Ave.
3. Art installation tying into Legendary Women of Lansing.

Estill asked how long we have to use funds – until November 2027. Funds approved, but anticipating new grant agreement to extend into 2027.

Estill asked if 100 block would be getting things that would be moved. Ederly explained that we are working with existing plans and strategy so that improvements are complimenting. Klein expressed leveraging dollars to connect spaces, including River Front.

No action needed – for informational purpose only. Estill asked about Community Foundation plans for space (Wentworth). No specific updates are known at this time. Parks & Rec plans on extending riverfront as well.

- **Legendary Women of Lansing:** Ederly reported on a community-centered historical art project that DPS Committee has been planning to honor and tell the story of Legendary Women of Lansing. The project pairs local artists, with each final nominated woman for this inaugural installation. Utility boxes have been selected and we're working with BWL, City, and MDOT. Local artists Tiffany Luke of La Fille Gallery would like to contribute with a sculpture that signifies empowered women and how women support each other, words tied to women, etc. Partners who helped with history and nominees include: Historical Society of Greater Lansing, Women's Hall of Fame, Capitol Commission, Women's Center of Greater Lansing, National Trust for Historic Preservation, Choose Lansing, etc. to seek out community nominations and identified women. Estill asked about the funds. Ederly reported there is \$8,000 for wraps and \$62,000 needed for sculpture. Estill asked to add information about sculpture nearer the top of sponsor pieces.

Installation: utility box wraps would be in July and sculpture in the fall. The sculpture would be on Michigan Ave past Lansing Center and visible from the Capital.

Estill questioned whether we can proceed with the whole project using LEO Grant money. Looking for approval to do part B if we can get the sponsorship funds. Discussion held on if sculpture will be ready in time for install. Nothing needed from the board at this time.



Big Red Ball: J. Estill and C. Edgerly provided updates regarding the annual fundraising gala. The event date this year has been moved to November 21st due to a variety of conflicts with the traditional December dates.

8. MMS Technical Service: Discussed in the Director's Report. Focused on business recruitment on April 6th with Downtown Professional Network.

9. New Business: None

10. Motion to Adjourn: J. Hinze motioned to adjourn at 12:14 p.m. 2nd by J. Pugh. Motion approved unanimously.



Organization Committee

March 1st

8:00 a.m. via Zoom Present: Chioma, Jay, Melissa Staff Present: Jenea, Mario

MINUTES

1. Meeting Called to Order at 8:04 a.m.
2. Approval of March Meeting Minutes: Motion to approve by Chioma, seconded by Jay
3. **Volunteer Hours: 26**
4. Communication Team:
 - **MERCHANT NEWS: (ARTICLES DUE MONDAY, APRIL 20th)**
 - Business of the Month: Bangos/Babes was chosen, Jay will write
 - Adopt a Spot Program (Jenea)
 - 517 Day, Mario will ask Melik to guest write a short summary.
 - Cherry Hill construction, Jenea will look into this, if it's relevant to add into the merchant news as a preview
 - Beerfest May 9th: Mario will add
 - CATA: no operating hours on Memorial Day, Mario will add
 - **E-NEWS - (ARTICLES DUE MONDAY, APRIL 20th)**
 - Business of the Month: see above
 - Volunteer of the Month: Gonzales Family (Cathleen)
 - Adopt-A-Spot Program/Spring Clean Up (Jenea)
 - Egg-Stravaganza Recap (Mario)
 - Article ideas: National Small Business Week, May 3rd-9th (ways to support downtown small biz, economic impact, etc), Jenea will write, using social post content already created.
 - Summer Festival Preview: Jay will write
 - Celebrating Mother's Day Downtown: Chioma will write
5. Social Stats:
 - **Facebook (showed growth in all metrics, including 53% growth in views)** Jenea shared social stats from March.
6. **DLI Updates (staff):** Jenea shared with group.

Business Development Committee Updates:

Work continues for the Michigan's Downtown website. Still recruiting more members for this committee.

Design & Public Spaces Updates:

Adopt-A-Spot launches in May, as well as Spring Clean Up Day on May 10th, in conjunction with BWL's Adopt-A-River. Sign up is live on DLI's FB page. Fundraising continues for the Legendary Women of Lansing Project.

Promotion Updates:

Recruiting members for the TOTS planning sub-committee, which will begin planning in June. Working to finalize a possible summer, once-a-month event to draw people to Downtown in the evening.

7. Adjourn: Motion to Adjourn by Jay at 8:26 a.m. Seconded by Chioma. Motion passed unanimously.



Promotions Committee

March 11, 2026

4:00 p.m. | DLI Office

See email or calendar invite for virtual link

Staff: Mario Gonzales

Present: Melik Brown, Mary , Tony Beyers,

Minutes

1. Call to order: 4:02PM

2. Approval of February minutes: Mary motioned,

3. Volunteer Hours from February: 24

4. Committee Projects & Discussion Items

- Downtown Egg-Stravaganza (April 4, 2026) Action Items
 - Key roles from Committee & Planning Team that need to be filled for the event:
 - Volunteer Check-in at Capitol Lawn
 - Egg Hunt Point Person with Mario
 - Business Check-In Volunteer for Washington Square
 - Flyer Distribution
 - Additional Day-Of Volunteer Roles:
 - Event Set-Up
 - Event Tear-Down
 - Egg Hunt Perimeter (8-10 people)
 - Info Table at Egg Hunt
 - Info Table on Washington Square
 - Sign-up Today at: <https://signup.com/go/eSTvnmw>
 - Share the event details within your networks and on social media.
 - Event Updates:
 - DJ/Emcee: Metro Melik
 - Photographer: James Lenon
 - Musical guests: Splendid Chaos
- Sidewalk Festival x Nelson Live Music Thursdays Updates Final decision
 - Recruitment and timeline
- TOTS Planning Team needed. Kick-off to planning in June

5 Additional DLI Board and Committee Updates:

- a. Celebrate 10 year of Element Massage: March 12 from 5-7pm and show your support.
- b. Business Development: The next Downtown Business Huddle will be held on Thursday, March 19 from 8:00-9:00AM at The View inside of Jackson Stadium.
- c. Design & Public Spaces: Adopt-A-Spot launches in May, as well as Spring Clean Up Day on May 10th.
- d. Organization Committee: Tony Beyers will be recognized as March Volunteer of the Month. Capital Hippie will be featured as March Business of the Month.
- e. DLI Board & Staff: There is an open Board seat. DLI is also looking to hire a seasonal intern. Please share the posted job description.

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!
<https://www.linkedin.com/company/downtown-lansing-inc/>

7. Motion to Adjourn: 4:51 PM, Mary moved and Tony seconded.



Business Development

March 19, 2026 | 12:00 p.m. at DLI Office

Volunteers: Jesse Flores, Alan Woodbury, Marcus Martin, Alex Watkins, Chelsea Dowler

Not Present: None

Staff: Cathleen Edgerly, Kate Litwin

MINUTES

1. Call to order: Meeting called to order at 12:06 p.m.

2. Approval of January Meeting minutes: Motion by Alan Woodbury, second by Jesse Flores. Minutes approved.

3. Volunteer hours for Last Month: 38

4. Action/Discussion Items

• Monthly Business Huddles:

Committee discussed recap of meetings to-date in 2026. Core issues include attendance (averaging about 10-12 attendees.) Committee discussed changing the frequency of meetings from Monthly to quarterly. Quarterly meetings allow for strategic alignment and prevent meeting fatigue. Monthly allows for timely information.

When it comes to meeting times, the final agreement was to host the meetings at the same time each quarter, but move locations. The committee had some suggestions to supplement meetings with merchant news articles and 2-5 video recaps got those who can't attend.

When it comes to the purpose of these Business Huddles the committee discussed two primary values including:

-Networking: Industry connections

-Information: Timely updates on downtown projects, parking, data-center, unhoused, etc. that business owners have strong opinions on.)

The committee also discussed an advocacy component/topic for each meeting. Most members agreed to keep advocacy as a sub-topic, not a separate agenda item and aligning with DLI's strategic plan.

Early calendar invites are needed for a reoccurring quarterly hold and clear event pages on DLI's website as well as social channels.

•New Committee Meeting Time:

As committee members reviewed their own standing schedules, the next meeting and subsequent meetings will be held the first Thursday of the month at noon.

5. Action Items

-Video/Newsletter idea for a monthly short video or Instagram reel summarizing key takeaways from Business Huddles.

-Event Promotion: Publish a dedicated Business Huddle page with Calendar holds to improve visibility possibly? Unclear if this is on website or social channels.

-Speakers: Continue outreach for subject matter experts (i.e. parking, data center, downtown development, etc.)

-For Upcoming Monthly Meetings: Jesse to send out monthly calendar invite for new meeting day and time.

-Alan & Marcus to revamp Business Huddle Standard Operation Procedure(s).

6. Motion to Adjourn: Motion to adjourn at 1:06 p.m. by J. Flores. Motion carried.

Business Development

April 2, 2026 | 12:00 p.m. at DLI Office

Volunteers: Jesse Flores, Alan Woodbury, Marcus Martin

Not Present: Alex Watkins, Chelsea Dowler

Guest: Shontae Tolliver

Staff: Cathleen Ederly, Kate Litwin

MINUTES

1. Call to order: Meeting called to order at 12:04 p.m.

2. Approval of March Meeting minutes: Motion by Marcus Martin. Second by Jesse Flores. Minutes approved.

3. Volunteer hours for Last Month: 41

4. Action/Discussion Items

• Ideas to Activate Downtown & Business Recruitment

Ms. Tolliver shared her documents containing ideas to bring both indoor and outdoor activities to Downtown Lansing, as well as prospective business types that should be considered including:

- A Seasonal Community Hub – Cultural & Community Center Initiative to house ideas such as
 - Community Market (could include outdoor Farmers Markets as well as advertising tables, and indoor artisan market/rotating art gallery)
 - Wine Night & Michigan Winery Events
 - Supper Clubs
 - Fundraising Tables
- Recruit Canteen style non-alcoholic nightlife venue
- Strategic Brand partnerships for national anchor tenants

The documents will be shared electronically with the entire committee.

• Business Recruitment & Retention

J. Flores shared updates regarding the work he and K. Litwin have been doing in updating the committee's prospect lists and prospect outreach. Of the last list of 20 prospects, a high percentage of prospects responded to Kate Litwin's messages. This indicates the messaging is right, even if prospects can not add a location at this time. Committee also discussed length of time it takes to move from initial outreach—securing a business who completes lease agreements, build out, and opens downtown.

Both Jesse and Kate shared updates regarding the upcoming kick-off to Main Street Business retention & recruitment technical services. **More updates to follow.**

Jesse Flores shared broad direction of updated content and direction of Michigan's Downtown business page.

5. Action Items

- DLI Staff to make easily implementable updates to Michigan's Downtown recruitment page, using photos and video.
- J. Flores to send out meeting minutes
- Shontae Tolliver to email digital copies of her researched documents for activations and business needs downtown. With her professional work, she would be a great addition to this committee.

6. Motion to Adjourn: Motion to adjourn at 12:56 p.m. by J. Flores. Motion carried.

Design and Public Spaces Committee

March 27, 2026

4:00pm Lansing Shuffle

Members Present: Dennis Louney, Audrey Brayton, Rachel Beatty

Guests: Ashleigh Woolston

Staff Present:

MINUTES

- 1. Introductions:** Rachel introduced a potential new committee member, Ashleigh Woolston.
- 2. Call to Order:** Meeting was called to order at 4:00p by D. Louney.
- 3. Volunteer to take Minutes:** Audrey took meeting minutes
- 4. Approval of February Minutes:** Motion by A. Brayton. Second by D. Preston. Motion passed unanimously.
- 5. Volunteer Hours from Last Month:** 26 (includes meeting, Legendary Women, and app. Work)
- 6. Subcommittee Updates:**

Beautification/Adopt-a-Spot: D. Louney shared that he and Kate received an email from BWL stating that they have about 30-40 possible volunteers for Adopt a Spot. Dennis stated he will be getting with Kate regarding ensuring all volunteer sign-ups etc. come through and getting this program set-up for the Spring. Dennis also suggested Kate connect with the Capitol Commission regarding their planting colors for flow of design and color.

Art & Architecture: Explore Downtown Lansing Web Tool Update

Kara and Dennis would like feedback no later than mid-April regarding the app and any design/listing changes needed so they can work through tweaks that need be made. Kara and Kate will also need to coordinate with Jenea regarding the launch of the 2026 Adopt-a-Spot program and interactive app. C. Edgerly to invite Jenea to next DPS meeting.

Legendary Women of Lansing Project: A. Brayton shared that we are starting to receiving signed contracts from the chosen artists for the project. Bob Rose is working on photo copyright permissions so the artists can get started and we are waiting on the 2 MDOT box permissions as well, with help from an inside contact at MDOT.

ARTery Alley: Alley A. Brayton shared notes on next steps regarding City approvals for alley repavement as well as a discussion with impacted property and business owners, as well as residents, regarding trash and grease receptacles. B. Rose is coordinating artists for murals in the alley.

New Business: A. Brayton shared updates from DLI Board and Committees. D. Louney requested we email this information to the entire committee. C. Edgerly will handle that.

R. Beatty shared that she had a discussion with Mario regarding DLI space to display upcoming events and other flyers near the front entrance. Downtown businesses can also place their information here.

Additional ideas shared included:

- Evening Farmers Market with food trucks at the Capitol, or a Food truck frenzy in a parking ramp on weekends.
- Special MSU, LCC and other student discounts
- MSU And other student live music and busker activities downtown in warmer months.
- Silent Disco – any contacts? How can this be tied in with Grewal and AOTA.
- Movie Night.
- Community veggie garden and art – maybe partner with CATA's new property on the corner of Washington and Kalamazoo.

Adjournment: Motion by D. Louney to adjourn at 4:55 p.m. Support from Rachel. Motion Carried.

Next Meeting: Thursday, April 23 at the DLI Office

Downtown Lansing Inc

Budget vs. Actuals:

DLI General Fund

March Financials

	March Financials	YTD	Budget	% of Budget
Revenue				
Assessment Transfer Income	0.00	375,663.13	486,800.00	0.00%
Total Grant Income	0.00	171,800.00	1,870,000.00	9.19%
Match on Main	0.00	0.00	25,000.00	0.00%
Misc Income	0.00	552.47	1,000.00	55.25%
Business Development.	87.84	7,600.00	7,200.00	105.56%
Middle Village	0.00	38,900.00	80,000.00	48.63%
Organization	0.00	6,000.00	5,000.00	120.00%
Promotions		123,841.49	110,000.00	112.58%
Design & Public Spaces.	200	17,000.00	90,000.00	18.89%
Operations Transfer	0.00	0.00	85,000.00	0.00%
Total Revenue	\$ 287.84	\$ 741,357.09	\$ 2,760,000.00	26.86%
Expenditures				
Salaries	27,127.72	252,074.00	400,000.00	63.02%
Fringes	2,075.25	18,707.96	26,510.00	70.57%
Information Technology	3,284.00	29,556.00	39,404.00	75.01%
Misc. Operating	39,002.28	437,781.54	634,586.00	68.99%
Business - Match on Main	0.00	0.00	25,000.00	0.00%
Business Development	149,111.50	412,280.60	806,460.00	51.12%
Middle Village Micro Market	0.00	27,737.15	72,000.00	38.52%
Design & Public Spaces	0.00	18,645.39	553,500.00	3.37%
Organization	2,016.00	21,993.37	27,440.00	80.15%
Promotions	3,127.57	86,862.69	175,100.00	49.61%
Total Expenditures	\$ 225,744.32	\$ 1,305,638.70	\$ 2,760,000.00	47.31%
Net Operating Revenue	-\$ 225,456.48	-\$ 564,281.61	\$ 0.00	
General Fund	\$ 2,168,508.00	\$ 2,507,333.13	\$ 500,000.00	
Net General Fund Balance	1,943,051.52	\$ 1,943,051.52	\$ 500,000.00	388.61%

APRIL 2026 DIRECTORS REPORT

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

- **State of Downtown Workshop:** Wednesday, April 15 from 3:00–4:30 p.m. at Impression 5 Science Center
- **Downtown Business Huddle:** Thursday, March 19 at 8:00 a.m. at The View at Jackson Field
- **DLI Budget Presentation to Council:** Monday, May 4 at Committee of the Whole. Meeting starts at 5:00 p.m. Our presentation is midway through the evening’s budget presentations.
- **Downtown Spring Clean-Up:** Saturday, May 9 from 10am–noon.
- **Leadership Lansing – Downtown Edition Walking Tour:** May 12, from 10:30 a.m.–12:00 p.m.
- **Trick-or-Treat on the Square:** Friday, October
- **Big Red Ball:** Saturday, December 12 from 7–10:00 p.m.

Open Board Seat(s): With the addition of Keri Tomac not seeking reappointment for her Board seat, we will have 2 open board seats in the next month. Executive Director Edgerly has met with prospective board members to fill Nikki Thompson Frazier’s open seat. As we look at having an additional Board seat it’s important to consider what skill sets we need on the Board and past discussions surrounding local merchant representation.

Downtown Egg-Stravaganza: Rainy weather and high winds led to a change in how this year’s Egg Hunt on the Capitol Lawn was held. Thanks to support from Grewal Hall, we were able to move the Egg Hunt and community partners without Washington Square Downtown storefronts to move inside for greeting families, handing out candy, and an egg hunt. We welcomed over 1,000 people between 9:45 a.m.–11:30 a.m. inside Grewal Hall with 8 participating tables, DJ Metro Melik, and multiple waves of egg hunts happening for all ages and abilities. MANY thanks to the volunteers, staff, and partners who stepped in and helped this pivot move as smoothly as possible as we welcomed so many families and ensured all youth attendees left with numerous filled-eggs and other fun Spring treats, surprises from Impression Five, Zap Zone, and others.

Main Street Technical Service Kick-Off: On Monday, April 6 J. Estill, J. Flores, K. Litwin and C. Edgerly met with the Michigan Main Street team and Jay Schlinsog of Downtown Professional Network to kick off this year’s Main Street technical service which builds on and prioritizes our Business Recruitment work and Michigan’s Downtown page. We look forward to sharing more at Thursday’s meeting.

CADL Downtown Library: As the Board has discussed in the past, and based on recent news stories, many of you may be aware that the Capital Area District Library (CADL) Branch has discussed leaving their current downtown building due to expensive and extensive repairs needed. According to a recent media story, one site being explored for the future CADL Downtown branch is the former Gibson’s Book Store located in the City’s North Capitol Parking Ramp. As Lansing downtown management agency, the preservation and use of historic buildings within our district is a core part of our mission and work of our Design & Public Spaces committee. With increasing residential developments and downtown’s central location – having a downtown library is a huge asset to our downtown residents, visitors and employees. I wanted to bring the recent updates to this Board for discussion and any questions.

MARKETING REPORT DLI MARCH 2026

DLI Google Analytics

Active Users: 9.3K (up 26%)

How do they find us?

- Organic Search: 7.1K
- Direct Search: 4.1K
- Referral: 434
- Organic Social: 124
- Email: 0

Top Page Visits:

- Vintage Fest: 2.1K
- Home Page: 1.5K
- Egg-Stravaganza: 898
- Events: 717

Earned Media

Earned Media Placements:

- Online: 24
- Print: 15
- Broadcast: 4

Earned Media Impressions:

- 1.3 million

Earned Media

- Press Releases: 1
- Media Advisories: 1

SOCIAL MEDIA

LinkedIn

Key Metrics:

- Impressions: 2,228 (up 11.9%)
- Engagement rate: 10.8%
- Post Clicks: 88
- Audience Growth: 9
- 62 Post Reactions
- 5 Comments
- 3 Reposts

Top Performing Posts

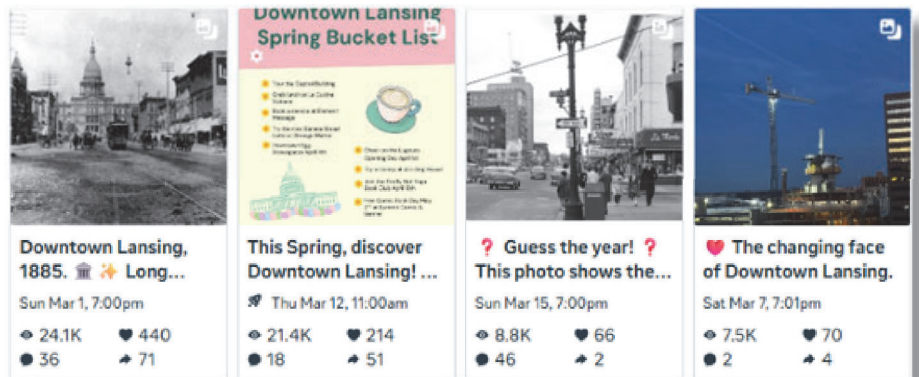
- Kate graduation congrats
- Volunteer of the Month
- Business Huddle invitation
- Internship Search
- Hanging Basket appeal

Facebook

Followers: 12,711

Key Organic Metrics:

- Views: 257.8K (up 53%)
- Engagement rate: 17.2%
- New Follows: 178
- Link Clicks: 988
- Shares: 333
- Content Reactions: 1679
- Event Follows: 2000



Top Performing Posts

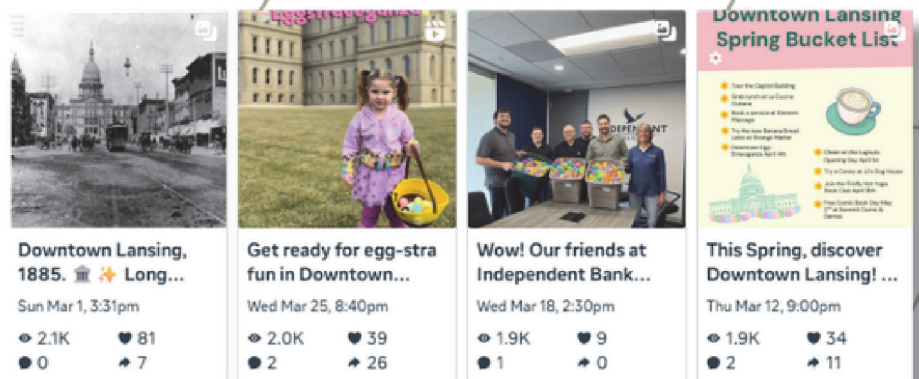
- 1885 Photo
- Spring Bucket List
- Guess the Year
- New Vision horizon

Instagram

Followers: 13,530

Key Organic Metrics:

- Views: 68.8K
- Engagement rate: 8.8%
- New Follows: 92
- Content Interactions: 1.1K
- Total Reach: 5.4K



Top Performing Posts

- 1885 Photo
- Egg-Stravaganza Partner Reel
- Independent Bank thank you
- Spring Bucket List



FOOD HALL &

LANSING SHUFFLE

SOCIAL CLUB

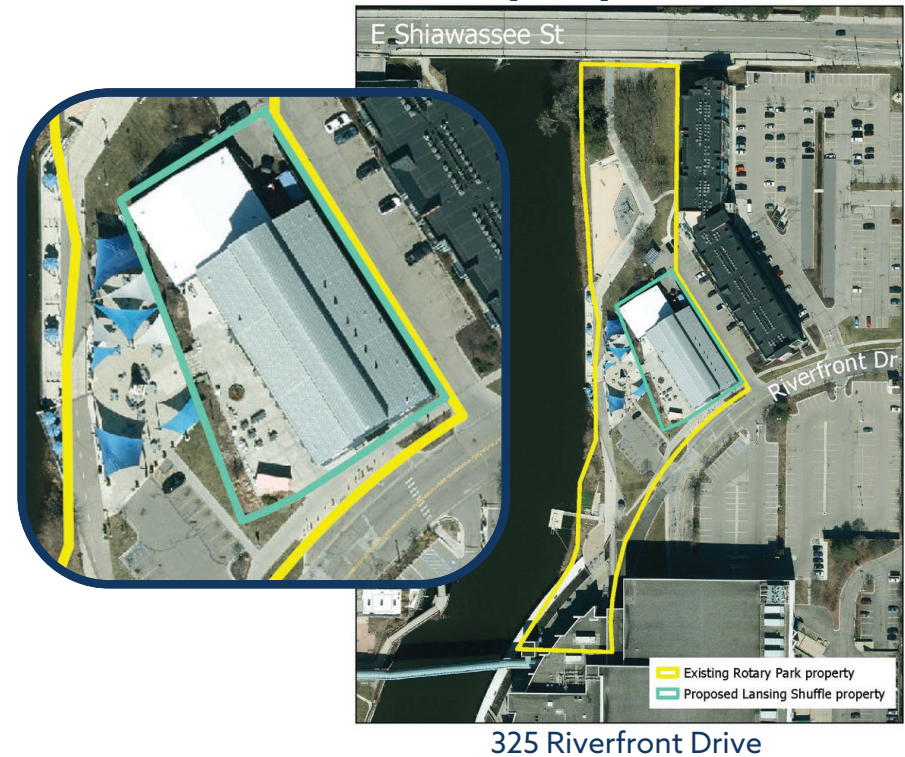
Request for Sale of 325 Riverfront Drive

Lansing Shuffle Request

Purpose: Request public vote on the sale of the Lansing Shuffle building and premises per the lease agreement for placement on the August 4, 2026 ballot. The proposed Lansing Shuffle property is 0.66 acres of the total 3.74 acres of existing public property and does not include Rotary Park or the parking lot.

Goal: Secure long-term stability of Lansing Shuffle operations and deepen investment in Lansing's riverfront and downtown.

Property Location



History of Property


1885 - 1972: Freight Depot, Railroad Spur, Acid/Chemical Storage

1981: Property developed into a public park (River Front Park)

2010: New municipal market building opens on the property to replace the outdated market building at Shiawassee St. and Cedar St.

The new building was intended to reinvigorate the city market by providing modern facilities for vendors, an enhanced shopping experience, and a built-in customer base with nearby residential developments.

Challenges with visibility, access, competition and changing shopping trends led to low foot traffic, tenant attrition, and a growing city subsidy.



History of Property

2018 - 2020: City ends subsidy (~\$80,000/year), the last remaining tenant vacates the building, and Rotary Park opens along the riverfront in 2019.

City releases RFI "to engage an entity... with exceptional experience and capability to share their concepts for transforming the Market Property into a thriving, job creation and commercial center that offers an interactive environment based on the riverfront, downtown Lansing, and other adjacent public and private amenities." Initial inquiries on the property requested an immediate sale and/or significant parking commitments.

2020: Detroit Rising Development submits proposal for the Lansing Shuffle concept

2021: City and Lansing Shuffle enter into lease agreement and renovation starts

2023: Lansing Shuffle opens




A New Approach for Activation and Success


City Market Challenges

- Relied on routine, convenience shopping that needed proximate population density
- Limited reasons to stay or return
- Poor layout and operational inefficiencies
- Competed with grocery stores and numerous local farmers markets
- Lost relevance as identity shifted away from core purpose and shopping habits changed
- Revenue model did not cover operating costs, required ongoing public subsidy

Lansing Shuffle Approach

- Built as a destination experience by combining food, drinks, games, and events
 - Attracts visitors from across the city and region
 - Designed as a social, flexible environment that encourages interaction and longer visits
 - Curated vendor mix and ongoing evolution of programming (new vendors, rotating events)
 - Programming promotes stronger connectivity to the riverfront and complements, rather than competes with other venues and amenities
 - Built to be financially self-sustaining, and private investment provides incentive to perform
- 

Summary of Current Lease Structure

- Term: From approval of lease agreement through the year 2040
 - Rate: \$24,000/year (paid monthly), with annual escalator
 - Doesn't require a public subsidy for operations, and all maintenance and improvements are the responsibility of the Lessee
 - Lease rate balances the reduction in costs to the city with the \$4.2MM leaseholder-financed improvements to the property
 - Public Uses: Programming and space made available to community groups, restroom and drinking fountain facilities open to the public during business hours at Lessee's expense
 - Sale: Lessee may request City to initiate proceedings necessary to sell the building and premises after two years, allowing the Lessee to demonstrate a successful concept
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About Lansing Shuffle

- Serves as a hub for delicious food, unique entertainment, and community gathering.
- Features space for six restaurant options and five full-sized shuffleboard courts.
- Continues the momentum of riverfront activation, adding to the flourishing lifestyle amenities in downtown Lansing.
- Lansing Shuffle hosts a wide range of programming—from live DJs and nightlife curated by partners like Mikey Austin and Jon Roehl to art experiences, community events, and nonprofit activations with organizations like LEAP.

FOOD HALL &
LANSING SHUFFLE
SOCIAL CLUB



Why the Lansing Shuffle Works

- Diverse dining in one location
- Social gaming & entertainment
- Welcoming public gathering space
- Appeals to families, professionals, visitors




A Shared Success

- Revitalized key waterfront site in partnership with the City
- Aligned with riverfront and economic goals

Supporting Lansing's Growth


- Platform for local food entrepreneurs
- Regional draw bringing visitors downtown
- Increased foot traffic for nearby businesses
- Strengthens riverfront activation

Why Consider a Sale Now?


- Operations are stable and the concept is proven to be successful in this location
 - Lease allows purchase request after the second year of the lease at a pre-determined price
 - High financing costs on leaseholder improvements are constraining current growth
 - Debt structures under a lease limit the operator's ability to finance much-needed capital repairs to the building and long-term enhancements needed to stay innovative
 - Ownership supports ongoing reinvestment through better financing options, creates accountability, and ensures long-term stewardship
 - Ownership ensures the model that is working today can continue to grow and evolve
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Commitments

If a sale is approved, Lansing Shuffle will:

- Honor sale price negotiated in the lease: 2018 appraisal (pre-improved) plus the contribution of city funds, with a return on equity (est. \$953,272 for a January 2027 closing)
 - Retain public access to restroom facilities and drinking fountains
 - Provide easements to the city for utilities and necessary access at no cost
 - Work with the city to negotiate mutually beneficial sale terms that could include restricting potential uses of the property and, in the event of a significant change in operations, allow for a future repurchase by the city without limiting the ability to finance improvements
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Overview of Property Sale Process

1. Presentation to Lansing Planning Commission on March 3rd (recommended unanimously)
 2. Presentation to Lansing Parks Board on March 11th (item tabled)
 3. **Consideration by Lansing City Council to put property sale to a public vote**
 4. If approved by City Council, ballot language is submitted
 5. Question is placed on the August 4, 2026 ballot
 6. If approved by public vote, sale agreement presented to City Council for consideration
 7. If approved by City Council, sale agreement may be executed
 8. Once all conditions are satisfied, the parties may close on the sale of the property
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Thank You



BY THE COMMITTEE ON WAYS AND MEANS
RESOLVED BY THE CITY COUNCIL OF THE CITY OF LANSING

WHEREAS, currently, citations for an expired meter violation are \$15.00 if paid by midnight on the day of issuance, \$25.00 the following day, \$35.00 if paid within 14 days, and \$45.00 if paid within 28 days; and

WHEREAS, the proposed updates to parking meter policies, including the ability for motorists to continue paying throughout the day, necessitate a review and adjustment of expired meter fines; and

WHEREAS, the current fine structure may incentivize motorists to receive a citation rather than pay the maximum daily parking rate, creating unintended consequences for the city's parking management; and

WHEREAS, increasing fines for expired meter violations would encourage compliance and ensure that fines exceed the maximum daily parking rate, thereby discouraging violations; and

WHEREAS, pursuant to City of Lansing Ordinance 404.03, parking fines are set by Council resolution.

NOW, THEREFORE, BE IT RESOLVED, that the Lansing City Council approves the following fines for expired meter violations:

Payment by Midnight on Day of Issuance:	\$25.00
Standard Fine, paid from 12:01AM on day after issuance up to 14 th day:	\$35.00
Payment made from 12:01AM on 15 th day after issuance up to 28 th day:	\$45.00
Payment made from 12:01AM on 29 th day after issuance up to 42 nd day:	\$55.00

Resolution #2026-###

By the Committee on Ways and Means
Resolved by the City Council of the City of Lansing

WHEREAS, currently, hourly rates for on-street parking locations within the City of Lansing increase consistently by \$1.50 per hour, to a maximum daily charge of \$15.00, which is equivalent to the maximum daily parking rates in parking ramps owned and maintained by the City; and

WHEREAS, the current rate structure may incentivize motorists to utilize on-street parking locations for extended visits rather than pay the maximum daily parking rate in parking ramps, creating unintended consequences for motorists seeking parking solutions for short-term visits; and

WHEREAS, progressively increasing rates for on-street parking locations would encourage motorists to make use of parking ramps for extended visits by increasing the relative value of the maximum daily parking rates in parking ramps; and

WHEREAS, pursuant to City of Lansing Ordinance 404.03, parking rates are set by Council resolution.

NOW, THEREFORE, BE IT RESOLVED that the Lansing City Council approves the following hourly rates for on-street parking:

Total Hours	Amount/Hour	Total Charge	Example Parking Duration
0 minutes to 1 hour	\$1.50	\$1.50	9A-10A
1 hour to 2 hours	\$1.50	\$3.00	9A-11A
2 hours to 3 hours	\$2.00	\$5.00	9A-12P
3 hours to 4 hours	\$3.00	\$8.00	9A-1P
4 hours to 5 hours	\$3.00	\$11.00	9A-2P
5 hours to 6 hours	\$3.00	\$14.00	9A-3P
6 hours to 7 hours	\$4.00	\$18.00	9A-4P
7 hours to 8 hours	\$4.00	\$22.00	9A-5P
8 hours to 9 hours	\$4.00	\$26.00	9A-6P



March 24, 2026

On Monday, March 23, Council was presented with proposed parking enforcement changes which include:

- An adjustment of expired meter fines.
- Parking hour enforcement changes from 9:00 a.m.- 6:00 p.m.
- Progressively increasing rates for on-street parking locations past the current 2 hour limits.

Based on the [City parking study](#) that was conducted by Walker Consultants, as well as continued requests we hear from you our merchants, Downtown Lansing Inc. (DLI) and the Old Town Commercial Association (OTCA) continue to advocate for the City and Council to approve parking changes that support our districts.

As DLI and the OTCA continue to advocate for the needs of our districts we, the undersigned merchants and organization leaders in Old Town and Downtown, urge Council to not only consider the parking requests presented at the March 23, 2026 Council Meeting, but to also include offering more short-term parking and efficient parking options for quick in-and-out trips, as recommended by the Walker Consultants Parking study with the following requests from our merchants including:

- Additional marked loading zones.
- Waive the first 15 minutes of parking for customers visiting our business districts.

Thank you for your time, leadership, and support of local businesses.

Cathleen Edgerly
Executive Director, Downtown Lansing Inc.

James Lenon
Executive Director, Old Town Commercial Assoc.

Keri Tomac
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Lansing, MI 48917
keribrowndesigns@gmail.com
517-449-2591
March 12, 2026

Board of Directors
Downtown Lansing, Inc.
215 S. Washington Square
Lansing, MI 48933

Dear Members of the Board,

I am writing to formally notify the Board of Directors of Downtown Lansing, Inc. that I will not be seeking reappointment of my General Board Position. My last Board Meeting will be April 9th, 2026.

I am grateful for the opportunity to serve on the Board and contribute to DLI's vision and growth over the past two years. My decision to step away from the Board at this time is due to professional obligations and personal commitments.

I wish Downtown Lansing, Inc. continued success and offer my support in ensuring smooth transition.

Sincerely,
Keri Tomac