

# DLI Board Meeting - Rescheduled

June 17, 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 June 11, 2026
- Minutes from April 9, 2026
- Committee Reports
- Monthly Financials – J. Durham

### 5. Old Town Updates:

### 6. City Budget Discussion – DLI Budget Adjustments: Jake Brower

### 7. Reports

- Director Report
- President's Report

### 8. Action/Discussion Items

- City Parking Changes
- Board Seat
- Downtown After 5
- Public Space and Tenant Improvement Updates with Grant Funding

### 9. New Business:

### 10. Closed Session: Neva Lee v Downtown Lansing Inc Legal

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

#### Board Members:

- |                                    |                               |
|------------------------------------|-------------------------------|
| • Jen Estill, <i>President</i>     | • Open, <i>Member</i>         |
| • Josh Pugh, <i>Vice President</i> | • Alex Rusek, <i>Member</i>   |
| • Julie Durham, <i>Treasurer</i>   | • Kris Klein, <i>Member</i>   |
| • Jennifer Hinze, <i>Secretary</i> | • Jesse Flores, <i>Member</i> |

Board Advisors: Peter Spadafore, James Lenon

# DLI Board Meeting

April 9, 2026 | 11:30 am

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

**Members Present:** J. Estill, K. Tomac, K. Klein, J. Flores, J. Pugd. Durham, A. Rusek

**Members Absent:** J. Hinze

**Board Advisors Present:** J. Lenon

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

## Minutes

**1. Call to Order:** Meeting called to order at 11:34 a.m. by J. Estill

**2. Citizen's Comments:** None

**3. Correspondence:** None

**4. Consent Agenda Approvals:**

- Agenda April 9, 2026
- Minutes from March 12, 2026 Meeting
- Committee Reports
- Monthly Financials

Motion by A. Rusek to approve the consent agenda. Second by K. Tomac. Motion passed unanimously.

**5. Old Town Updates:** J. Lenon provided an update on the proposed renaming of Cesar E. Chavez Avenue. He reported that discussions among stakeholders have been collaborative and productive. Members of the Latino community have expressed a desire for a deliberate and thoughtful process, and City Council has agreed to not move forward to hastily, but move at a measured pace.

The role of the Old Town Commercial Association (OTCA) is to serve as a partner throughout the process by bringing stakeholders together, facilitating communication, and sharing information. The first stakeholder meeting is scheduled for April 28 and will focus on businesses directly affected along the corridor. Additional public meetings will be held later.

J. Lenon also shared several upcoming events and initiatives in Old Town, including Chalk of the Town, the Roper Romp, preparations for ArtFeast in August, and community clean-up events scheduled for April 26 and May 16.

Several business updates were also provided:

- Tanuki's Trading Post, specializing in anime and Japanese merchandise, has opened at 108 Chavez.
- A new sports memorabilia business is opening nearby.
- The Unicorn is under contract for sale but will remain The Unicorn; the new owners are currently working through liquor license approvals.
- Good Truckin' Diner is also working on liquor licensing approvals.
- The Fish Ladder concert venue opening with Starfarm is scheduled for May 29.

## 6. Reports:

### Director's Report:

M. Gonzales provided a recap of the Downtown Egg-Stravaganza event. Due to poor weather conditions, staff quickly pivoted operations to Grewal Hall and successfully moved the event indoors. Despite the weather challenges, more than 1,000 people attended and enjoyed activities downtown.

C. Edgerly noted that the Big Red Ball date listed in the board packet was incorrect and shared the correct date. Save-the-Date materials are available and have been mailed to past year attendees and sponsors. The event will be held on Saturday, November 21.

Staff professional development updates included J. Markham's upcoming attendance at the Main Street Conference in Tulsa and M. Gonzales' completion of the Leadership Lansing program.

C. Edgerly also reported that DLI must vacate its storage area in the Atrium basement and relocate materials by the following Wednesday. This will be the fourth time staff have had to move these stored items.

Additionally, DLI has begun working with Downtown Professionals Network (DPN) on a Technical Service project (Ready to Recruit) which is focused on business recruitment.

- **President's Report:** J. Estill reported that The Nest shelter project is moving forward. Holy Cross is closing and The Nest will absorb it- with beds and clients being relocated to a new facility near Townsend and Kalamazoo Streets. The new facility will house 56 individuals experiencing homelessness and is expected to open around April 29. It will serve veterans, fathers with children, and teenage boys. In addition to overnight accommodation, the facility will offer daytime services for up to 160 individuals.

## 7. Action/Discussion Items:

### Lansing Shuffle Proposed Sale:

K. Klein provided background on the proposed sale of Lansing Shuffle. Because the facility is located on park property, City Council must approve placing the sale proposal on a public ballot. Planning Commission recommended approval, while the Parks Board voted against recommending the sale.

Board discussion focused on the future viability of the property, investor concerns, maintenance responsibilities, and potential refinancing challenges.

### City Parking Proposal:

C. Edgerly reported that DLI and OTCA have been working together to evaluate proposed parking system changes and gather feedback from businesses, neighborhood groups, and city leadership.

Key priorities include loading zones on every block and fifteen minutes of free parking. Board members were encouraged to attend the April 20 City Council public hearing and provide public



comment as well as written communications. OTCA and DLI will work together again on a collaborative written communication to Council.

**State of Downtown:**

C. Edgerly reported that the annual State of Downtown event is scheduled for April 15 at Impressions 5 Science Center, and will use an interactive workshop format to gather input from stakeholders regarding downtown priorities and future Capital City Fund investments.

**K. Tomac Board Seat Update:**

K. Tomac indicated her need to not renew her Board term after it ends this month – but stated that she’s not leaving DLI and will continue to serve as a volunteer on Promotions and other events she is a part of. The board thanked her for her service and dedication to the downtown community.

MOTION by J. Pugh, SUPPORT from A. Rusek to accept the resignation of Keri Tomac. Motion passed unanimously.

**8. New Business: None**

**9. Motion to Adjourn:** A. Rusek motioned to adjourn at 12:11 p.m. 2nd by J. Durham. Motion approved unanimously.



# May Organization Committee

May 6th

8:00 a.m. via Zoom

Present: Jenea, Mario, Alex, Allison, Chioma, Melissa

## Agenda

**1. Call to order:** Meeting called to order at 8:05am

**2. Approval of April Meeting Minutes:** Motion to approve by Alex, seconded by Allison

**3. Volunteer Hours:** Alex: 1, Chioma: 10, Jay: 1

### 4. Communication Team:

- **MERCHANT NEWS: (ARTICLES DUE MONDAY, MAY 18th)**
  - Business of the Month: SALUS Center (Jay will write)
  - Adopt-a-Spot Program (Jenea)
  - Business grant resources (Jenea)
  - Save the Date for Evening of Excellence, Explore Downtown App (staff)
- **E-NEWS - (ARTICLES DUE MONDAY, MAY 18th)**
  - Business of the Month: see above
  - Volunteer of the Month: Chioma Lewis (Alex will write)
  - Spring Clean-Up recap (staff)
  - Article ideas:
    - i. Pride month activities (Alex will write)
    - ii. summer music events (Allison will write)
    - iii. Patio preview (Chioma will write)
    - iv. Famous Peanut Shop squirrels (Jenea will write)
    - v. Social District spotlight (Melissa will write)
    - vi. Day in Downtown series (Jenea will write)

### 5. Social Stats: Jenea shared

- **Facebook**
- Followers: 12,856
  - Key Organic Metrics:
    - Views: 160K (meta error leading to underreporting, actual # is higher)
    - Engagement rate: 19.2%
    - New Follows: 160
    - Link Clicks: 283
    - Shares: 231
    - Content Interactions: 2.2K
    - Event Follows: 557
- **Instagram**
- Followers: 13,564

- Key Organic Metrics:
  - Views: 66.3K
  - Engagement rate: 8.7%
  - New Follows: 97
  - Content Interactions: 1.2K

## **6. DLI Updates (staff): Mario shared**

### **Business Development Committee Updates:**

Currently working on an outreach push to bring in prospective new businesses. Also, completed the Main Street technical service for outreach and retention.

### **Design & Public Spaces Updates:**

DLI app to launch after Memorial Day. Adopt-a-Spot interactive website will be live around the same time. Also working on new social district signage.

### **Promotion Updates:**

Still 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, help needed with business liaison work, vendor procurement, etc.

**7. New Business:** The Evening of Excellence planning team will choose our Volunteer of the Year by July based on committee input and staff recommendations – with award to be given during the Evening of Excellence ceremony in August. Melissa floated the idea of an article that describes all the catering options from downtown businesses. Committee liked the idea and Jenea proposed making it a web page nestled under our directory. Mario will add this to the Merchant news, asking restaurants to chime in with info. Alex will ask his office manager for the list they use and DLI will ask Audrey.

**7. Adjourn:** Motion to adjourn by Alex, seconded by Allison. Adjourned at 8:35am.

## Organization Committee

June 3rd

8:00 a.m. via Zoom

Committee Members Present: Melissa, Alex, Allison, Chioma

Staff Present: Mario, Jenea

**1. Call to order:** Meeting called to order at 8:02 am

**2. Approval of May Meeting Minutes:** Motion to approve by Alex, seconded by Allison

**3. Volunteer Hours:** 19 (includes Evening of Excellence)

### 4. Communication Team:

- **MERCHANT NEWS: (ARTICLES DUE MONDAY, JUNE 22nd)**
  - Business of the Month: Finger Lickin' Chicken & Fish and University Weiner. Alex will write, Jenea will provide him with contact information for the owners.
  - Downtown After 5 reminder and overview (Staff) Melissa suggested that we add in a construction update so that folks know where to park for this event. Jenea will add this language to the write-up. Melissa and Alex expressed an interest in getting flyers to distribute. Mario will deliver them.
  - Intern Introduction (Staff) Jenea introduced Allie and suggested a short write-up so that the business owners know that Allie is on staff and can help with promotions.
  - We will also be adding a blurb explaining the new parking rules. Jenea went over the rules with the committee and stated that DLI is waiting to hear back from the city on the timeline for implementation, before promoting on socials or the newsletter.
  
- **E-NEWS - (ARTICLES DUE MONDAY, JUNE 22nd)**
  - Business of the Month: see above
  - Volunteer of the Month: Josh Watson. Jenea explained Josh's work on the Promo committee and various subcommittees. Mario will write this article.
  - Downtown After 5 reminder (jenea)
  - Downtown from the Student Perspective (Allie) This will ideally be a reoccurring segment where Allie gives the student perspective on downtown and fun activities to do in the summer. The committee approved this idea.
  - Article ideas: New housing preview: Allison will write this to cover newly opened and upcoming housing developments downtown. Jenea will provide her with a list of projects. Celebrating July 4<sup>th</sup> in DL: Alex will do write up of events and the best viewing spots for fireworks. Hopefully will be able to add in events or promos from local businesses. Capital City Comic Con highlight: Jenea will write and add in how our local businesses are participating. Allison suggested a listing of July festivals and happenings

taking place, such as the Capital Farmer's Market and the Tacos & Tequila Fest.

**5. Growing our Newsletter subs:**

- Jenea shared stats from our current subscription numbers and open rates and asked for ideas on how we can grow our subs. The committee suggested reaching out to Choose Lansing, Lansing Parks & rec, Chamber. Jenea will follow up on these and see if these entities will share our newsletter information.

**6. Evening of Excellence:** September 3<sup>rd</sup>, 5:30pm at The View (Jackson Field): Volunteer of the Year. Melissa nominated Alex R. Jenea suggested that committee members email her their support of Alex and/or other nominees.

**7. Social Stats:** Jenea shared social stats for May, talked about continued growth on both platforms.

**8. DLI Board & Committee Updates (staff):** Jenea shared updates from DLI committees.

**9. New Business:** Alex suggested looking into using Clearview Social as a way to have board members and other interested parties share articles and posts that promote DLI and events. Foster Swift uses this to allow partners to share, ensuring that the message is being disseminated in a clear and unified manner. Jenea will look into this.

**10. Adjourn:** Motion to adjourn by Alex, seconded by Allison. Meeting adjourned at 8:33am.

# Promotions Committee

May 13, 2026

4:00 p.m. | DLI Office

Staff Present: Mario, Jenea

Members Present: Colton, Taylor, Tony, Dana, Josh, Hannah, Keri

## Agenda

1. Call to order: 4:02pm

2. Approval of April minutes: Josh motioned

3. Volunteer Hours from April: Dana: 3, Tony: 2, Colton: 6

4. Committee Projects & Discussion Items

- Twilight Thursdays: Tie-in with Nelson's Live Music Thursdays. (Planning Team includes Mary, Colton, Melik, Jenea, Mario)
  - Mario shared details of the event and reported that he reached out to Pedalsaloon, and made the business sign-up google form.
  - Date Change: June 18<sup>th</sup>, July 16<sup>th</sup> and August 20<sup>th</sup> (moved to the third Thursday of the month in order to avoid Stone Soup)
  - Name Change: Downtown After 5: Connect. Vibe. Discover.
  - Time Change: 5-7pm
  - Josh volunteered to help with artwork, will liaise with Jenea and Mario
  - Melik suggested that we reach out to Lansing 5:01 to provide sponsorship
  - Jenea suggested we use any funding for table tent cards in restaurants/bars, posters and online ads
- Trick-or-Treat on the Square: Friday, October 30 (Planning team includes Colton & Josh, Jenea, Mario, maybe Dana)
  - Planning Sub-Committee will be meeting on Wednesday, May 13 at 6pm virtually.
  - Sponsor Materials & Outreach Update:
  - Business Participation: Begin sign-ups by August
  - Keri asked to join the subcommittee
- Big Red Ball: Save the Date – Saturday, November 21 from 7-10pm, held at the Michigan History Museum, sponsorship is now available. Host Committee will meet on Thursday, May 21 at 4pm. Colton asked if BRB Week would happen again. Jenea expressed that she thinks the event needs a revamp and more excitement. Would this be worth forming a subcommittee?

## 5 Additional DLI Board and Committee Updates: Mario gave updates from Agenda

Misc:

- Colton offered to entice Spring and Fall Clean-Up volunteers with the opportunity to add a free 30 minutes onto their scheduled massage. We will push this out for Fall Clean-up.
- Mario asked if we should be sending SMS to reach out to people about events and volunteering. Josh advised that we should use the upcoming app to do this more effectively. Jenea added that SMS is expensive and has expansive rules to follow.
- Melik shared 517 Day information, including vendor and music events happening at the Lansing Shuffle/Rotary Park.

7. Motion to Adjourn: Tony motioned, Melik seconded

# Business Development Committee

June 4, 2026

12:00pm | DLI Office, 215 S. Washington Square

Members Present: Chelsea Dowler, Jesse Flores, Marcus Martin, Alan Woodbury

## MINUTES

**1. Call to Order:** Meeting called to order at 12:07 p.m.

**2. Volunteer to Take Minutes:** Cathleen

**3. Volunteer Hours from Last Month:** 38

**4. Approval of May 2026 Minutes:** Table until July. Majority of meeting included a training from Placer.ai with an added PersonaLive retail individual sales, demographics for categories and businesses, etc. Committee discussed access and any potential new reports we may want to look at. The committee will review what data we can access next month. Jesse brought up running a monthly scorecard style report to view # of visits, sales, duration of visits, where customers are coming from.

**5. Board and Committee Updates:** Updates from staff included a welcome to our new intern, Ali who started this week. Ali will be helping with Events and Marketing. No board meeting was held in May, we meet next on Thursday, June 11 to adopt the budget for FY 2027.

- **Organization:** Planning for Evening of Excellence is underway. Need nominees from this committee for a volunteer to recognize for our Business Development Committee volunteer of the year. Save the date for the event on September 3, 2026 at The View, with a baseball game after.
- **Promotions:** This Summer we are launching a Downtown after 5 shopping, dining and experiential event from 5-7pm the 3rd Thursday of the month June-August. Nelson Gallery & Legends Global also launch their weekly summer concert series so head downtown for dining/beverages on a patio, live music on the riverfront or Washington Sq.
- **Design & Public Spaces:** DLI is currently hosting a crowdfunding campaign to support the Legendary Women of Lansing historical art community story-telling project. Fundraising party planned for June 24 at La Fille Gallery. Installation of utility box wraps installed in late July. Large 3D womens empowerment sculpture to be installed in October. Currently fundraising goal is \$35,000.

## 6. Sub-Committee Discussion/Action Items:

- **R2R Technical Service Update:** Kate provided an update regarding the timeline and service to be provided by Downtown Professional Network with Jay and Michigan Main Street. This service includes her current work creating cut/sales sheet templates of available properties which she is about halfway done with. This service also includes toolkit and fully flushed out process for business recruitment, a practice recruitment/pitch challenge for all committee members to practice and market snapshot. Staff & this committee will be meeting with Jay on July 14 based on deliverables provided and next steps. Need to determine time between 10:00 a.m.-2:30 p.m. Count on 60-90 minutes for the meeting. Committee's top choice is morning around 10:30 a.m. Kate will email the entire committee on homework we need to complete by July 14 - this includes list of 5 reasons a business should open in the Downtown district.
- **Business Huddle:** Discussed attendance of Business Huddle and plans discussed at last month. We will not be holding a Business Huddle event in June as it conflicts with Downtown after 5. This will be the case for the July Huddle social hour. Having our huddles conflict with a DLI event doesn't sit well with some members. We shouldn't be conflicting with ourselves. Possibly look at Friday afternoon event for July social hour on July 24 at Nuthouse. Committee was ok with this suggestion.  
The Huddle after that will be the 3rd Thursday in September. Goal is to hold at the Capital City Market in the morning.

- Business Recruitment/Retention:

**7. New Business:** Chelsea Dowler asked about tapping into the passion and energy with business owners such as Devil's Day Tattoo, Capital Hippie, etc. Some have shared that they feel they didn't have institutional support or feel unappreciated. Staff responded with some examples of support. Jesse asked how we track events being held by businesses and support given by staff or institutional support. This brought about discussion regarding financial support and how that is communicating out. Business acumen that may be missing, etc. Do businesses recognize what DLI does or do they know who to ask for help.

\*Follow-up discussion/infographics/storytelling in terms of how we support other organizations or downtown events/activities not thrown by DLI so it's not anecdotal and we have documentation.

Committee also discussed the possibility of bringing back a Business Welcome Packet as they open and/or retention packet. Jesse is going to have Claude.ai work on a draft of this from DLI. Currently have a folder, just need to work on inserts. This ties into Michigan's Downtown pieces and page that were being worked on.

**8. Motion to Adjourn:** Motion to adjourn at 1:02 p.m. by J. Flores. Motion passed.

**Next Meeting: July 2, 2026, 12:00p.m., DLI Office**

# Design and Public Spaces Committee

May 28, 2026

4:00pm DLI Office

**Members Present:** Dennis Louney, Audrey Brayton, Rachel Beatty, Bob Rose

**Staff Present:** Kate Litwin

Meeting was called to order at 4:03pm by D. Louney.

**Approval of Meeting Minutes:** Motion by B. Rose, Support from R. Beatty to approve the April 2026 meeting minutes. Motion carried.

**DLI Board & Committee Updates:** K. Litwin provided an update on various DLI activities. The Promotions Committee is working on events like Trick or Treat on the Square planning, Downtown After 5 this summer, and the Big Red Ball planning team is preparing for the event in November. Organization is working on the Evening of Excellence (Bob mentioned need for volunteers at the event), and EV is preparing for the Ready to Recruit service through Michigan Main Street.

**Volunteer Hours:** Total of 30 hours were reported. (Dennis: 8, Rachel: 10, Bob: 10, Audrey: 2)

**Downtown Clean Up Day:** Discussion took place regarding keeping spring clean up on a Saturday in conjunction with Adopt-a-River or moving to a mid-week afternoon event to encourage greater participation. The committee thinks keeping the spring event on a Saturday and fall clean up as a mid-week event works to cover anyone who may want to participate in an event of this nature. Volunteering across the board was lower for spring clean up day, as noted by staff of BWL and i5, and we saw some different volunteers in the spring as compared to the fall.

Started fall clean up discussion and agreed that we need to start reaching out to corporate partners ASAP to encourage participation by creating a competition with ideas floated around greatest number of volunteers, team that collects the most/heaviest bags of garbage, etc. Still working on ideas for prizes, but having an after event at the Shuffle or other location could be fun if the idea catches on and participation increases. We will discuss more at the next meeting and will finalize a date.

**Adopt-A-Spot:** Dennis filled in for Kara and indicated there are no big changes on the GIS end. Staff will continue to promote and encourage participation in the program. Kara and Kate will connect to finalize and troubleshoot both Adopt-a-Spot and the interactive web tool.

**Explore Downtown Lansing Interactive Web Tool:** Still waiting on more feedback from board and staff, however it's almost ready to launch. Kate will work with Jenea on a press release and ways to promote the tool, including table tents at restaurants, social media, etc.

**Legendary Women of Lansing:** Audrey reported that sketches are coming in from the artists. Hoping to have the box wraps installed in late July or early August, as that's a good time for Foresight to install. Kate

reported on the Patronicity crowdfunding platform and the Lighter, Quicker, Cheaper Challenge Grant to earn an extra \$5,000 toward the project. Also reported was a meeting staff had with Tiffany Luke, who measured the site and showed rough sketches for the sculpture. Kate and Cathleen will attend the Arts Commission meeting on June 1 to get their approval for the project. Bob and Audrey will attend the Public Service meeting on June 11 for their approval, while staff is in a board meeting. After which, the rest of the right of way permits can be pulled and installation for everything can begin.

**ARTery Alley:** Kate talked about lighting options, illuminating columns, etc. and discussions with the city regarding repaving, removing dumpsters, and possible enclosure. Kate is trying to coordinate a meeting with the business owners who use the alley for garbage to discuss options. Bob would like to start a subcommittee to ensure we are keeping up with this project, especially with regard to art on the walls. Discussion about what to do with the concrete pads when the kiosks come out including possible wayfinding, art, etc.

**New Business:** Bob indicated there is a mural at the parking ramp at Grand at Ottawa that is falling apart. He believes it was a DLI project and that it needs to be removed because it looks awful. Kate will discuss with Cathleen to determine if this is our problem to fix or someone else's.

**Adjourn:** Motion by B. Rose, Support from R. Beatty to adjourn at 4:58pm. Motion Carried.

**Next Meeting:** June 25, 2026, 4pm, DLI office

# Downtown Lansing Inc

## Budget vs. Actuals:

DLI General Fund

April & May Financials

	April & May	YTD	Budget	% of Budget
Revenue	Financials			
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.		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.	5500	17,000.00	90,000.00	18.89%
Operations Transfer	0.00	0.00	85,000.00	0.00%
<b>Total Revenue</b>	<b>\$ 5,500.00</b>	<b>\$ 741,357.09</b>	<b>\$ 2,760,000.00</b>	<b>26.86%</b>
<b>Expenditures</b>				
Salaries	54,105.44	252,074.00	400,000.00	63.02%
Fringes	4139.06	18,707.96	26,510.00	70.57%
Information Technology	6,568.00	29,556.00	39,404.00	75.01%
Misc. Operating	63,749.19	437,781.54	634,586.00	68.99%
Business - Match on Main	0.00	0.00	25,000.00	0.00%
Business Development	5,731.25	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	91,161.14	18,645.39	553,500.00	3.37%
Organization	840.00	21,993.37	27,440.00	80.15%
Promotions	1,313.35	86,862.69	175,100.00	49.61%
<b>Total Expenditures</b>	<b>\$ 227,607.43</b>	<b>\$ 1,305,638.70</b>	<b>\$ 2,760,000.00</b>	<b>47.31%</b>
<b>Net Operating Revenue</b>	<b>-\$ 222,107.43</b>	<b>-\$ 564,281.61</b>	<b>\$ 0.00</b>	
<b>General Fund</b>	<b>\$ 2,168,508.00</b>	<b>\$ 2,507,333.13</b>	<b>\$ 500,000.00</b>	
<b>Net General Fund Balance</b>	<b>1,943,051.52</b>	<b>\$ 1,943,051.52</b>	<b>\$ 500,000.00</b>	<b>388.61%</b>

01/12/2026

GL Number	DLI Budget as requested by board Description	25-26 Amended Budget	25-26 Activity	25-26 Projected	26-27 Department Request	26-27 Finance Review
298-000000-451001	SPECIAL ASSESSMENTS	486,800.00	(356,988.50)	486,800.00	519,000.00	0.00
298-000000-579221	GRANT - MI EC DEV CORP	0.00	0.00	0.00	0.00	0.00
298-000000-579221-20051	GRANT - MI EC DEV CORP	1,870,000.00	0.00	1,870,000.00	1,000,000.00	0.00
298-000000-579221-20056	GRANT - MI EC DEV CORP	25,000.00	0.00	25,000.00	0.00	0.00
298-000000-579221-20057	GRANT - MI EC DEV CORP	0.00	0.00	0.00	0.00	0.00
298-000000-635000	ADMIN FEES CODE COMPLIANCE	0.00	481,380.11	0.00	0.00	0.00
298-000000-665000	INTEREST INCOME	0.00	0.00	0.00	0.00	0.00
298-000000-679100	FROM/(TO) FUND BALANCE	0.00	0.00	0.00	500,000.00	0.00
298-000000-680000	MISCELLANEOUS REVENUE	1,000.00	552.47	1,000.00	500.00	0.00
298-000000-680020	BUSINESS DEVELOPMENT	87,200.00	46,000.00	87,200.00	7,000.00	0.00
298-000000-680021	PROMOTIONS	110,000.00	97,733.97	110,000.00	135,000.00	0.00
298-000000-680022	ORGANIZATION	5,000.00	6,000.00	5,000.00	6,000.00	0.00
298-000000-680023	DESIGN/BEAUTIFICATION	90,000.00	19,098.01	90,000.00	125,000.00	0.00
298-000000-691000	OTHER FIN SOURCES - LEASES	0.00	0.00	0.00	0.00	0.00
298-000000-699101	OPERATING TRANSFER - GENERAL F	85,000.00	0.00	85,000.00	85,000.00	0.00
298-000000-702000	SALARIES	0.00	0.00	0.00	0.00	0.00
298-000000-956405	DESIGN	0.00	855.00	0.00	0.00	0.00
298-173904-702000	SALARIES	400,000.00	171,432.84	400,000.00	432,600.00	0.00
298-173904-715400	PAYROLL FRINGES	26,510.00	13,379.44	26,510.00	26,800.00	0.00
298-173904-801000	CONTRACTUAL SERVICES	0.00	42,480.00	0.00	0.00	0.00
298-173904-801720	IT -FY 26-27 ammended from board requeust	39,404.00	39,404.00	39,404.00	36,500.00	46,493.00
298-173904-851000	UTILITIES	0.00	0.00	0.00	0.00	0.00
298-173904-851200	TELEPHONE	2,780.00	1,250.28	2,780.00	2,000.00	0.00
298-173904-956000	MISCELLANEOUS OPERATING	631,806.00	386,631.20	631,806.00	669,445.00	0.00
298-173904-956023	BUSINESS DEVELOPMENT	689,200.00	127,037.66	689,200.00	16,100.00	0.00
298-173904-956023-20051	BUSINESS DEVELOPMENT	740,300.00	0.00	740,300.00	0.00	0.00

298-173904-956023-20052	BUSINESS DEVELOPMENT	0.00	0.00	0.00	0.00	0.00
298-173904-956023-20056	BUSINESS DEVELOPMENT	25,000.00	0.00	25,000.00	0.00	0.00
298-173904-956200	PROMOTION	110,000.00	82,455.09	110,000.00	116,600.00	0.00
298-173904-956405	DESIGN	90,000.00	17,979.37	90,000.00	545,700.00	0.00
298-173904-956407	ORGANIZATION	5,000.00	23,783.37	5,000.00	19,215.00	0.00
298-173904-956830	BAD DEBT	0.00	0.00	0.00	0.00	0.00
298-173904-970000	CAP OUTLAY - LEASES	0.00	0.00	0.00	0.00	0.00
298-173904-992000	PRINCIPAL EXPENSE	0.00	0.00	0.00	0.00	0.00
298-173904-993000	INTEREST	0.00	0.00	0.00	0.00	0.00

04/30/2026

BUDGET REPORT FOR CITY OF LANSING  
Calculations As Of 06/30/2026

GL Number	Description	25-26 Amended Budget	26-27 Mayor Proposed
Fund: 298 PRINCIPAL SHOPPING D			
Estimated Revenues			
298-000000-451001	SPECIAL ASSESSMENTS	486,800.00	631,300.00
298-000000-579221-20051	GRANT - MI EC DEV CORP	1,870,000.00	1,000,000.00
298-000000-579221-20056	GRANT - MI EC DEV CORP	25,000.00	25,000.00
298-000000-635000	ADMIN FEES CODE COMPLIANCE	0.00	0.00
298-000000-680000	MISCELLANEOUS REVENUE	1,000.00	500.00
298-000000-680020	BUSINESS DEVELOPMENT	87,200.00	7,000.00
298-000000-680021	PROMOTIONS	110,000.00	135,000.00
298-000000-680022	ORGANIZATION	5,000.00	6,000.00
298-000000-680023	DESIGN/BEAUTIFICATION	90,000.00	121,000.00
298-000000-699101	OPERATING TRANSFER - GENERAL F	85,000.00	85,000.00
<b>Estimated Revenues</b>		<b>2,760,000.00</b>	<b>2,010,800.00</b>
Appropriations			
298-000000-956405	DESIGN	0.00	0.00
298-173904-702000	SALARIES	400,000.00	432,600.00
298-173904-715400	PAYROLL FRINGES	26,510.00	26,800.00
298-173904-801000	CONTRACTUAL SERVICES	0.00	0.00
298-173904-801631	PROPERTY MAINT ALLOC	0.00	22,400.00
298-173904-801720	INFORMATION TECHNOLOGY ALLOC	39,404.00	54,200.00
298-173904-851200	TELEPHONE	2,780.00	3,000.00
298-173904-956000	MISCELLANEOUS OPERATING	631,806.00	766,600.00
298-173904-956023	BUSINESS DEVELOPMENT	689,200.00	14,100.00
298-173904-956023-20051	BUSINESS DEVELOPMENT	740,300.00	0.00
298-173904-956023-20056	BUSINESS DEVELOPMENT	25,000.00	25,000.00
298-173904-956200	PROMOTION	110,000.00	116,600.00
298-173904-956405	DESIGN	90,000.00	530,200.00
298-173904-956407	ORGANIZATION	5,000.00	19,300.00
<b>Appropriations</b>		<b>2,760,000.00</b>	<b>2,010,800.00</b>
Fund 298 - PRINCIPAL SHOPPING DISTRICT:			
TOTAL ESTIMATED REVENUES		2,760,000.00	2,010,800.00
TOTAL APPROPRIATIONS		2,760,000.00	2,010,800.00
NET OF REVENUES & APPROPRIATI		0.00	0.00

## JUNE 2026 DIRECTORS REPORT

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

- **Downtown After 5:** Third Thursday of the Month June 18, July 16, August 20 5–7pm
- **Legendary Women of Lansing Fundraiser:** Hosted by La Fille Gallery, June 24 5:30–7:30 p.m.
- **Live Music Thursdays & Stone Soup:** Thursday June 11,
- **Evening of Excellence:** Thursday, September 3 at The View followed by a Lugnuts game.
- **Trick or Treat on the Square:** Friday, October 30 from 5:00–7:00 p.m.
- **Big Red Ball:** Saturday, November 21 6–10pm

**Downtown Social Service Needs:** At a past Board meeting, the Board asked staff to look into our current relationship with Advent House and other agencies in the area who provide assistance to those in need in our community. Staff are sitting down with the City regarding their current resources as well as future plans, meeting with The Nest, City Rescue Mission and other agencies who already provide assistance downtown. We plan to issue an RFP Based on the information gathered to determine if we move forward with social service partnerships and who would be able to provide services at our stakeholder's request. This especially ties into one of the priorities that continued to be shared from partners at this year's State of Downtown workshop.

**Welcome to Ali, DLI's New Intern!** Join us in welcoming Ali to the DLI team as this year's Summer & Fall intern. Ali is an MSU student and will be with DLI now through the Big Red Ball in November.

**ARTery Alley & Dumpsters:** Based on City ordinances and permitting as well as planned work within ARTery Alley, DLI staff has been working with Andy Kilpatrick and Public Services to coordinate a business and residential tenant meeting to address the number of dumpsters, grease collectors, etc. in ARTery Alley. Only 1–2 dumpsters are permitted at this time, and the City should be giving approval for anything placed in this public alley right of way. DLI staff and Andy Kilpatrick's team will be meeting with affected businesses and residents who use these dumpsters to gain consensus on the number of permitted containers to be used by all in the alley, preferences regarding compactors, recycling and access to

**Open Board Seat(s):** With the addition of Keri Tomac not seeking reappointment for her Board seat, we now 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. Ozay Moore of All of the Above Hip Hop Academy has applied to join the DLI Board as has Jon Fraser of Dykema. The city pointed out the Dykema is technically outside of the PSD boundaries, so they have some concerns about that. Cathleen will be following up.

## MARKETING REPORT DLI MAY 2026

### DLI Google Analytics

Active Users: 7.2K

How do they find us?

- Organic Search: 4.3K
- Direct Search: 3.8K
- Referral: 332
- Organic Social: 130
- Paid Social: 61

Top Page Visits:

- Home Page: 1.1K
- Events: 869
- Sikh Parade: 441

### Earned Media

Earned Media Placements:

- Online: 6
- Print: 1
- Broadcast: 2

Earned Media Impressions:

- 8.2 million

Media Partnerships

Secured: 2

Outreach:

- Press Releases: 1
- Media Advisories: 0

## SOCIAL MEDIA

### LinkedIn

Key Metrics:

- Impressions: 2,666
- Engagement rate: 24%
- Post Clicks: 584
- Audience Growth: 11
- 80 Post Reactions
- 2 Comments
- 3 Reposts

### Top Performing Posts

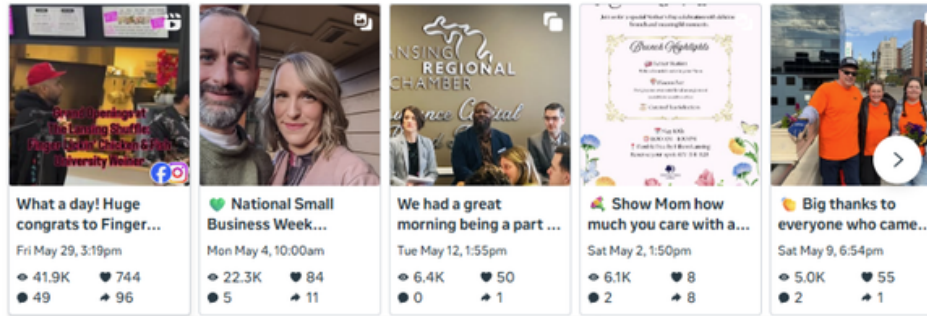
- Leadership Lansing
- Cathleen IDA conference
- Middle Village graduation
- Volunteer promo
- Business Huddle promo

## Facebook

Followers: 12,952

### Key Organic Metrics:

- Views: 187.7K
- Engagement rate: 22.2%
- New Follows: 137
- Link Clicks: 129
- Shares: 929
- Content Reactions: 2.8K
- Event Follows: 355



### Top Performing Posts

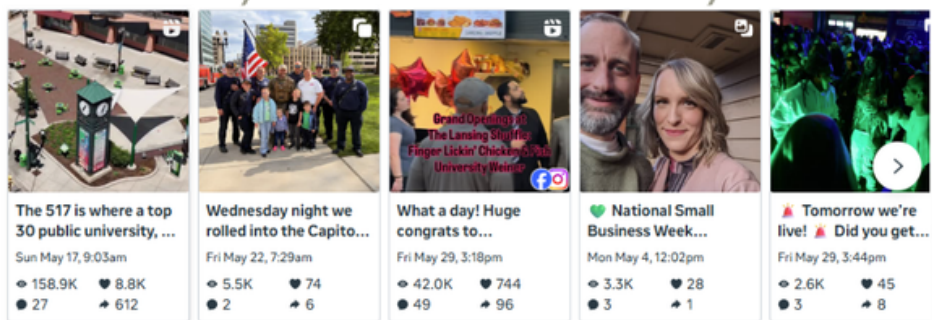
- New Business Reel
- National Small Biz week highlight
- Leadership Lansing panel
- Mother's Day promo
- Clean-Up day thank you

## Instagram

Followers: 13,456

### Key Organic Metrics:

- Views: 181.9K
- Engagement rate: 27%
- New Follows: 108
- Content Interactions: 6.7K
- Total Reach: 8.4K



### Top Performing Posts

- MSU 517 Day collaboration
- Vetwalk collaboration
- New Business Reel
- National Small Biz week promo
- Ourspace collaboration

The Promotions Committee has coordinated a new campaign designed to drive traffic and sales downtown in the evening hours. Downtown After 5 will be held on the 3rd Thursday of each month from June through August for an evening of shopping, dining, live music, and downtown fun from 5 – 7 PM!

Attendees are invited to discover unique shops, grab dinner or drinks, connect with friends and dance to the live music found on Thursday evenings at [Nelson Gallery](#) or along the riverfront at [Lansing Center Riverfront Plaza](#) for FREE live music as local businesses stay open later, patios come alive, storefronts welcome you in. All board members are asked to help spread the word, share our social media posts, post a flyer at your business/other locations.

- **Third Thursday of each month**
- **5 – 7 PM**
- **June 18 | July 16 | August 20**



## State of Michigan: Loss of State Workers Fund (Also known as State \$5M)

- Remaining Building/Improvement Funding that was going to be used towards Macotta (5/19/2026): **\$490,988.52**. This fund needs to be fully expended by December, 2026.
  - Utilize Existing Tenant Improvement Grant to support the following existing potential tenant improvements:
    - Brick Row Tenants
    - DLI Office and Retail Space Build Out
    - Former Corner Bar location
    - \$10,000-\$50,000 grants to existing businesses who need upgrades for their space (i.e. HVAC, bathroom enhancements, exterior façade and signage improvements, windows, flooring, roasters, etc.) This can be implemented with a minor addition to our existing Tenant Improvement Grant application.
    - Bathroom addition within Hallmark Building and explore other sites that need an improvement to make the vacant space viable for tenants
  - Or we use this for ongoing tenant improvement grant program to help existing businesses with upgrades needed to maintain their space, add an additional POS option (i.e. online ordering, etc.), upgrade signage, etc. Roll out in July and allocate resources by November, 2026.
- **Park/Public Spaces: \$160,324.76** – ARTery Alley repaving with glow stones, 1-2 murals, condense number of trash receptacles, and lighting enhancements.
- Supplies: **\$233,505** (Décor for Downtown for Halloween, interactive app, bike racks, enclosures of former kiosk concrete base and kiosk removal.)

## LEO Talent Investment Pilot: \$1.3M

- Reallocate from CSO enhancements and use towards all eligible costs to improve the 100 block of S. Washington Square at 1.29M sidewalk and streetscape improvements (tree alignment, art, sidewalk replacement, etc.)
- \$5,000 for new flower boxes on Michigan Ave. bridge to deter these being repeatedly thrown in the river.
- \$5,000 towards Legendary Women of Lansing sculpture.
- City is also considering what they can contribute towards 100 block of S. Washington improvements.

## Intended \$2.5M in Funding From RAP 2.0 that was going to support Macotta:

- Based on DLI staff advocacy and our relationship with SmithGroup, as well as discussions with City leadership and Parks & Rec. \$2M of this funding will stay within the downtown district towards infrastructure and public space priorities.