

Downtown Lansing Inc.
Board of Directors Meeting Minutes
DLI Conference Room
November 27, 2018

Members Present: Karl Dorshimer, Summer Schriener, Christine Zarkovich, T. Carella, Cara Nadar
Members Absent: T. Richard
Board Advisors Present: Vanessa Shafer
Board Advisors Absent: Brian T. Jackson f
Staff Present: Mindy Biladeau, Layna Anderson, Charlsie Abel

I. Call to Order

K. Dorshimer called the meeting to order at 11:37 a.m.

II. Citizen's Comments

None

III. Approval of Agenda and Minutes

C. Zarkovich moved to approve the Agenda of November 27, 2018 and minutes from September 13, 2018. T. Carella seconded, motion passed unanimously.

IV. Old Town Commercial Association Update

Updates given on Oktoberfest, Howloween. The band shell feasibility study is moving forward.

V. Community Policing Update

Officer Rodriguez stated that there were the same issues with kids at Silver Bells, and that they are doing homeless outreach due to the cold. LPD worked with DLI to host a business owner panhandling meeting in October to address concerns. Businesses would like to see some type of PSA put together with the City/DLI on this issue. DLI is working on putting together information on panhandling and community resources (best practices) for businesses and large downtown employers. He met with Old Town businesses this morning about panhandling.

VI. Downtown Maintenance Update

Lake State reps were not available due to sidewalk snow removal going on. M. Biladeau indicated things are going well so far.

VII. Correspondence

None.

VII. Reports

President's Report-K. Dorshimer:

Capital City Market Development (Meijer, hotel and residential units, etc.) were approved at City Council last night. A lot of development is in the works. City Hall is still looking for a new location.

Director's Report-M. Biladeau

Taste of Downtown was successful. Costs were a bit higher because of the date change, info to follow. Trick or Treat on the Square was great with more than 8,000 in attendance. Silver Bells was fantastic. Fireworks return in 2019. Vendors were happy, businesses were packed, and the Silver Bells 5K drew more than 1,000 participants, exceeding our goal of 750. This year, the race committee offered a duel metal by collaborating with the OTCA for the Scrooge Scramble. DLI was able to send the OTCA almost 200 runners to their event. Brunch with Santa at Troppo on Saturday and Sunday of Silver Bells weekend sold out with 600 attendees, over sold event by 100 people. Once the event recap is put together, it will be shared with the board in more detail. Jim Tishler has applied to be on the DLI Board and is going through the city process. He lives and works downtown. Renee Bush from MSUFCU is also interested in applying to the board. A new business: Fudge and Frosting is opening up next to Strange Matter Coffee Co. at 333 S. Washington Sq. this December. The Economic Vitality Committee has been assisting the business owner with finding a downtown location for almost a year. They have been operating a store in Pentwater for the last 5 years, which is seasonal, and want to have a second location that can be open year around.

Committee Reports

Economic Vitality committee-C Zarkovich

Two new members just joined the committee, and meeting times are being adjusted. Business Huddle was very successful with 30-40 businesses attending. A new insurance company is opening next to Baryames.

Promotions Committee-T. Carella

Taste was successful back in September. It felt like attendance was slightly down, but still around 1000 people. There is an art exhibit Wednesday, Dec 12, 2018 of art that is being donated to WMU-Cooley Law School, and T. Carella extended an invitation to the board. Forks and Corks planning is underway and event date is March 26 from 6-9 p.m. at the ballpark. The annual Holiday TV Co-Op campaign is moving ahead where DLI pay is half and the ten participating businesses pay the other half. This year's partner is FOX 47. All spots sold out quickly and will run from Friday, Nov. 16 through Christmas.

Design & Public Spaces Committees-M. Biladeau

The wallscape project was given an extension by LEAP, as install will be finished this spring. Mother Nature did not cooperate this fall. A 9 ft. base bike rack needs to be relocated, not necessarily downtown. Arts Council is working on it. Penny, the Adopt-a-Spot coordinator just wrapped up and did a very good job. Volunteers have been thanked, etc. 50 new wreaths are up and look gorgeous. Ornaments in the traffic circle got a makeover and have been very well received by the public.

Organization Committee- L. Anderson

The Downtown Lansing Food Fight event had 18 teams participate and it was the largest collection ever, providing 40K meals to those in need in the Lansing community! This event benefits the Greater Lansing Food Bank. Loomis Law Firm won the Golden Can trophy and BCBS won the heavyweight award as they brought in the most food. It was fantastic.

Financial Report-M. Biladeau gave update

August and September monthly reports were reviewed. T. Carella moved to approved the financials for August 2018 and September 2018, C. Zarkovich seconded, motion passed unanimously.

VIII. Discussion/Action Items

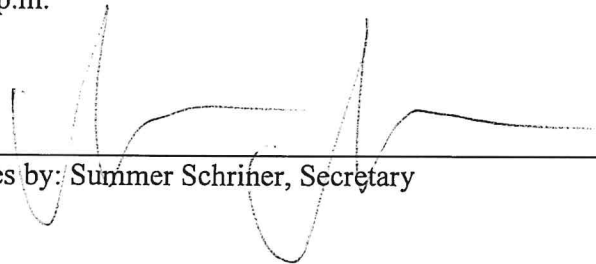
A. Election of New Officers/Board Officer Nominations: Karl, Terri, J.V. and Summer will meet to put together a slate that will be presented in December.

X. Other Business

The Chamber is renovating their office space. They have two new positions available and there is a holiday event at La Fille on December 4, 2018 that everyone is invited to. Athena is also coming up on Dec. 6, 2018.

XI. Adjourned

Adjournment moved by T. Carella, C. Zarkovich seconded. Motion approved unanimously at 12:43 p.m.



Minutes by: Summer Schriener, Secretary