

Downtown Lansing Inc.
Board of Directors Meeting Minutes
DLI Conference Room
February 26, 2019

Members Present: Karl Dorshimer, Summer Schriner, Christine Zarkovich, Terry Carella, Cara Nadar, JV Anderton and Jim Tischler

Members Absent: T. Richard

Board Advisors Absent: Vanessa Shafer, Brian T. Jackson

Staff Present: Mindy Biladeau, Charlsie Abel

I. Call to Order

K. Dorshimer called the meeting to order at 1:01 p.m.

II. Citizen's Comments

None.

III. Approval of Agenda & Minutes

Agenda for meeting of February 26, 2019 and minutes from January 10, 2019 were amended by J. Tischler in order to reflect that he was not present at the last meeting. C. Zarkovich moved to approved minutes as amended, J.V. Anderton seconded. Motion passed.

IV. Report on Transition of Silver Bells to LEPFA

M. Biladeau has been preparing and meeting with Scott from LEPFA. DLI staff has put together a comprehensive coordination and transition manual as well as an Electric Light Parade manual. As part of the transition plan, a number of risk factors have been identified that need to be discussed further by the Transition Committee. The most pressing is the loss of revenue to the DLI budget and the immediate impact that it will have on the FY20 budget. The projected loss is between \$10-15K annually. In addition, in FY20 there is an anticipated loss of about 9K in PSD assessment revenue due to the pending sale of the Townsend Ramp. This would make the immediate impact of between 19-24K losses in revenue to the annual operating budget.

There is an upcoming grant deadline of March 1 for the Ingham County Motel/Hotel funds. This funding source provides dollars to support out of county advertising. This will be a missed opportunity for potential advertising dollars to market Silver Bells to out of county residents.

K. Dorshimer suggested that the Silver Bells Transition Committee should meet immediately and deal with the grants and other issues if possible. M. Biladeau will coordinate.

V. **Old Town Commercial Association Update**

The Lumberjack Festival was a huge success and they are looking to grow the event next year.

VI. **Community Policing Update**

Old Town is dealing with issues with the homeless/substance abusing/mental health population. They working with the city to see if they can get a community police officer to cover this area. Things have been mostly quiet downtown with the exception of an incident yesterday at Strange Matter Coffee Co. The woman was taken into to custody. There has been a slight uptick in drug related incidences between the bus station and downtown party store.

VII. **Downtown Maintenance Update & Report**

Representative from Lake State Landscaping & Snow Removal was not available. M. Biladeau reported that snow removal and salting has been going well.

VIII. **Correspondence**

City Council sent their yearly letter. Brian T. Jackson is absent.

IX. **Reports**

President's Report- Karl Dorshimer

Many development projects are in the works, but some have slowed down. This spring Gillespie Group will break ground on the Capital City Market mixed use development.

Director's Report- Mindy Biladeau

DLI won \$1K through the Michigan Main Street Photo contest in the Promotions category. The winning photo was from the 2018 Silver Bells 5K. All of the new pedestrian wayfinding kiosks have now been installed. The Design Committee has started to work with Corbin Design, Public Service and ACD on the retrofit of the newspaper boxes. These twelve newspaper box stands will be incorporated into the pedestrian wayfinding system and 3-4 of them will house 5G Verizon antennas and equipment. Forks and Corks is coming up on 3/26/19. Tickets are on sale, and VIP is already sold out.

Committee Reports:

Economic Vitality:

C. Zarkovich indicated that two afternoon sessions will be held for the Downtown Business Huddle, May and October from 4-5 p.m. at Jalapenos to accommodate more stakeholders. The committee is working with the Michigan Restaurant and Hospitality Association to host a workshop targeting hospitality businesses on recruiting and retaining good employees. The committee is updating available property information for commercial properties downtown that are available to make sure website and information we have is up to date. Also, updating market study one-page forms. In March, the committee will be touring an available property and meeting with the owner after each committee meeting to building relationships with the full team, share market data and see what type of tenant they are trying to attract to their space.

Design:

We need to appoint someone to this committee. M. Biladeau mentioned the need for a facade improvement program for downtown. The city currently has an established a successful façade improvement program for the city, but commercial properties located downtown are not eligible to participate. Instead of reinventing the wheel and spending time to seek funding sources for a separate program for downtown, the committee would like see if the administration would be open to adding downtown to the program. This idea has been discussed with Brian McGrain, Economic Development Director, with the City of Lansing. Brian feels the Mayor would be open to this idea and suggested to the Design Committee to have the DLI Board send a letter of request to the Mayor's office.

J. Tischler moved for a letter be written in regards to requesting downtown commercial properties be eligible to participate in the city façade program to be sent to the Mayor's office. J.V. Anderton seconded. Motion approved.

Public Spaces:

Tameko was absent. C. Abel gave an update. 79 hanging baskets will return for the season in May to the Washington Square and Michigan Ave. corridors. To date, 38/79 baskets have been sponsored. All 27 bridge planter boxes on Michigan Ave. will be planted for this season now that the MDOT construction on the Michigan Ave. Bridge has been completed. Working on a possible partnership with LEPFA to see if we can get the 26 urns along the river walk planted and maintained properly this season. Capital City Clean Sweep is May 7 and Capitol Lawn Movie nights are Aug. 2 & 9.

Organization:

JV Anderton gave a brief update.

Promotions:

T. Carella gave a brief update on Forks and Corks.

Monthly Financials-

JV Anderton gave an update: PSD assessment income is much higher than what was projected. M. Biladeau has an inquiry in with the City Treasurer's office to find out what is going on, as something is not right.

J.V Anderton moved to approve and place all reports on file, J. Tischler seconded and Motion passed.

X. Discussion/Action Items:

A. MCACC Assurances Form:

Lunchtime Tunes is a new concept put together by the Promotions Committee that relates to the boards Transformation Strategy for targeting the downtown workforce. This is a three part concert series that would take place from 11-1 p.m. on the Capitol Lawn to

bring out office workers and encourage them to grab lunch downtown and enjoy some music.

J.V. Anderton moved to send it over in order to complete the application, C. Zarkovich seconded and the motion passed.

B. Election of Board Officers

The nominating committee introduce an officer slate at the January meeting.

J. Tischler moved to approve the slate that was introduced at the January meeting, J.V Anderton seconded and the motion passed.

C. Creative Places Grant Applications

M. Biladeau provided additional information to the board that the board requested of each applicant after the January meeting. Further discussion took place.

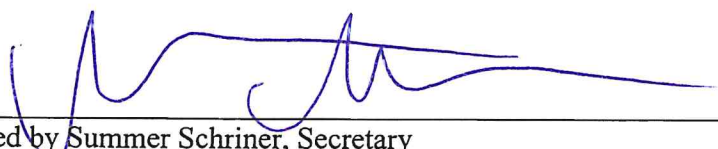
J. Tischler moved to award OTCA, \$22K, S. Schriener seconded. Motion failed.

Further discussion took place.

C. Zarkovich moved to award OTCA 20K, 1K to MICA and 1K to the Arts Council of Greater Lansing based on their submitted applications T. Carella seconded. Motion passed.

XI. Other Business
None.

XII. Adjourn
J. Tischler moved to adjourn, C. Zarkovich seconded. Meeting adjourned at 1:49 p.m. Motion passed.



Submitted by Summer Schriener, Secretary