

Present: Karl, TJ, Jim, Christine, JV, Cara, Jimmy

Absent: Summer

DLI Staff: Cathleen, Siso, Beth

- I. Meeting Called to order at 11:35am by J.V. Anderton
- II. Motion to approve Agenda by Christine Zarkovich. Second by T.J. Bucholz. **MOTION PASSED**
Motion to Approve Minutes. Motion-J. Tishler. Second by K. Dorschimer
Motion to Place Committee Reports on File by K. Dorschimer. Second by C. Zarkovich.
MOTION PASSED

- III. No Police update

IV. **Downtown Maintenance Update (Lake State)**

- Flower baskets have been taken down.
- Christmas lights, waiting on city hall.
- Doing leaf clean-up and biz as usual.

V. **Reports:**

Executive Director Report: C. Edgerly shared that Mayor Schor s going to hold a Q&A hour with biz 10/13 at 3pm. Cathleen will send out Zoom information again. Please share concerns, ideas, etc during that time.

2 hour parking will also be complimentary for the holiday season within the downtown district.

Enhanced colorful lighting is being planned as part of the Winter Activation efforts with the EV and Design team to add to the comfort, safety and overall feel of downtown. BWL and City, along with All Star Media are involved, and the MEDC and MML will match funds through the Patronicity crowdfunding platform. DLI and the Design & Public Spaces team will also continue to work with the City and BWL to come up with a long-term plan to improve our city's electrical and lighting infrastructure.

President's report: Reminder of January Officer elections. Please connect with JV if you're interested in an Executive Team position. With 202 having have been a long, touch year, and the holiday season being extremely busy, J.V. asked to cancel December Board meeting. All board members agreed with this decision.

Financial Report: Nothing is out of the ordinary, and there haven't been many expenses outside of day-to-day operations. One \$50 return from BWL as part of the Lift Up Local program needs to be moved in the accounting system and C. Edgerly will take care of that. Overall with what is coming so far, we are on track with the original adopted budget in terms of assessment income.

Motion by J. Tishler to approve Sept Financials. TJ Supported. **MOTION Passed unanimously.**
Motion by J. Tishler to approve October financials. K. Dorshimer supported. **MOTION Passed unanimously.**

VI: Discussion Items:

- **Insurance:** Board reviewed annual Insurance coverage quotes provided by Broker. Even if all items included, some of which DLI has never had, the quotes provided in the proposed move from Philadelphia to Great American Insurance would provide a sizeable cost savings to the organization.

J.V. Anderton asked for feedback regarding Shinberg's confidence in the quality of coverage from Great American. C. Edgerly responded that they feel quite confident. Discussion took place regarding social engineering and cyber coverage, and other add-ons. C. Nader believes we should definitely have coverage on cyber coverage. Cara would like more in the policy what these coverages entailed. Karl confirmed if the social engineering is for the whole year and asked how much it would cover in loss? J. Tishler stated that its more important is we get a coverage policy in place to prevent gaps.

J. Tishler motions to accept this policy proposal and authorize staff to execute it. Karl Supported.
MOTION Passed unanimously.

- **Small Business Support Programming:** B. Kuiper shared that all 4 committees are discussing their projects for next year with a priority focus on providing small business support. Through Design & public spaces, we're working on outdoor winter seating to help businesses stay open and bring in revenue. City gave okay to keep the pop-up patios on sidewalks and look at a way to add heating elements and look at a roof or barrier to protect from weather. Via sponsorship from Lake Trust Credit Union, DLI is able to give away grants to help with winter activation for businesses ranging from \$500-\$1500.

The team is working vacant spaces and how to use them in a positive way, as well as the coordinated effort with Promo to activate and fill vacant windows with contact-less window displays. Windows that highlight the need to Lift Up Local and Support Lansing will also be included. Pop-up businesses will also be involved.

- S. Dhladhla reported that as a team with Promotions we're Continuing Lift up Local promotional efforts through the winter with new ambassadors. Also working with Redhead Design Studio on a Lansing wide pledge to have people commit to Lift Up Local during the holidays and beyond. AT&T first corporate sponsor. Looking for a creative way to incorporate the corporate partners, especially with state being shut down, and we're leaning on residents too.
- **DT Development projects Update:** On Monday evening, there was a public hearing regarding the 300 block Doug Marek's properties, Beth and Cathleen offered public comment. There were concerns surrounding commercial rehabilitation project including residential and commercial as well as other nuances that show how fractured this council can be at times. Was a long and emotional meeting that ended with the Council not approving the 300 block project, which is a loss for downtown. C. Edgerly also shared it was also especially dis-heartening to have a Council member say on the record, that they did not support more investment in the downtown, and that other areas of our city need it. C. Nader wanted to know who stated this, which was Mr.

Hussain. Board discussed ongoing education with Council, need for more conversations and determining who was not interested in investing in downtown. Overall Board would like to see more attendance and interest from our Council liaison and the next year will be telling in terms of the direction our city takes.

C. Nader share that her business is located in the 300 block project that was turned down. That building will collapse within the next 5 years. Wall needs to be redone. J. Tishler stated overall its an embarrassment in disturbing what happened at Monday night's Council meeting. Mr. Marek went through all the obstacles throughout 6 months had to pay 3K to get "kicked in the teeth."

Additional discussion took place regarding serious frustrations and concerns. Time will tell if this is the direction our Council and City continue to take. Staff, property owners and consultants spent a lot of time, and Council's vote sends a message about development downtown. DLI will continue to do our best to take a leadership role and advocate for projects downtown. Board should put a lot of thought into what we can do and lead to help foster a biz environment. There isn't a successful city in the world that doesn't have a thriving downtown. Discussion will be ongoing at a DLI level.

- **Updated DT plan: C. Edgerly asked board to start work over on a one-year strategic plan, specific goals and measurable.** Staff will work on a draft budget and plan. TJ Bucholz offered to help lead a plan and communications plan with Board approval. Board approved this is important and necessary. Cathleen will also follow-up with TJ.

VII: Motion to Adjourn: Christine moved to adjourn at 12:38pm. TJ Seconded.

Jim - Comment to the board members, please don't take his critical comments to heart, he's just very passionate about what happens downtown.

Meeting Adjourned at 12:38pm