

**Downtown Lansing Inc.**  
Board of Directors Meeting Minutes  
DLI Conference Room  
January 11, 2018

Members Present: K. Dorshimer, D. Johns Jr., C. Zarkovich, J.V. Anderton, and T. Carella  
Members Absent: T. Richard, S. Schriener  
Board Advisors Present: Vanessa Shafer  
Board Advisors Absent: B. Jackson  
Guest Present: Officer Rodriguez  
Staff Present: Mindy Biladeau, Holly Rosser

**I. Call to Order**

K. Dorshimer called the meeting to order at 11:41 a.m.

**II. Citizen's Comments**

None

**III. Approval of Agenda and Minutes**

J.V. Anderton moved to approve the agenda of January 11, 2018 with the addition of the Michigan Main Street Master level program agreement under action/discussion items and minutes from the meeting on December 14, 2017. D. Johnson Jr. seconded, motion passed unanimously.

**IV. Old Town Commercial Association Update**-Chocolate Walk will take place on Feb. 8 from 3-7 p.m. and a Lumberjack Festival on Feb. 24 from noon- 5 p.m. The OTCA annual meeting is on January 31 starting at 6 p.m. at the Old Town Marque. All are invited to attend.

**V. Community Policing Update**

Officer Rodriguez mentioned that there is a person that is climbing on downtown rooftops.

**VI. Downtown Maintenance Update**

Snow removal and salting is in full force. Coordination with the City of Lansing Public Service department and Parking Office has been going smoothly. Postcards were mailed to residents reminding them to not park overnight on city streets. Letters were mailed to business and property owners reminding them how snow is removed from the downtown district and where snow storage areas are in their block.

**VII. Correspondence**

None.

**VII. Reports**

**President's Report-K. Dorshimer:**

Working with new Mayor-Andy Schor on economic development.

**Director's Report-M. Biladeau**

Wayfinding: Phase I-Vehicular Signage Installation is just about complete. The only thing that is left to add to the signs is the decorative bases once they are received by sign company and remove two old signs that were missed. Projected arrival for decorative bases is next week. When these are installed the other two signs will be removed.

Phase II- Pedestrian kiosks and retro-fitting of the newspapers kiosks is underway in terms of design. The goal is to complete design and get the fabrication process started for a Spring 2018 install. Once these are in then the new Wayfinding system will be complete.

Creative Places Grant Applications: All grant recipients were notified of their awards and grant agreements have been mailed.

Silver Bells in the City: Coordinating Committee re-cap meeting takes place on Friday, January 12 which will set the stage for 2018 event planning.

All Brass Bell Sponsors and higher receive a framed commemorative piece from the event along with a DVD of the broadcast and these just came in. Once our Silver Bells Re-Cap piece is complete and back from the printer, I will be delivering all these sponsors their thank you gifts, event re-cap and renewal for 2018.

Viewership of the Silver Bells live broadcast on FOX 47 increased by 227%! Total number of people who tuned in, 25,100.

The 2017 viewership exceeded the combined WKAR + FOX 47 viewership from 2016 as well as 2015's.

Viewership comparison:

Silver Bells 25,100 total viewership compared to other FOX 47 Programming:

- Versus their average M-F 6p-8p, the same time period the Parade aired = 7,300 viewers (244% advantage)
- Versus "FOX 47 News at Ten" average viewership = 18,400 (36% advantage)
- Versus FOX Prime Time average, M-Su 8p-10p = 14,200 (77% advantage)
- Versus the World Series on FOX = 38,200 (didn't beat the World Series, but WOW!)

Station Geography:

Lansing TV viewership (same for all TV stations in the market) is made of 5 counties: Clinton, Eaton, Ingham, Jackson & Hillsdale.

**Committee Reports**

*Economic Vitality Committee-C. Zarkovich*

- The committee is growing with the addition of new members
- Business Huddle went well with more than 40 attendees
- Trevor from the committee will be presented an overview of the Ready to Recruit training that the committee recently completed at our February board meeting

*Promotions Committee-T. Carella*

- Forks and Corks returns on March 27 from 6-9 p.m. at Cooley Law School Stadium and event coordination is underway.
- Holiday TV Co/Op advertising program was a success and all spots sold out.
- Working on a partnership with CADL to give the Lansing Adventure Club another try this summer.

*Design Committee-D. Johns Jr.*

- Façade lighting during Silver Bells will expanded this year. This program was well received and went smoothly.
- Wayfinding update provided by M. Biladeau in ED report.

*Public Spaces Committee*

- Holiday decorations will be down by Sunday.
- Putting together hanging basket program extension to include Michigan Ave. this spring. Sponsorship information will be out by the end of the month.
- Coordinating summer movie nights, setting dates/times.

*Organization Committee-J.V. Anderton*

- Working on a new sponsorship brochure for 2018 that lists all sponsorship opportunities available for the year

*Financial Report-J.V. Anderton*

The board reviewed the monthly financial reports for December and J.V. Anderton gave an overview of revenue and expenses.

T. Carella moved to place all reports on file, D. Johns Jr. seconded. Motion approved unanimously.

**VIII. Discussion/Action Items**

**A. Maintenance Contract**

In September of 2015, the board approved a two-year contract extension for annual maintenance services with Lake State Lawn-Landscaping and Snow Removal for District A of the PSD. This extension took us through October 31, 2017. There has been no lapse in service or change in price for the months of November and December 2017 and January 2018.

Based on the satisfactory fulfillment of their contract for services that are provided year-round and their responsiveness to staff and to stakeholders I would like to recommend that the board consider extending their contract agreement for an additional two-years for the exact same services provided and for the same annual cost that we pay now.

D. Johns Jr. moves a two-year contract extension without any material changes; T. Carella seconded. J.V. Anderton added an amendment that he will review contract extension and sign off with K. Dorshimer approval. Motion approved unanimously with the amendment.

**B. Strategic Plan Development Session**

Tentative date set for February 6 from 10 a.m. – 1 p.m. at the DLI Office. Patrice, CEO, of the National Main Street Center will be conducting the session.

**C. MMS Master Level Agreement**

After successful completion over the last five years as a Michigan Main Street Community at the Selected Level, we have graduated to Master Level status. The board reviewed the program agreement provided by Michigan Main Street.

T. Carella moves for the agreement to be signed by K. Dorshimer and submitted to the City for review and final approval, seconded by C. Zarkovich. Amendment made by J.V. Anderton in regards to approval subject to resolution of liability insurance requirement issue. Motion passed unanimously with the amendment.

M. Biladeau will reach out to Laura Krizov with Michigan Main Street in regards to the question the board has in regards to the liability insurance requirement.

**X. Other Business**

None.

**XI. Adjourned**

Adjournment moved by D. Johns Jr., T. Carella seconded. Motion approved unanimously at 12:38 p.m.



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Minutes by: J.V Anderton, Acting Secretary