

Downtown Lansing Inc.
Board of Directors Meeting Minutes
DLI Conference Room
December 23, 2018

Members Present: Karl Dorshimer, Christine Zarkovich, Terry Carella, JV Anderton, Jim Tischler
Members Absent: Tameko Richard, Summer Schriener, Cara Nadar
Board Advisors Absent: Brian T. Jackson, Vanessa Shafer
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

No comments, but Jim Tischler was introduced and welcomed as a new board member. M. Biladeau and J. Tischler scheduled a date and time for new board member orientation.

III. Approval of Agenda and Minutes

C. Zarkovich moved to approve the agenda of December 23, 2018 and minutes from November 27, 2018. T. Carella seconded, motion passed unanimously.

IV. Old Town Commercial Association Update

No update at this time.

V. Community Policing Update

Officer Rodriguez was not able to attend to provide an update.

VI. Downtown Maintenance Update

Lake State reps were not available to attend to provide an update.

VII. Correspondence

None.

VII. Reports

President's Report-K. Dorshimer:

Provided the board with an update on the old YMCA building coming down for a new residential development project across from Reutter Park. There was also discussion of other announced projects and issues with moving City Hall.

Director's Report-M. Biladeau

Provided a re-cap of a very successful weekend of events with Silver Bells in the City, the Silver Bells 5K and Brunch with Santa events. The annual Silver Bells Wrap Up breakfast will take place in January. The last week of November, we received MDOT approval for the installation of new wayfinding kiosks located on MDOT right of way. Fabrication of the ten pedestrian wayfinding kiosks is complete and an installation plan is currently being put together. Next phase of pedestrian wayfinding is retrofitting the newspaper kiosks into the system. There is a possibility that 5G antennas may need to be incorporated into the newspaper retrofits as well. The Design Committee is working with the City of Lansing Public Service Department and on this along with the contractor.

Committee Reports

Economic Vitality committee-C Zarkovich

Successful ribbon cutting for Fudge and Frosting, 333 S. Washington Square. State Farm Insurance Company is opening next to Baryames. Sub-committee of EV team is working on prioritizing Ready to Recruit action plan and who is responsible for each step.

Promotions Committee-T. Carella

Brunch with Santa events sold out, and an additional 100 tickets were sold. Forks and Corks planning is underway and event date is March 26 from 6-9 p.m. at the ballpark. This is the 3rd year for this event and Lexus of Lansing is back as the Presenting Sponsor. The annual Holiday TV Co-Op campaign continues to air on FOX 47 and all ten spots were reserved by businesses. Campaign was from November 15 – December 25, 2018.

Design & Public Spaces Committees-M. Biladeau

Bob Rose with the Design Committee did a wonderful job with enhancing the façade lighting for Silver Bells in working with Allstar Media and BWL. M. Biladeau provided an update on the pedestrian wayfinding kiosks in the ED report. The 50 new wreaths on lights poles throughout downtown districts and the makeover of the traffic circle ornaments have been well received by stakeholders and the public.

Organization Committee- L. Anderson

Will be working on putting together a RFP for a new downtown website early in the New Year and working on updating the annual sponsorship brochure. Special edition e-newsletters went out this month for the Downtown Gift Guide and NYE. 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.

Financial Report-JV Anderton

The October monthly reports was presented and reviewed. C. Zarkovich moved to approve the financial report for October 2018, T. Carella seconded, motion passed unanimously.

VIII. Discussion/Action Items

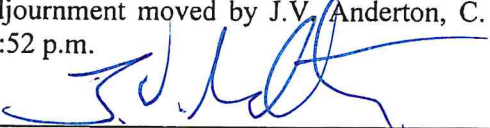
A. Election of New Officers/Board Officer Nominations: The nominating committee has not been able to meet year, which includes K. Dorshimer, T. Carella, J.V. Anderton and S. Schriener. K. Dorshimer will coordinate a date/time for the committee to meet prior to the next board meeting.

X. Other Business

None.

XI. Adjourned

Adjournment moved by J.V. Anderton, C. Zarkovich seconded. Motion approved unanimously at 12:52 p.m.



Minutes by: J.V. Anderton, Treasurer