

Downtown Lansing Inc.
Board of Directors Meeting Minutes
DLI Conference Room
Feb 8, 2018

Members Present: Karl Dorshimer, Summer Schriener, Christine Zarkovich, J.V Anderton, T. Carella

Members Absent: T. Richard, Doug Johns Jr.,

Board Advisors Present: Brian Jackson from the 4th Ward City Council

Board Advisors Absent: Vanessa Shafer

Staff Present: Mindy Biladeau, Holly Rosser

Visitor Present: Trevor Friedeberg from MEDC

I. Call to Order

K. Dorshimer called the meeting to order at 11:38 a.m.

II. Citizen's Comments

None.

III. Approval of Agenda and Minutes

J.V. Anderton moved to amend the agenda to add Michigan Main Street Master Level Agreement Update under item 9. J.V. Anderton moved to approve, C. Zarkovich seconded, motion approved

C. Zarkovich moved to approve the minutes from the meeting of January 11, 2018, T. Carella seconded. Motion approved.

IV. Old Town Commercial Association Update

Updates given on Chocolate Walk and Lumberjack Festival that will take place on February 22.

V. Community Policing Update

Officer Rodriguez talked about the three flower boxes that were vandalized on the Michigan Ave. bridge and unfortunately no video cameras were able to capture footage from that location. Panhandling is less visible but about the same.

VI. Downtown Maintenance Update

Steve with Lake State was absent because of the snow, but things seem to be going well with sidewalk snow removal and salting. To date, we are getting close to our total salt budget for the season. We will continue to monitor this closely.

VII. Correspondence

Letter received from City Council information us that Brian Jackson, who represents the 4th Ward, is our new Council liaison for the board. He replaced Jessica Yorko.

Letter received from the Mayor's Office regarding Board Appointments: standard info from the new Mayor's office letting us know that all previous administration appointments have been withdrawn.

VII. Reports

President's Report-K. Dorshimer:

-State of the City was last night and was pleasant.

Director's Report-M. Biladeau

-A Strategic Planning report will be coming soon from Patrice and Michigan Main Street from - our session earlier this week.

-On February 15 we will be hosting a Meet and Greet with Mayor Schor for downtown business owners at the Lansing Art Gallery. To get input from business owners for the board's strategic plan, we have developed a survey that has been sent to business owners to get feedback in relation to collaboration, business and residential development and sense of place. We will have engagement boards set up around the room for attendees to answer questions with dots in relation to the boards three areas of focus.

-Putting the finishing touches on Vehicular Wayfinding Signage and working through design of the Pedestrian Signage which is Phase II of the system.

Committee Reports

Economic Vitality Committee-C Zarkovich

-Great Business Huddle this month where they talked about blind date with a book, Winter Warrior at Lansing Brewing Company and Black History Month events. Bob Every from the Greater Lansing Sports Hall of Fame spoke a bit. Inside Scoop featured the business owner from Roma Bakery in regards to Paczki Day.

Design Committee-M. Biladeau gave an update

-Signage first phase is getting a lot of kudos, there is a 50K Grand from MEDC, and 25K from CVB for Phase 2: The Pedestrian Portion. Things are moving along very well and things will happen spring/summer.

Public Spaces Committee-M. Biladeau gave an update

-Holiday decorations are down; the traffic circle ornaments will have a new look next year. Wreaths are over 20 years old and have out lived their life, but are really expensive to get refurbished or purchase new. The committee is putting together some options to present to BWL as possible collaborative partnership.

-Hanging baskets will return this spring to Washington Square from Ottawa to Lenawee and looking to extend them down Michigan Ave. from Capitol Ave. to Pere Marquette. This would make for 76 baskets total in the downtown area. Sponsorship recruitment is underway.

Organization Committee-J.V. Anderton gave update

-The meeting was rescheduled for February 14 so nothing new to update from last month at this time.

Promotions Committee-T. Carella

-Forks & Corks is March 27 and planning is well underway for another great fundraising event. Get your tickets now or volunteer to help.

Financial Report-J.V. Anderton gave update

January's big income number was 50K for way finding in the design committee account. For expenses, cornstalks were from October, the invoice just came in. Wayfinding was the big expense, and was expected since all the vehicular signs have been installed. Everything else is standard except salt which is at around 15K (of the 18K budgeted) right now. More than 330K+ is still expected to come in from assessments.

S. Schriener moved to approve all reports. J.V. Anderson seconded. Motion approved.

VIII. Discussion/Action Items

A. Ready to Recruit Presentation: Trevor Friedeberg from Economic Vitality Committee

EV Committee Ready to Recruit Initiative

- We want to more actively recruit people to Downtown, so they:
 - Did a Market Study Update with Downtown Professionals Network
 - RTR Training: Using ESRI data they looked at 3,5 and 10-minute drive times, and they got great data.
- And a conducted a Top Prospects Survey
 - 422 responses (more than was needed) that showed that 80% don't live here, 70% work here, and 44% would come to a specialty grocery, then full service restaurants, then a gift store, etc.
- Deliverables for prospects that they want us to have: pre visit questionnaire, community overview, market snapshot, Property Profiles, Tour Maps (driving and walking)
- Using all of this they did a prospect test with a faux potential grocer, and they were given a 7.5 out of 10 on the recruitment test.
- The feedback gave them 14 action items to work on and some have already been completed.

This experience and six months of training was very valuable and has already been put into action with real prospects that we are courting.

B. Michigan Main Street Master Program Agreement:

The board reviewed and discussed the Michigan Main Street Master Level program agreement at the January board meeting. The board approved it conditionally based on a resolution to getting a question answered by the MEDC attorney in regards to the liability insurance requirement that was raised by J.V. Anderton. The MEDC provided a response back to us and the agreement is currently being reviewed at the City Attorney's office.

X. Other Business

XI. Adjourned

Adjournment moved by J.V. Anderton, T. Carella seconded. Motion approved unanimously at 12:51 p.m.



Summer Schriener, Secretary