

Downtown Lansing Inc.
Board of Directors Meeting Minutes
DLI Conference Room
January 10, 2019

Members Present: K. Dorshimer, JV Anderton, S. Schriner, C. Zarkovich, T. Carella, C. Nadar
Members Absent: T. Richard, J. Tishler
Board Advisors Present: Vanessa Shafer
Board Advisors Absent: Brian T. Jackson
Staff Present: Mindy Biladeau, Layna Anderson, Charlsie Abel
Guests Present: Mayor Schor, B. McGrain, Jimmy Baumgras

I. Call to Order

K. Dorshimer called the meeting to order at 11:34 a.m.

II. Citizen's Comments

None

III. Approval of Agenda and Minutes

Mayor Schor's comments were moved to the next item for the agenda. C. Zarkovich moved to approve the amended agenda of January 10, 2019 and the minutes from December 23, 2018. JV Anderton seconded, motion passed unanimously.

A. Conversation with Mayor Schor:

The State of the City is on February 6, and one of the topics is creating a vision for the City that includes design of the many neighborhoods and corridors throughout the city. This includes downtown as well. The Mayor wants to talk about visioning for each of these areas with engagement from the public. There are several cities that are doing this very successfully. He wants to bring everyone to the table and collaborate.

In order to enhance capacity at DLI, he would like to move Silver Bells to LEPFA. This would allow DLI more time to focus visioning and to work to implement that vision.

Board members are open to this possible change, but have some questions. One concern that was expressed is that Silver Bells is volunteer and donor driven and whether or not LEPFA can be successful with that type of event. The Mayor indicated that they have considered this and that they are taking their time this year to work on structure, funding, etc. The Mayor was asked about possible timing for a transition and he indicated that he wanted to speak with the DLI Board first and still needs to speak to LEPFA to make sure that this is possible and figure out the best route to take. If need be, he said it could be delayed a year, but he hopes with starting early enough that DLI could hand off the event for 2019.

Mayor Schor said to contact him or B. McGrain with any additional questions or concerns.

Board discussion ensued about what the metrics and demographics for Silver Bells and the positive impact it has on downtown businesses. The board thinks M. Biladeau has grown the event

exponentially and a subcommittee for the transition is important in order to keep the event up to standards and plan for the future.

The Silver Bells Transition Committee: JV Anderton, C. Nadar, and K. Dorshimer are interested in serving on the subcommittee. Motion made to create a Silver Bells Transition Subcommittee made by J.V. Anderton, Second by C. Nadar. Motion passed unanimously.

IV. Old Town Commercial Association Update

Updates given on a successful holiday season, the Annual Meeting at The Old Town Marquee from 6pm-9pm on Feb. 6, The Chocolate Walk, and Lumberjack Festival scheduled for Feb 23rd.

V. Community Policing Update

Officer Rodriguez was unable to attend. V. Shafer brought up the meeting with Police regarding holiday season break-ins.

VI. Downtown Maintenance Update

Lake State reps indicated that we are doing fairly well on salt use for the year so far.

VII. Correspondence

LEAP Grant Extension Contract: LEAP granted and extension for the public art piece was discussed because of delays from last year. It is ready to go as soon as the weather breaks.

VII. Reports

President's Report-K. Dorshimer:

Projects mentioned last meeting are ongoing and the Mayor will be announcing some more projects at the State of the City.

Director's Report-M. Biladeau

Pedestrian kiosks: 8 of the 10 are in the ground and look fantastic. Positive feedback has been received so far. The others should be up soon barring unforeseen circumstances. The wrap up breakfast for Silver Bells is next week. A service request will be put in to Michigan Main Street for assistance with a downtown housing study. Staff is working with the Promotions Committee chair in putting together a grant application to support the committee's new summer lunchtime concert series that they would like to host this summer through the Michigan Council for the Arts & Council Affairs. Forks & Corks is on March 26 from 6-9 p.m. at Cooley Law School Stadium.

Committee Reports

Economic Vitality committee-C Zarkovich

Meetings were moved to the 2nd Tuesday of the month at 3pm. The business huddle continues to attract more stakeholders each month. The team is growing and all huddles have been sponsored for 2019.

Design Committee-M. Biladeau

We need to appoint someone.

Pedestrian kiosk installation is almost complete with 8/10 installed to date. Working through site issues with other two kiosks. Once these are resolved, they will be installed. Phase three of wayfinding is underway with the retrofit design of the newspaper boxes.

Public Spaces Committee-M. Biladeau gave an update.

Holiday decorations will come down by Jan. 15. Working with the city to build racks to store the new wreaths and make it easier for BWL to install and remove them. Gearing up for hanging baskets this spring and securing sponsors, Capital City Clean Sweep, Capitol Lawn Movie Nights and some new work plans.

Organization Committee- JV Anderton gave an update

Around the block, Lansing Connect, work plans and upcoming events were discussed.

Promotions Committee-T. Carella gave an update

Meeting was rescheduled for next week. Holiday TV co-op advertising was very successful with the max. of ten businesses participating. Forks and Corks planning is underway.

Financial Report-JV Anderton gave an update

JV Anderton gave an overview of the financial report for November 2018. Assessment income is coming in. Silver Bells income continues to come in. S. Schrinier moved to approve the financials for November 2018 and place all the reports on file. C. Zarkovich seconded, motion passed unanimously.

VIII. Discussion/Action Items

A. Board Officer Nominations

K. Dorshimer introduced proposed slate of officers: President -JV Anderton, Treasurer- Jim Tischler, Secretary- Summer Schrinier, and Vice President- Christine Zarkovich. The board will vote on this slate at their February 14 meeting.

C. Creative Places Grant Application Evaluations:

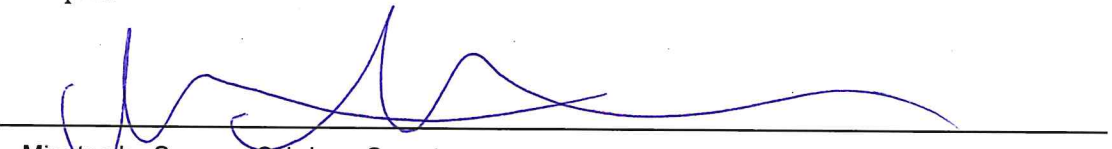
The board reviewed and scored all applications submitted by the deadline. Discussion took place and further questions will be asked of the applicants. Answers to these questions will be provided back to the board by February 14.

X. Other Business

None

XI. Adjourned

Adjournment moved by JV Anderton, C. Zarkovich seconded. Motion approved unanimously at 1:04 p.m.



Minutes by Summer Schrinier, Secretary