

DLI Board Meeting

August 13, 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. Guest Presentation – Gillespie Group

5. Consent Agenda Approvals

- Agenda August 5, 2026
- Minutes from July, 2026
- Committee Reports
- Monthly Financials – J. Durham

6. Old Town Updates:

7. Reports

- Director Report
- President's Report

7. Action/Discussion Items

- New Board Member – Jen
- Downtown Safety Meeting Recap – Cathleen & Josh
- Big Red Ball – Jen and Josh
- Michigan's Downtown Package
- CSO Marketing Proposal

8. New Business:

9. Closed Session: Executive Director Review

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

Board Members:

- | | |
|------------------------------------|-------------------------------|
| • Jen Estill, <i>President</i> | • Ozay Moore, <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

July 9, 2026 | 11:30am

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

Members Present: J. Estill, J. Pugh, K. Klein, A. Rusek, J. Flores

Members Absent : J. Hinze, J. Durham

Board Advisors Present : James Lennon

Board Advisors Not Present : Peter Spadafore

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

Guests Present: , Josh Watson

Minutes

1. CALL TO ORDER: The meeting was called to order at 11:44 a.m. by J. Estill

2. CITIZEN COMMENTS: None.

3. CORRESPONDENCE: None

4. CONSENT AGENDA: Motion by A. Rusek, seconded by J. Flores, to approve the Consent Agenda. Motion passed unanimously.

5. OLD TOWN UPDATES

The Board received updates from J. Lenon regarding Old Town activities and initiatives. Two new businesses have opened: The Candy Store, located in the former Lansing Emporium space, and Old Town Card Spot, a collectible card-focused establishment. Old Town is preparing for six festivals over the next seven weeks, and the "Check Out Our Cans" Patronicity campaign is underway.

The Board also received updates regarding positive impacts from recent parking enforcement changes; the Cesar Chavez Avenue renaming process, including a recent meeting with members of the Latino community and an anticipated extended timeline; and plans to release Old Town's new brand at its 30th anniversary celebration.

6. DIRECTOR'S REPORT: C. Edgerly reported on the following:

a. Downtown Safety Meeting: A follow-up meeting addressing increased concerns regarding violent and illegal activity downtown is scheduled for July 21 at 1:30 p.m. at the MSUFCU Downtown Branch. Approximately 50 RSVPs have been received. Board participation was encouraged.

b. Legendary Women of Lansing: The Patronicity campaign remains open through July 31. Significant donations have been received via the fundraiser held at La Fille Gallery and fundraising continues.

c. Collaborative Social Districts: Official signage is expected to be installed by the City in all three participating social district neighborhoods (REO Town, Downtown and Old Town). Questions about potential expansion of district boundaries was also discussed.

d. Lansing Shuffle Ballot Proposal: The Lansing Shuffle sale will be on the August ballot. Information is available on the City's website, and a public mailer has been distributed.

e. LEO Grant Funding: Approval was received from LEO regarding an extension associated with downtown improvement initiatives, including 100-block improvements, public art, and bridge planters. Funding discussed included approximately \$1.1 million for streetscape improvements, \$5,000 for Legendary Women of Lansing, and \$5,000 for planters. Approximately \$500,000 in City and/or private matching funds will be needed.

f. Michigan's Downtown Allocation Plan: The Board reviewed the draft funding allocation plan. A final package is anticipated for presentation in the fall. The effort reflects coordination among DLI, the Chamber, Choose Lansing, LEDC and other stakeholders.

g. Staff Update: The Board was informed of Mario's resignation, effective July 17, and expressed appreciation for his service, creativity, and contributions.

7. PRESIDENT'S REPORT

The President reminded Board members to:

- Complete self-accreditation materials by August 1. Jen will redistribute the link separately, though it is in the pdf of the board packet for this meeting, as well.
- Complete the Executive Director assessment by this Friday, July 10.
- Support the Legendary Women of Lansing Patronicity campaign through donations of any amount. The campaign with the highest number of individual donations receives a funding bonus through Lighter, Quicker, Cheaper and Project for Public Spaces.

8. ACTION ITEMS

a. Food Trucks Downtown: The Board discussed existing ordinance restrictions prohibiting food trucks in Zone A except during special events.

The Board discussed the need to identify desired ordinance changes and advocate for City action. Food trucks were identified as a potential means of addressing nighttime dining gaps near venues including Grewal Hall and Ovation. Clarification is needed regarding applicable 100- to 200-foot separation requirements.

No formal action was taken. The DLI Board and staff will continue to advocate for changes to the City's Food Truck ordinance.

b. Downtown Outreach Team RFP: The Board reviewed a draft RFP for Downtown Outreach Team services. Discussion included the proposed budget, equitable and inclusive program language, ongoing input from Dr. Bailey, and the value of periodically soliciting competitive proposals for contracted services.

Additional revisions may be incorporated following the July 21 downtown safety meeting. Board members were asked to submit feedback/comments to Cathleen by July 20.

No formal action was taken. The draft will return for full Board review following revisions.

c. Streetscape RFQ: The Board reviewed the proposed Streetscape RFQ. The City is expected to remove metal kiosks and newspaper fixtures in the fall; concrete bases may remain until a future phase of construction/CSO. Discussion focused on downtown appearance, pedestrian safety, purpose of art, and whether art will be temporary. A question was also asked regarding whether removal of the concrete bases may be easier and more cost effective. Staff and the Board discussed the rationale for using an RFQ rather than an RFP.



A typographical error will be corrected to reflect a \$1 million local project amount.

Motion by J. Pugh, seconded by A. Flores, to approve the Streetscape RFQ with the discussed edits. Motion passed unanimously.

d. Business and Property Improvement Grant Application and Guidelines: The Board reviewed updated grant application materials and guidelines. Current funding requirements call for funds to be spent or allocated by the end of the calendar year, pending State determination regarding a possible extension.

The Board discussed coordination with LEDC on priority properties; legal and programmatic review; the role of the grant review committee; final Board approval of awards; and marketing strategies, including highlighting prior recipients.

Motion by J. Flores seconded by J. Pugh, to approve the Business and Property Improvement Grant Application and Guidelines pending incorporation of LEDC edits and updates. Motion passed unanimously.

Staff will explore development of a web-based application form.

e. Grant Funding Update

The Board reviewed proposed allocations for remaining State grant funds, including approximately \$490,000 for the Business and Property Improvement Grant program and additional restricted allocations for specific initiatives.

The Board discussed public space improvements, including ARTery Alley, and agreed that significant deviations from approved allocations or project costs exceeding allocated amounts should return to the Board for authorization.

Motion by K. Klein, seconded by A. Rusek, to authorize the Executive Director to expend funds within the primary approved line items, including ARTery Alley and supplies, as presented and within current threshold for spending not requiring board approval. Motion passed unanimously.

f. CSO Marketing Proposal: J. Pugh presided over this agenda item. J. Estill recused herself due to a conflict of interest, as the owner of Redhead Creative Consultancy.

The Board reviewed a proposal from Redhead for a merchant preparedness kit associated with anticipated downtown CSO street reconstruction. Discussion included whether to solicit additional proposals through an RFP, accept the submitted proposal, or defer action pending greater certainty regarding the CSO project. Estimated time of completion for that project is 2028-2029, or possibly further out.

Motion by J. Pugh, seconded by A. Rusek, to table the CSO Marketing Proposal. Motion passed unanimously.

9. NEW BUSINESS: None.

10. ADJOURNMENT: Motion by J. Pugh, seconded by A. Rusek, to adjourn. Motion passed unanimously.

The meeting adjourned at 12:48 p.m.



Organization Committee

August 5, 2026, Agenda
8:00 a.m. via Microsoft Teams

Present: Chioma Lewis

Staff: Jenea Markham

MINUTES -

1.) **Call to Order:** 8:02 a.m.

Due to low attendance and no quorum, updates and article topics were sent in email format via email. Committee members were asked to respond to the email sharing which articles they'd like to help with. **The article deadline is Monday, August 24th.** Articles include:

- Business of the Month: McCall Hamilton
- Volunteers of the Month: Legendary Women of Lansing project committee
- Hispanic Heritage Week Sept 17-20. It could be neat to tie this into an article exploring the long history of the Hispanic community both downtown and in Old Town
- Shining the spotlight on a historic building or a significant day in downtown's history
- A Day Downtown without Getting in your Car
- Where to Watch the Game (thinking bars where you can watch MSU home games, have drinks, etc.)
- 10 Downtown Facts You Probably Didn't Know
- Other ideas – please share!

If you haven't registered for your free ticket to our Evening of Excellence on September 3rd, please do so here: <https://www.eventbrite.com/e/1994589014435?aff=oddtcreator>

Evening of Excellence is our annual volunteer thank-you event, and this year's party will be held at The View, with a Lansing Lugnuts game to follow after the awards program.

Promotions Committee

July 8, 2026

4:00 p.m. | DLI Office

See email or calendar invite for virtual link

Minutes

1. Call to Order: Meeting called to order by M. Gonzales at 4:02 p.m.

2. Approval of June Minutes: Minutes unanimously approved.

3. Volunteer Hours from June: 27

4. Committee Projects & Discussion Items: The committee reviewed the following:

Downtown After 5 Recap: Had over 20 participating businesses, with live music at Nelson Gallery and along the riverfront. No outside vendors. Business feedback was positive with several businesses specifically noting that customers shared they came out because they heard about Downtown After 5. Good media coverage. Next month includes street painting, goal of 5 vendors setting up on the 100 block of S. Washington Sq. and closing the road. Next dates: July 16 & August 20

- Sponsorship ideas and leads for Evening of Excellence: Save the Date for Thursday, September 3 and RSVP by the registration deadline. This year's event is at The View inside Jackson Field. Thanks to those who submitted their nominees for volunteer awards. Currently \$4,000 in sponsorship. We need 2-3 more sponsors if anyone has recommendations or could make a friendly introduction.
- Construction & Visitor Communications: Committee reviewed construction map, parking, wayfinding updates shared by staff.
- Legendary Women of Lansing: M. Gonzales shared the Patronicity link and information about the project. Goal for Patronicity's crowdfunding is \$5,000. Jenea shared updates from the fundraising party held at La Fille Gallery and goals for sponsorships (At least \$35,000) as well as install timelines.
- Summer Promotions: Jenea shared a proposed partnership with Old Town for Downtown Day on September 26. The committee liked this idea and would like to proceed. More to come.
- Summer Intern Update: Mario introduced Allie and shared projects, outreach progress, support needs. We're thrilled to have Allie with us through December.

5. DLI Board & Committee Updates:

- Evening of Excellence – Thursday, September 3
- Trick or Treat on the Square – Friday, October 30. The planning committee meets later this month. Goal is 30 participating Downtown businesses and partners. Possibly looking into closing the 100 and 200 blocks of S. Washington Sq. SEPA paperwork has been turned in.
- Big Red Ball – Saturday, November 21 at the Michigan Historical Museum. Invites go out in August. Deadline for sponsorship is September.
- Business Development Committee: Ready to Recruit Service and Michigan's Downtown page updates
- Organization Committee: Planning for the Evening of Excellence, monthly e-news
- Design and Public Spaces Committee: Legendary Women of Lansing as well as launch of interactive wayfinding app.

- DLI Board Update: Open Board seat, Board meeting is scheduled for tomorrow. Mario shared he would be leaving DLI For a new position.

7. Volunteer Tasks Throughout the Month

- Share Downtown After 5 marketing materials: All committee members are encourage to attend and share through personal and professional networks.
- Assist with Downtown After 5 setup and logistics: Help with chairs and setting up vendor booths
- Promote the Legendary Women of Lansing fundraising campaign.
- Continue supporting DLI events through volunteer service and social media engagement.

8. Motion to Adjourn: Motion to adjourn at 4:48 p.m.



Business Development Committee

July 2, 2026
12:00pm | Virtual

Members Present: Chelsea Dowler, Jesse Flores, Marcus Martin

MINUTES

1. Call to Order: Meeting called to order at 12:05 p.m.

2. Volunteer to Take Minutes: Kate

3. Volunteer Hours from Last Month: 8

4. Approval of June 2026 Minutes: Motion by M. Martin, support by J. Flores to approve the June 2026 meeting minutes. Motion carried.

5. Board and Committee Updates:

- **Organization:** Planning for Evening of Excellence is underway. Save the date for the event on September 3, 2026 at The View at Jackson Field, with a baseball game afterward.
- **Promotions:** Recap of Downtown After 5, TOTS planning is underway, Big Red Ball subcommittee is working hard to plan and organize that event, as well.
- **Design & Public Spaces:** Discussed progress on Legendary Women of Lansing and Patronicity campaign. RFQ for streetscape/public art for concrete pads will go out this month. Looking at ways to add elements to downtown that will add to the vibrancy until CSO happens sometime in the distant future.

6. Discussion/Action Items:

- **R2R Technical Service Update:** Kate provided an update regarding progress made in preparation for consultant visit on July 14. Committee should plan to meet with Jay on 7/14 at 10:30a in DLI office or use the virtual link, if needed. Committee would like to discuss with Jay what steps we could take now to recruit, as we are going through the service.
- **Business Huddle:** Confirmed. Mixer/Happy Hour will take place at The Nuthouse on July 24. Kate will ask Audrey to send out invitation ASAP, and Jenea will handle social media. Concerns that attendance will be low due to it being a Friday in July, but we will see what happens. Next Huddle after that will take place on September 17 at 8:00am. Kate will reach out to Capital City Market to get on their calendar.
- **Business & Property Improvement Grant Guidelines/Application Review:** Committee spent time discussing the application and agreed that the package itself looks good and will hopefully entice businesses and property owners to make much needed upgrades to their buildings. Members questioned the quick turnaround on the grants and Kate explained that the funds need to be allocated/committed by the end of December, though staff is working with the state to extend the deadline into 2027. Currently, just under \$500,000 is available and needs to be spent. Kate stated that she would let committee members know when the board approves the materials so that everyone can share with their network with the goal of increasing applications for review.

7. New Business: None

8. Motion to Adjourn: Motion to adjourn at 12:52 p.m. by J. Flores. Motion passed.

Next Meeting: August 6, 2026, 12:00p.m., DLI Office

Design & Public Spaces Committee

June 25, 2026

4:00 p.m. | DLI Office

Members Present: Dennis Louney, Kara Jueckstock, Bob Rose, Rachel Beatty

Staff Present: Jenea Markham

Minutes

1. Call to Order: Dennis Louney called the meeting to order at 4:05 PM

2. Approval of May Meeting Minutes: Motion by B. Rose, Second by R. Beatty. Motion passed unanimously.

3. Volunteer to Take Meeting Minutes: Dennis Louney volunteered to take minutes.

4. DLI Board & Committee Updates

Jenea Markham provided the committee with a brief DLI update as follows:

Business Development: DLI has access to this useful Info which provides data on where people go for info on downtown and how long they are looking; Kate Litwin is mapping property data; the Ready to Recruit materials needed, and the Michigan's Downtown website is under full redesign.

Organization: The Committee is restructuring the newsletter, there is a growing subscription list. Save the Date for this year's Evening of Excellence on September 3 at The View. Invites will be sent out soon.

Promotions: The Downtown after 5 PM is having businesses stay open until 7:00 PM, many have committed; The 3rd Thursdays of the month there is live music and in July there is plans for Crosswalk Painting. For the downtown August event there is a discussion on what other activities can be done at the Grewall Hall. Trick or Treat on the Square planning has started and we could use help with a number of volunteer roles for the October 30 event.

Other Updates: New Marketing intern started at DLI - Allie

5. Volunteer Hours from Last Month: 29

6. Sub-Committee Discussion/Action Items:

- Explore Downtown Lansing Web Tool (Kara): Kara didn't get much feedback, but she will touch base with Kate when she returns. This is ready to go live this Summer.
- Legendary Women of Lansing (Audrey/Bob): The project is on track artists are being researched; Bob attended the fundraiser for a new downtown statue that was held at La Fille Gallery. There was great turnout and it was the perfect event for connecting the right people with artists & donors. DLI also has a Patronicity campaign that will start up for this.
- ARTery Alley (Bob/Kate): Kate & Cathleen did a walkthrough with the Mayor examining infrastructure in the alley and in the downtown corridor. There is a need for art wayfinding in downtown with a creative twist.

7. New Business - There was a discussion of a projector that could display art on the side of the Lansing Center, also discussion took place regarding on art in the river, the bridge by Lansing Center and I5

8. Motion to Adjourn - K. Jueckstock motion to adjourn. Second by Bob Rose. Motion passed unanimously.

Next Meeting: July 30, 2026, 4:00pm, Location DLI Offices

Design & Public Spaces Committee

July 30, 2026

4:00 p.m. | DLI Office

Minutes:

1. Call to Order: Meeting called to order at 4:03 p.m.

2. Approval of June Meeting Minutes: Motion by Bob Rose. Second by Kara

3. Volunteer to Take Meeting Minutes: Cathleen

4. DLI Board & Committee Updates:

Board: C. Edgerly provided updates regarding new Board member Ozay Moore and the Downtown Safety Meeting held with downtown merchants, corporations, residents, City staff, LPD and social service agencies. Also updated the committee regarding change in staffing due to M. Gonzales taking another job.

Organization Committee: With the change in staff, J. Markham has taken over the public and merchant e-news. You may notice a new format. Both newsletters go out Friday, July 31. Save the date and all committee members should have received an invite to this year's Evening of Excellence celebration. Space is limited so we have to have RSVP's by August 9.

Promotions Committee: Updates provided on the final Downtown After 5 scheduled for August 20. Planning is underway for Trick-or-Treat on the Square scheduled for Friday, October 30 as well as the Big Red Ball scheduled for Saturday, November 21. Tickets go on sale next month.

Business Development: This team kicked off the Ready to Recruit services with Michigan Main Street and Downtown Professional Network. This service includes training committee and staff members on business recruitment approaches, Cut sheets for available properties, as well as a revamped business resource page. This committee, with reviews by the DLI Board of Directors, recently revamped the Tenant Improvement grant to include recommendations from our board and businesses. Now updated on the website as the Business & Property Improvement Grant. DLI recently held a grand opening for Sea Leveaux. La Fille Gallery was awarded a Match on Main Grant by the MEDC via DLI.

5. Volunteer Hours from Last Month: 28

6. Sub-Committee Discussion/Action Items:

- Explore Downtown Lansing Web Tool final review and going live: (Kara)
The site is ready to launch. DLI to start sharing and one last final follow-up before it goes live.
Also, DLI to do one last review of businesses currently on there before it goes live.
DLI to share with tourism and hospitality partners with press release as we're ready for it to go live!
Every 6 months we'll check in with businesses on their listing for updates.
By October we should include Parking & Art

Looking at October-Dec. this committee can look at assessment template for this committee and DLI staff to track internal assets like hanging baskets, light poles, Façade and permit holders, etc.

- **Legendary Women of Lansing: (Bob & Audrey)**
This project is in the final stages. At this time the Legendary Women of Lansing final art proofs have all been sent in with 1 outstanding. Unfortunately, we had one artist leak their imagery early and the family expressed concerns, so that Legendary Woman will be held for a future feature. We have \$325 more to raise for these art wraps by 5:00 p.m. tomorrow.

The planning team, Jenea and Foresight are working on scanning and professionally laying out the art to be printed and wrapped hopefully still in August. A Legendary Women webpage will go live in time for the install with more of each woman's history.

Artist Tiffany Luke has begun work on the sculpture and will be sharing progress photos and videos. A future meeting could be to see the sculpture in action. We have \$20,000

- **Signature Streetscape Planter RFQ:** An RFQ was issued earlier this month to bring beauty and safety to the concrete blocks when the black metal kiosks and newspaper boxes are removed throughout downtown. 12 total. RFQ responses due July 31.
- **Spooky Season Décor:** C. Edgerly shared that with the past 2 years of discussion and planning, we've been fundraising for added décor for the Spooky Season (September 30- Nov. 1).
- **Fall & Holiday Beautification:** This committee needs to discuss a Fall date to complete a Fall cut-back and clean-up in preparation for the holiday season and cooler weather to clean-up and cut-back the plant materials. Discussed holiday décor above as well as décor for the Christmas holiday season. C. Edgerly asked the committee about window art and if we want to incorporate that again this year. Committee discussed and would like to explore the window art for more of Spooky Season and the Christmas season. Between DLI staff members at this meeting, we'll coordinate what windows may be feasible. Discussed partnering with existing businesses and supporting the partnership with local businesses.

7. New Business: None

8. Motion to Adjourn: Motion to adjourn at 4:45 p.m.

Next Meeting: August 27, 2026, 4:00pm, DLI office unless otherwise stated.

Downtown Lansing Inc

Budget vs. Actuals:

DLI General Fund

July

	JulyFinancials	Budget	% of Budget
Revenue			
Assessment Transfer Income	0.00	631,300.00	0.00%
Total Grant Income	0.00	1,000,000.00	0.00%
Match on Main	0.00	25,000.00	0.00%
Misc Income	1,000.00	500.00	200.00%
Business Development.	0.00	7,000.00	0.00%
Organization	918.51	6,000.00	15.31%
Promotions	3,000.00	135,000.00	2.22%
Design & Public Spaces.	0.00	121,000.00	0.00%
Operations Transfer	0.00	85,000.00	0.00%
Total Revenue	\$ 4,918.51	\$ 2,010,800.00	0.24%
Expenditures			
Salaries	0.00	432,600.00	0.00%
Fringes	0	26,800.00	0.00%
Information Technology	0.00	54,200.00	0.00%
Property Maintenance Allocation	0.00	22,400.00	0.00%
Misc. Operating	79,395.20	769,600.00	10.32%
Business - Match on Main	0.00	25,000.00	0.00%
Business Development	4,008.76	14,100.00	28.43%
Design & Public Spaces	33,050.78	530,200.00	6.23%
Organization	844.31	19,300.00	4.37%
Promotions	300.00	116,600.00	0.26%
Total Expenditures	\$ 117,599.05	\$ 2,010,800.00	5.85%
Net Operating Revenue	-\$ 112,680.54	\$ 0.00	
General Fund	1,517,716.05	\$ 500,000.00	
Net General Fund Balance	\$1,405,035.51	\$ 500,000.00	281.01%

AUGUST 2026 DIRECTORS REPORT

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

- **Final Downtown After 5 of the Season:** Third Thursday of the Month – August 20 5–7pm. Join in crosswalk painting; shop, dine and support at least 1 business after 5pm and share on your social channels or send staff a picture. Enjoy live music outside Nelson Gallery and along the riverfront outside the Lansing Center.
- **Live Music Thursdays:** Held each Thursday outside Nelson Gallery from 4:30–6:30 p.m.
- **Evening of Excellence:** Thursday, September 3 at The View followed by a Lugnuts game. Doors open at 5:30 p.m. Awards start at 6:00 p.m.
- **Trick or Treat on the Square:** Friday, October 30 from 5:00–7:00 p.m. along Washington Sq.
- **Big Red Ball:** Saturday, November 21 from 7–10pm at the Michigan Historical Museum. Tickets go on sale later this month!

Final Year End Reconciliation: We continue to check in with the City finance department to finalize year-end numbers. The city's goal was to have all income and expenses for this past FY entered by July 31, 2026. At this time we're awaiting the final PSD assessment transfer and Operations Transfer totaling \$85,000 from the City.

Annual Main Street Self-Assessment: Thank you to all board members who completed the self-assessment for DLI's program, administered by Main Street America and Michigan Main Street that was due earlier this month. If you still have information to submit, please email this to me by COB Friday, August 14.

Match on Main: We are excited to share that thanks to collaboration between DLI staff, our downtown businesses and the Match on Main grant funding offered through the MEDC – La Fille Gallery was recently awarded a \$25,000 Match on Main grant to support their new fashion merchandising line, mobile point of sale systems and inventory management software.

Welcome to Ozay Moore: Please join me in welcoming Ozay Moore of All of the Above Hip Hop Academy to the DLI Board of Directors! He was officially appointed by Council to our board on Monday, July 27.

Downtown Decor: Thanks to fundraising goals at the Big Red Ball, as well as previous discussions with the Board – we were able to fundraise enough to bring large, stacked pumpkins to the traffic circle downtown for Spooky Season. Similar to the large red ornaments that come out for Silver Bells and the holiday season, these will be purchased through Bronners. Many thanks to the partnership with the City of Lansing and BWL to store and install this new Fall décor downtown.

Downtown Trash Management: Staff has been working with City staff to address unpermitted dumping, unpermitted large trash receptacles in alleys, as well as decorative trash cans throughout the Downtown district that the City is responsible for replacing and enforcing. Through these ongoing conversations – we would like the DLI Board to consider our role in advocating to have the City look into and establish a cohesive trash/waste management plan for commercial districts.

MARKETING REPORT DLI JULY 2026

DLI Google Analytics

Active Users: 8.9K

How do they find us?

- Organic Search: 4.9K
- Direct Search: 3.6K
- Referral: 1K
- Organic Social: 189
- AI assist: 127

Top Page Visits:

- Home Page: 1.6K
- July 4th events: 1.3K
- Downtown After 5: 935

Earned Media

Earned Media Placements:

- Online: 11
- Print: 1
- Broadcast: 5

Earned Media

Impressions:

- 28.3 million

Outreach:

- Press Releases: 1
- Media Advisories: 2

SOCIAL MEDIA

LinkedIn

Key Metrics:

- Impressions: 1636
- Engagement rate: 22%
- Post Clicks: 158
- Audience Growth: 8
- 77 Post Reactions
- 7 Comments
- 4 Reposts

Top Performing Posts

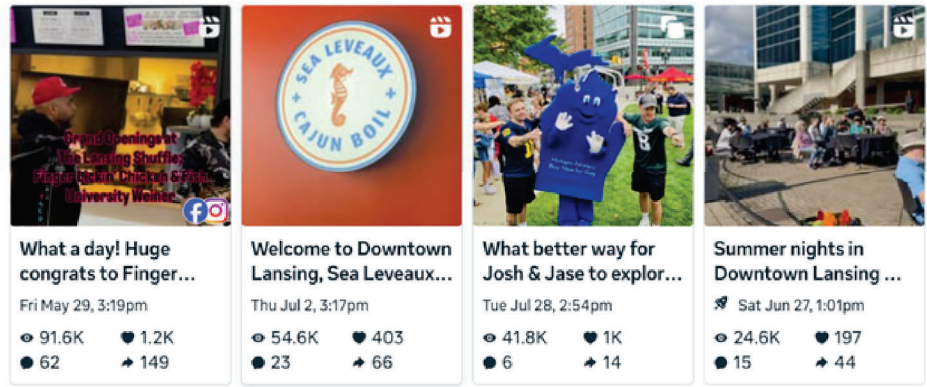
- Ozay Moore welcome
- July Business Huddle
- RFQ
- Fox Morning Blend video

Facebook

Followers: 13,502

Key Organic Metrics:

- Views: 288.4K
- Engagement rate: 32%
- New Follows: 368
- Link Clicks: 615
- Shares: 486
- Content Reactions: 4.7K
- Event Follows: 117



Top Performing Posts

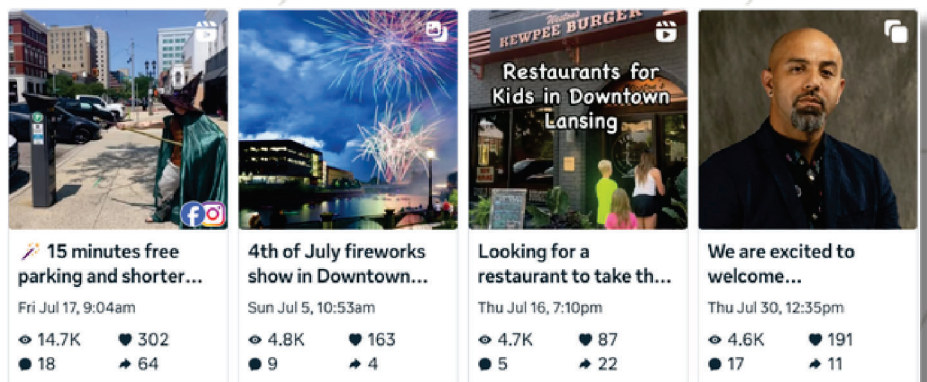
- Shuffle opens (from May but still performing very well)
- SeaLeveaux opening
- Josh & Jace visit
- DA5 promo reel

Instagram

Followers: 13,594

Key Organic Metrics:

- Views: 98K
- Engagement rate: 22%
- New Follows: 133
- Content Interactions: 2.3K
- Total Reach: 11.8K



Top Performing Posts

- Free parking reel
- Fireworks collab
- Kid-friendly dining collab reel
- Ozay welcome post

MEMO

To: Downtown Lansing Inc. Board of Directors
From: Cathleen Edgerly
Date August 6, 2026
Re: Downtown Safety Meeting Re-Cap

In July the City held a Downtown Vagrancy meeting and requested DLI invite our merchants, property owners and residents. There was a large turnout with many diverse perspectives shared regarding the following topics:

- Additional security being provided along the river trail in Downtown and Old Town
- Aggressive panhandling
- Human waste, discarded needles, and litter throughout the downtown
- Violent activity that has been experienced throughout the downtown district, including some activity inside businesses.
- Existing efforts being led in downtown, or around downtown by the City's HRCS department, the Ingham County Health Dept., various non-profit social service agencies and LPD.
- Who to call in non-emergency situations and when to call the police.

We have reached out to the City regarding next steps and understand they intend to schedule a future meeting, although a date has not yet been finalized. In the meantime, the City is reviewing several of the suggestions shared during the meeting, including potential enhancements to reporting systems and examples of ordinances from other communities. We will provide updates as additional information is received.

In the meantime, we shared contact information for various individuals and departments with our merchants, property owners and residents as follows:

- Contact the following non-emergency number to connect with LPD at: 517-483-4600 or [submit an online report](#).
- Contact the LPD Social workers to help with crisis intervention, substance use, or housing or food insecurity at: 517-483-4403.
- Share concerns with the City's Human Relations and Community Services (HRCS) Department's interim director Delvata Moses at: 517-483-4083 or Delvata.Moses@lansingmi.gov.

- Communicate with our Downtown Community Police Officer, Officer Chiles at: Christie.Chiles@lansingmi.gov.
- Needle pick-up was offered by Punks with Lunch. You can call: (517) 657-1959 or email: admin@pwillansing.com.
- Share your concerns and experiences at upcoming City Council meetings, or contact our 4th Ward representative Peter Spadafore at 517-483-4180 or email: Peter.Spadafore@lansingmi.gov.
- Share your communications with our team at: info@downtownlansing.org and we will compile to continue sharing & advocating for our neighborhood's needs with City admin.

Requested Action: Requesting board direction on key action we would like to see or advocate for as follow-up from this meeting.

Michigan's Downtown Allocation

A REVITALIZATION FUND WITH STATE-WIDE BENEFIT

Michigan's Downtown is more than a place—it is the economic, civic, and cultural heart of our state. Home to more than 250 businesses and 3,000 residents—and growing—Downtown Lansing shapes the first impressions of visitors, investors, lawmakers, employers, and talent from across the state, the country, the globe.

A strong downtown reflects a strong Michigan.

To ensure our Capital City reflects the character, ambition, and vision of our state, we are seeking a transformational partnership with state leadership through a coordinated five-year investment strategy to rebuild and reimagine Michigan's Downtown.

Like successful capital city investment initiatives across the country, this strategic investment package was developed through extensive engagement with local stakeholders and combines investments in public infrastructure, economic development, housing, public spaces, and place management to create visible, lasting change. ***The strategy focuses on projects that deliver statewide economic impact while enhancing the image, experience, and competitiveness of Michigan's Capital City.***

This \$116.2 million, five-year investment strategy provides a roadmap for catalytic investment and measurable outcomes. By leveraging more than \$1 billion in planned public and private investment already underway, it will accelerate economic growth, attract and retain talent, support employers, strengthen

Michigan's competitiveness, and position our Capital City as a destination for innovation, investment, and civic pride for generations to come.

At a time when more than \$1 billion in public and private investment is planned and currently underway in Downtown Lansing, strategic state investment can accelerate momentum, leverage existing investments, and ensure Michigan's Capital City remains competitive with leading capital cities across the nation.

The \$131.2 million Michigan's Downtown Allocation will support:

INVESTMENT AREA	Allocation
Place Management Fund	\$7.7 million
Arts and Culture Activations	\$2.5 million
Infrastructure Improvements	\$70 million
Riverfront Improvements	\$16 million
Business Improvement & Rehab Fund	\$35 million



Cathleen Edgerly, Executive Director
517-282-7685 | cathleen@downtownlansing.org

Downtown Lansing Inc. is the driving force at the intersection of economic development, entrepreneurship, residential living, and community involvement in Downtown Lansing. Being the Principal Shopping District and a Michigan Main Street community, Downtown Lansing holds a distinctive position that enables us to foster growth through a combination of strategic policy-making and grassroots involvement.



Michigan's Downtown Allocation

A REVITALIZATION FUND WITH STATE-WIDE BENEFIT

-
- **\$7.7M – Place Management Fund:** Creates a safe, accessible, and investment-ready Capital City by modernizing aging infrastructure, improving walkability and accessibility, and supporting more than \$1 billion in planned public and private investment for those visiting our state's Capital.

- \$5M to ensure Michigan's Downtown is a clean, attractive and welcoming front door to the Capitol and Capital City through beautification and seasonal maintenance.
- \$2M for Downtown Ambassador Program to serve as a welcoming and informational resource for guests to the heart of Michigan's Capital City by providing directions to businesses and attractions, recommendations, information on hours and operations, events and experiences downtown, and guidance on parking.
- \$700,000 to add 2 dedicated safety officers for downtown.

-
- **\$2.5M – Arts & Culture Activations:** Creates a vibrant, year-round downtown experience that attracts visitors, supports local businesses, celebrates Michigan's culture, and strengthens Michigan's Capital City as a destination for talent, investment and community pride.

- \$250,000 Activations Manager
- \$200,000 Community Placemaking grants
- \$2M in art, seasonal and decorative lighting activations on bridges, along the riverfront, and in downtown parks.
- \$50,000 for supporting events held downtown

-
- **\$70M – Infrastructure Improvements:** Modernizes core corridors and infrastructure surrounding the Capitol to improve accessibility, walkability, business vitality – and supports the more than \$1 billion in planned public and private investment projects that are currently underway and scheduled for the next 2-3 years.

This money would allow:

- \$50M in investment to modernize critical infrastructure and make downtown more ADA accessible. This investment allows us to connect upgrade 15 core downtown blocks and corridors – connecting neighborhoods from 496 to the core downtown, and the Capitol to the Michigan Ave. corridor, positioning Michigan's Capital City to compete with the nation's leading downtowns and capital cities.
- \$500,000 in Outdoor seating and art added to Michigan's Downtown to beautify the district while improving the quality of life for residents, workers and guests – attracting more residents, investment and talent to our downtown and our state.
- \$10M in Lighting replacement and additions to the public realm that highlight our role as the Capital City.
- \$500,000 Quality Professional Design to ensure Michigan's Downtown has thoughtful and quality spaces, bringing best practice and good design to retain and attract investment and talent.



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Michigan's Downtown Allocation

A REVITALIZATION FUND WITH STATE-WIDE BENEFIT

- **\$16M – Riverfront Improvements:** The Grand River is one of Michigan's greatest natural assets. Strategic riverfront investments will improve public access, expand recreation opportunities, support health and wellness, connect neighborhoods, attract private development, and create a riverfront destination that benefits residents, businesses, and visitors alike.

Key investments include:

- \$1.525M in funds for Riverfront Safety & Accessibility to enhance public safety, lighting, security, and technology to create welcoming, accessible, and equitable public spaces along the riverfront.
- \$3.5M in Riverfront Restoration & Stewardship to improve environmental quality, restores natural habitats, enhances views and access to the river, stabilizes riverbanks, and establishes a long-term maintenance strategy to protect this critical community asset.
- \$8.6M in funding for Riverfront Infrastructure to support Impression 5 Science Center with a new riverside classroom and pocket park, continue Wentworth Park improvements leading up to our Capitol and hotels, as well as create a new accessible, family-friendly entertainment venue with infrastructure and amenities including bike rentals, picnic area, outdoor games, and more.
- \$2.5M in Riverfront Activation & Programming to support year-round events, festivals, concerts, wellness activities, and community programming that attract visitors, support local businesses, and position the Grand River as a premier destination for residents and visitors from across Michigan.

- **\$35M – Business Improvement & Rehab Fund:** This fund helps renovate historic buildings, improve commercial and civic spaces, and bring vacant storefronts back into productive use. By supporting property owners and entrepreneurs, the fund attracts private investment, creates jobs, preserves property values, and strengthens the long-term vitality of Michigan's Downtown. Every public dollar invested through this fund is intended to leverage additional private investment while returning vacant and underutilized properties to productive use.

Demonstrated needs include:

- Building modernization and code compliance improvements, including fire suppression systems, life-safety upgrades, accessibility improvements, and utility conversions necessary to support today's businesses.
- Revolving Loan Fund support within Lansing's existing Economic Development tools to provide flexible financing for small businesses, property owners, and redevelopment projects.
- Historic rehabilitation and tenant improvements to prepare vacant spaces for new businesses and residents.
- Façade and exterior building improvements to enhance curb appeal, preserve historic character, and improve the customer experience.
- Strategic reinvestment in underutilized and highly visible properties to address deterioration, encourage private investment, and elevate the appearance and marketability of surrounding blocks.



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Purpose, planning, and intent. And a very generous dose of creativity.

Those are a few of the skills Redhead brings to every problem we solve and every challenge we meet. We're pretty keen on ensuring whatever we build is not only beautiful, but smart.

And what do our ideal clients bring? A goal oriented mindset and an openness to new ideas. An enthusiasm for working together and for creating something your audiences can really use.

Perhaps, together, we can build great things.



PREPARED FOR:

Cathleen Edgerly
Executive Director
Downtown Lansing, Inc.

SUBMITTED BY:

Redhead Creative Consultancy
113 S. Washington Square
Lansing, MI 48933

December 3, 2025

Revised: March 9, 2026

Introduction

Sometimes a city gets the rare chance to rebuild itself in real time. Not as a metaphor, but quite literally—streets opened, systems modernized, the foundation reset for the next generation of residents, visitors, and businesses. Downtown Lansing's CSO Street Reconstruction is that moment. It's the kind of long-view investment that only happens when a community believes in its own future.

This project is a pivotal step in DLI's mission to cultivate a vibrant, inclusive, economically strong downtown—a place where people come to unwind, start something new, connect with others, live fully, and celebrate the spirit of Michigan's capital city. Construction may be temporary, but the opportunity it creates is long-term.

Redhead is uniquely positioned to help DLI seize that opportunity.

Redhead specializes in helping communities navigate moments exactly like this. Our team blends strategy, storytelling, design, and on-the-ground support to keep stakeholders aligned, businesses informed, and the public engaged, even in seasons of disruption. We understand how to translate complex infrastructure updates into clear, human-centered communication. We know how to rally a community around progress. And we are experts in positioning downtown districts as places people want to be, no matter what's happening underfoot.

Our approach will:

- Set downtown retailers up to succeed before, during, and after construction.
- Provide timely, transparent communication to stakeholders, workers, and visitors.
- Reinforce DLI's identity as the connector, advocate, and champion for Michigan's Downtown.
- Continue marketing downtown as a place to unwind, start, connect, live, and celebrate, because construction doesn't pause the mission.

Progress can be loud, dusty, and inconvenient. But with the right strategy behind it, it can also be energizing.

Redhead is ready to help DLI ensure this moment feels like what it truly is: evidence of a city investing in itself, building for its future, and inviting everyone to be part of the transformation.

Project Approach

Project 0: Kick-off & Planning

Before we start shaping messages or designing anything new, we align. This phase grounds the team in shared goals, audience understanding, and the realities of the construction timeline.

OUR TASKS:

- Facilitate a kickoff meeting with DLI to confirm project vision, goals, roles, and timelines, as well as key audiences, challenges, and opportunities.
- Review existing materials, infrastructure updates, merchant needs, and CSO communications from other cities.
- Based on the above, we'll develop a Creative Brief.
- This document will serve as our guiding principle for success, and outlines clear deliverables approved by both client and Redhead.
- Once your point person has approved the Creative Brief, our team will then move forward with all subsequent tasks and projects.

DELIVERABLE

Creative Brief.

Project 1: Creative Concepting

We'll explore themes, characters, and creative frameworks that make construction communication human, helpful, and unmistakably Downtown Lansing.

OUR TASKS:

- Develop two full creative concepts with in-the-wild mockups (social, signage, retail-facing materials, etc.).
- Prepare and present concepts to DLI.
- Facilitate discussion and gather feedback.
- Complete one round of refinement on the chosen concept.

DELIVERABLE

Finalized campaign concept with visual direction and messaging foundation.

Project 2: Merchant Preparedness Kit

We set businesses up to succeed by giving them tools, clarity, and confidence through construction season. This kit becomes their go-to resource for messaging, customer communication, and brand-aligned engagement.

OUR TASKS:

- Create a Merchant Preparedness Kit that aligns with the campaign theme and uses the CSO materials from other cities as a launching point. We will work closely with DLI to customize all messaging to Downtown Lansing's unique circumstances. The kit will include a pocket guide (talking points, sample responses, customer messaging, support outlets), shareable graphics, and social copy examples merchants can easily deploy.
- Design materials that are both informative and aligned with the chosen concept for web download and physical distribution.
- Share kit with client and provide one round of revision on each component, if necessary.

DELIVERABLE

Merchant Preparedness Kit (print-ready and digital).

Project Approach

Project 3: Marketing & Communications Plan + Foundational Creative

This phase is about creating the plan, the structure, and the first wave of assets so DLI is equipped to launch the CSO season confidently and clearly. Redhead develops the roadmap and the foundational creative; DLI leads implementation and ongoing management.

OUR TASKS:

- Develop a succinct Marketing & Communications Plan that outlines timelines, channels, messaging priorities, audience segmentation, and clear ownership roles for DLI and its partners.
- Adapt CSO communication best practices from other cities into a Lansing-specific framework with tone, messaging, and sequencing that reflect “Michigan’s Downtown.”
- Build foundational creative assets that align with the approved campaign concept, such as:
 - Page banners
 - Signage templates
 - Social templates
 - Email headers
 - Graphics for merchant and public-facing updates
- Publish a dedicated CSO webpage (copy + layout) on the DLI website that explains what’s happening, why it matters, and how to stay informed, including merchant resources and campaign-aligned visuals.
- Create the first four weeks of assets (email, social, signage templates, etc.) that reflect early-stage construction needs and launch communications.

DELIVERABLES

Marketing & Communications Plan with timelines, messaging, channels, sequencing, and clearly defined roles and responsibilities.

Foundational creative assets including signage templates, page banners, downloadable merchant tools, and social templates.

CSO Webpage with clear messaging, resource links, and visuals tied to the campaign.

First 4 weeks of assets ready for use by DLI to launch the campaign and the construction season.

Project Approach

Project 4: Consultation & Responsive Creative Support

Construction projects evolve, sometimes daily. To best support DLI during the full construction season, this phase shifts into a flexible monthly retainer model that adapts to real-time needs. DLI receives ongoing support that can be dialed up or down as the construction timeline unfolds. This model provides predictable budgeting, reliable weekly guidance, and responsive creative support when conditions on the ground shift.

OUR TASKS:

- Hold a weekly 30-minute strategic meeting to evaluate construction updates, merchant concerns, shifting circumstances, and stakeholder needs.
- Provide real-time messaging recommendations, merchant communication support, and public update guidance.
- Develop responsive creative and content, such as:
 - Social media graphics + copy
 - Public-facing educational posts
 - Merchant messaging updates
 - Temporary signage or wayfinding design
 - CSO email or webpage updates
 - Social media-quality video and photography support
 - Small-scale activation or energy-boost assets
- Determine weekly priorities collaboratively with DLI, then produce the assets or messaging needed most.

DELIVERABLES

Weekly strategy & consultation meeting.

Up to 20 hours/month of responsive creative support, such as:

- Social media graphics + copy
 - Public-facing educational posts
 - Merchant messaging updates
 - Temporary signage or wayfinding design
 - CSO email or webpage updates
 - Social media-quality video and photography support
 - Small-scale activation or energy-boost assets
-

Monthly report of hours used and deliverables produced.

Monthly Renewal & Adjustment

Each month, Redhead and DLI will review hours used and the anticipated needs for the following month. Based on that review, the monthly retainer hours may be increased or decreased as necessary.

Expiration of Hours

Hours included in the monthly retainer expire at the end of each month and do not roll over.

Scope & Costs

No third-party costs are reflected in this proposal. Expenses such as printing, fabrication, photography, videography, signage production, media buys, or outside asset development are not included and will be billed directly by the vendor or passed through with client approval.

Workflow & Timeline

Whether internal or external, our communication is consistent, transparent, and constant. We promise no longer than 24 hours to respond to requests — while we might not have an answer or resolution, we will acknowledge receipt and outline a plan of action. We provide clear timelines for each task and project, and work with you to build realistic schedules. We endeavor to use processes and services that fit in well to your workflow. Slack, email, Dropbox and Google are tools we deploy to support communication and meetings with your team.

For a successful project, we always request the following from clients:

- A point person from your team. Our point person will be Caleb Wilson-Johnson, our Client Services Director.
- Documentation such as communication, marketing and/or strategic plans, if applicable.
- Expectations for communication turnaround from your end.
- Calendars and dates from your organization that will affect availability and responsiveness.
- Communication of ancillary projects or efforts which may impact our work.

Reporting

We will work with your team to develop a form of reporting that best fits your internal needs and processes. This could be as simple as a bi-weekly update email, or a preset meeting schedule. The purpose is to ensure the project remains on track and efficient.

Timeline

Redhead will work with you to finalize milestone dates and deliverables once a kick off meeting is scheduled. It's premature to develop a firm timeline without collaboration with you to ensure the dates suggested from our team align with your schedules.

TIMEFRAME	MILESTONE
December 2025	Creative Concepting
January 2026	Merchant Preparedness Kit
February 2026	Marketing & Communications Plan + Functional Creative
March 2026 through end of construction	Consultation & Responsive Creative Support

Project Budget & Terms

March 9, 2026

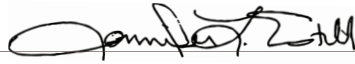
Cathleen Edgerly
Downtown Lansing, Inc.

PROJECT	FULL VALUE	IN-KIND (15%)	ADJUSTED COST
☐ Creative Concepting	\$10,000	- \$1,500	\$8,500
☐ Merchant Preparedness Kit	\$12,000	- \$1,800	\$10,200
☐ Marketing & Communications Plan + Foundational Creative	\$25,000	- \$3,750	\$21,250
☐ Consultation & Responsive Creative Support	-	-	\$3,800/month

I accept this proposal, terms and assumptions as outlined and authorize Redhead to engage with the outlined deliverables.

CLIENT SIGNATURE

DATE



REDHEAD CREATIVE CONSULTANCY

3/9/2026

DATE

This estimate is valid until June 30, 2026.

TERMS

- A signed estimate and purchase order are required to begin work.
 - Projects under \$15,000 will require the full project fee to be invoiced at the start of the work, and paid in full before final assets are delivered.
 - For projects over \$15,000, a 25% deposit is required to commence work. Subsequent billing will occur monthly or based upon work-to-date.
 - If the client is unable to adhere to approved production schedules, new/revised schedules will be outlined, which may cause the end date of a project to change.
- Changes of scope and hours worked above what is included in this estimate will be billed at Redhead's hourly rate of \$200/hour.
 - In the event of a client's cancellation of project, or absence of progress or communication of more than 1 month, we will invoice for work completed to date, including expenses.
 - Additional stock photography needed beyond stated budget, will be billed, separately.
 - Domain name purchases and web hosting will be billed separately, unless outlined in the estimate.
 - Plug-ins and additional pay to purchase features will be billed separately upon approval by client.
- All unfinished work or unused concepts remain property of Redhead.
 - Client retains rights of reproduction of all completed concepts and/or finished creative products.
 - Redhead reserves the right to use all work for our own promotional materials.
 - Invoices due Net 30. 1.5 interest (compound) added to account over 30 days. Annual percentage 18%.
 - A 4% surcharge applies to credit card payments.
 - In the event of a project hold lasting longer than six months, client forfeits any deposits or payments.

ASSUMPTIONS

- Client to provide all logos or necessary artwork as vector-based or high-resolution digital format (.tif or .eps preferred).
 - Client is responsible for all proofreading, including confirming spelling of proper names and contact information (addresses, web sites, phone numbers, technical specifications, etc.).
- Client to provide necessary background material and final copy in digital format (such as MS Word document).
 - Copy/content and rounds of edits from the client shall be provided in aggregate. Providing copy/content and/or edits piecemeal may result in additional project management charges.
- Proofreading services can be estimated at your request.
 - In-depth copywriting services can be estimated at your request.