

Downtown Lansing Inc.
Board of Directors Meeting Minutes
DLI Conference Room
December 8, 2016

Members Present: Terry Carella, Karl Dorshimer, Doug Johns Jr., J.V. Anderton, Christine Zarkovich,
Members Absent: Summer Schriner, Tameko Richard
Board Advisors Present: Vanessa Shafer
Board Advisors Absent: Jessica Yorko
Guest Present: Officer Tony Rodriguez
Staff Present: Layna Anderson, Brittney Reiley
Staff Absent: Mindy Biladeau

I. Call to Order

T. Carella called the meeting to order at 11:40 a.m.

II. Citizen's Comments

None

III. Approval of Agenda and Minutes

K. Dorshimer motioned to approve the agenda for the December 8, 2016 meeting and the minutes from the October 26, 2016 board meeting. D. Johns seconded. Motion passed unanimously.

IV. Old Town Commercial Update

V. Shafer gave the OTCA update. She informed the board that Old Town will be getting a new business called the Grid.

V. Community Policing Update

T. Rodriguez informed the board that Downtown has been calm from a police perspective.

VI. Downtown Maintenance Update and Report

B. Reiley reported that maintenance has been going great. Lake State is prepared for the arrival of snow.

VII. Correspondence

None.

VIII. Reports

Presidents Report-T. Carella

T. Carella congratulated Mindy on the arrival of her daughter.

Director's Report-L. Anderson

-Silver Bells was a success despite the rain. The tree lighting was cancelled during Silver Bells but rescheduled and was successful.

- The Silver Bells 5K had over 500 runners, exceeding this year's goal

- Breakfast with Santa was successful- both Saturday and Sunday were sold out.

-C2AE is now open in the Hollister Building, Envie is going to open soon and the Lansing Beer Exchange is set to open in the spring

-Both the Beer Grotto and The Crafty Palate are closed.

Committee Reports

- C. Zarkovich gave an update of the Business Development Committee. She noted that the committee is working on business owner workshops and a business recruitment guide as well as the usual work plans such as Business Huddle.
- T. Carella gave an update of the Promotions Committee. The committee is working on a wine pairing event at Cooley Law School Stadium called Forks and Corks. The committee is working on securing a date for 2017 Taste of Downtown.
- D. Johns gave an update on the Design Committee. Firefly hot yoga was approved for a sign grant. Silver Bells façade lighting was a success.
- B. Reiley gave an update on the Public Spaces Committee. She noted that all Holiday decorations are up and come down by January 15th. The committee is working on a hanging basket sponsorship program.
- J. Anderton gave an update on the Organization committee. The committee is hoping to collaborate with the other committees in the New Year. Food Fight was a big success.

Financial Report-K. Dorshimer

K. Dorshimer gave an overview of the October and November Financial Reports. Financial Report approved and filed: J. Anderton moves, C. Zarkovich supports, motion approved unanimously .

VIII. Discussion/Action Items

A. Steering Committee Recommendation for Branding

L. Anderson reviewed the branding concepts with the board.

B. Wayfinding Design recommendation from Core Team

B. Reiley reviewed the Wayfinding design concepts with the board.

C. Board Officer Nominating Committee

Tabled until the January meeting.

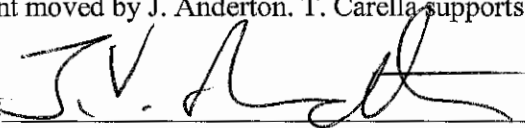
X. Other Business:

None

XI. Adjourn

Adjournment moved by J. Anderton. T. Carella supports. Motion approved unanimously at 12:50 p.m.

Minutes by:


J.V. Anderton, Secretary