

Downtown Lansing Inc.
Rescheduled Board of Directors Meeting
DLI Conference Room
401 South Washington Square, Lansing, Michigan
March 14, 2019

MINUTES

Members

Present: JV Anderton, Karl Dorshimer, Cara Nader, James Tischler, Christine Zarkovich
Excused: Terry Carella, Summer Schriener, Tameko Richard

Board Advisors

Present: Vanessa Shafer
Excused: Brian T. Jackson

Staff

Present: Mindy Biladeau

- I. **Call to Order**
President Anderton called the meeting to order at 11:36 a.m.
- II. **Citizen's Comments**
None.
- III. **Approval of Agenda & Minutes**
March 14, 2019 agenda was presented. Motion to approve – K. Dorshimer; Support – C. Zarkovich. Motion carried unanimously.

February 26, 2019 Minutes were presented. Motion to approve – C. Zarkovich; Support J. Tischler. Motion carried unanimously.
- IV. **Old Town Commercial Association Update**
Shafer reported on activity and events.
- V. **Community Policing Update**
No report.
- VI. **Downtown Maintenance Update & Report**
Biladeau reported on snow clearance/salt and trash receptacles.
- VII. **Correspondence**
Letter to Mayor – Facade Program
Received and is being considered by city administration.

VIII. Reports

President - Anderton

- Discussion on Board Meeting day/time. Consensus reached to remain as same. Request to provide refresher session to Board by working with MMS due to board turnover. All agreed.
- Michigan Main Street – to be discussed later in agenda.
- Request from MICA regarding funding allocations – Consensus reached for Director to provide response letter.

Director – M. Biladeau

- Wayfinding Kiosks – all of the new pedestrian kiosks were installed at the end of Feb.
- Waiting to hear back from MMS in regards to possible downtown housing study. Request was submitted.
- DLI won \$1,000 in the Promotions Category of the MMS Photo Contest for our Silver Bells 5K photo
- Community Studies Underway:
 - Tourism Master Plan: We met with consultants that the Greater Lansing Convention and Visitors Bureau hired put together a tourism master plan as a stakeholder in regards to tourism and downtown. They are coming back to Lansing this week and requested a walking tour of downtown that we will be leading.
 - Performing Arts Center: The Lansing Public Media Center hired consultants to conduct a feasibility study for a performing arts center to be located downtown. As a stakeholder, we met with consultants last week to discuss.
- The Downtown Guides are getting a design makeover that will incorporate downtowns destination branding and utilize the same map as the pedestrian kiosks. This will be a complete overhaul of the piece.

Economic Vitality – C. Zarkovich

- Business Huddle (March 7) – 37 attendees, excellent program.
- New business coming soon – Good Slice Pizza Co. (414 East Michigan Avenue).
- Annual business owner survey will be delivered soon to first floor commercial businesses
- Continue to update property profiles for available property and implement R2R
- Committee is working to build relationships with property owners of available property downtown. The committee meets with a property owner after each meeting and tours the space etc.

Design – M. Biladeau

- Committee make the recommendation to the board to send a formal letter to the city administration asking them to make commercial properties within downtown's National Registered Historic District eligible to participate in the city façade improvement program per recommendation of Brian McGrain. Currently, downtown is the only area of the city that is excluded from participating in this program. Board agreed and M.

Biladeau will put together a letter for JV Anderton to sign and will send to the Mayor's office.

- Summer Walking Tour schedule coming soon and also a new Lunching with Lansing History Program targeted to downtown employees
- Working on last wayfinding phase with retrofit of old newspaper kiosks into pedestrian wayfinding program starting with locations that need to help hide the 5G Verizon antennas. Working with ACD, Corbin Design and the Public Service Department.
- Tischler offered to be liaison to this committee.

Public Spaces – M. Biladeau

- Update on Rotary Park activities.
- Capitol Lawn Movie Nights are Aug. 2 and Aug. 9
- 39 Hanging Basket Sponsorships have been secured to date. Halfway there.
- Gearing up for spring maintenance, flowers and Adopt a Spot season
- Wallscape Public Art Installation will resume once weather gets nicer

Organization - JV Anderton

- Nothing new to report, moving along.

Promotions – M. Biladeau

- Discussion of upcoming Forks & Corks event on March 26.

Monthly Financials – J. Tischler

- J. Tischler gave introduction, M. Biladeau assisted with providing details. Assessment revenue mistake has been identified by city administration and will be corrected.

Motion to approve all reports – K. Dorshimer; Support – C. Zarkovich. Motion carried unanimously.

IX. Discussion/Action Items:

- Transition of Silver Bells to LEPFA:
M. Biladeau presented Recommendation Summary from the Board Transition Committee and explained details, assisted by K. Dorshimer. Motion to approve –K. Dorshimer; Support – JV Anderton. Motion carried unanimously.
- Michigan Main Street Community Service Plan
Consensus reached to accept, M. Biladeau will schedule for 11/6/19.

X. Other Business

- C. Zarkovich:
 - SLBA Euchre Tournament, scheduled for 3/14/19.
 - Home TV Interview with DLI plug

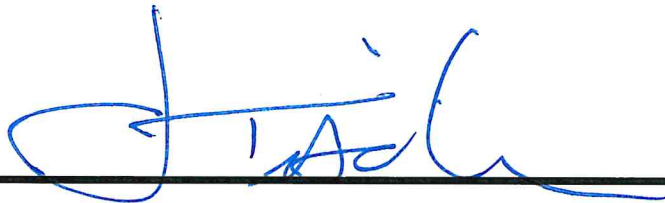
XI. Adjourn

Dorshimer moved to adjourn, C. Zarkovich seconded. Meeting adjourned at 1:05 p.m. Motion passed.

Respectfully Submitted

Jim Tischler

James Tischler, Treasurer

A handwritten signature in blue ink, appearing to read 'J. Tischler', is written over a solid black horizontal line.

Signed: James Tischler, Treasurer