

Downtown Lansing Inc.
Board of Directors Meeting Minutes
Online Meeting
May 14th, 2020

Members Present: S. Schriener, TJ Bucholz, JV Anderton, K. Dorshimer, J. Tischler
C. Nader, J. Tischler

Members Absent: C. Zarkovich, C. Nader

Staff Present: C. Edgerly, B. Kuiper, S. Dhladhla

I. Call to Order

Meeting called to order at 11:34 am.

II. Citizen's Comments

-None

III. Correspondence

-None

IV. Approvals

Agenda for May 14th, 2020: K. Dorshimer moved to approve Agenda, J. Tischler seconded, motion passed.

Minutes from April 9th, 2020: J. Tischler moved to approve Minutes, TJ Bucholz seconded.
MOTION PASSED

V. Old Town Commercial Association Update:

S. Schriener reported that during COVID there isn't much happening, no one hired for the ED yet, though some promising candidates have emerged.

VI. Reports

Director's Report (C. Edgerly): Budgets have been presented and C. Edgerly participated in virtual Committee of the Whole conversation. At this time it looks like our budget will be adopted as presented, with amendments expected next FY due to the impacts of COVID. National consultants have asked to use DLI's Trust Kit and re-skin it for other communities across the U.S., giving DLI credit for inspiration. Board discussion took place regarding if consultants are going to be profiting from it, we may ask for a percentage of that, but overall we don't feel comfortable profiting from other communities at this time. . Right now Cathleen will see what they are doing with our work in order to determine how to move forward.

President's Report (JV Anderton): Not much to report here outside of what is included in Action items. J.V. opened the meeting asking Board members for input on what they have heard regarding DLI's efforts, how businesses are doing, and any other feedback.

Monthly Financials (J.Tischler): There is some assessment income that appears to have been placed in the wrong category that he and C. Edgerly are looking for clarification on. Cathleen has been representing us in budget meetings with the city. DLI's assessment income should continue. If the general fund changes, DLI funding may change, but right now we are watching and staff are working on strategic plans for the next year

and what programming adjustments will be able to be made quickly.

K. Dorshimer made a motion to approve the monthly financials for the record: K. Dorshimer moved. TJ Bucholz seconded. MOTION PASSED.

V. Action Items

a. R.O.W. Patio Permit Fees (J.V./Beth)

Last month DLI decided not to charge for right of way permits. We need to refund the folks who have paid so already, including deposits. Applications and approval still have to be granted, but there will be no charge for the permits this year. Karl moved to refund all permit funds collected including deposits, TJ Bucholz seconded. MOTION PASSED.

b. A FRESH Taste (Siso/Cathleen)

Promo met and plans are underway, but based on the circumstances there are plans to forego food trucks this year to cut down on crowds. Virtual elements will be included as well as other options where participants can choose how they participate, with activities not only planned for July 18, but throughout a week – typing into a celebration with Recovery and re-Grand Opening efforts. Plans include:

- o Music in the park(s)
- o Downtown scavenger hunt
- o Cash mobs/gift card efforts
- o Partnering with Rivertown Adventures
- o Pop-Up vendors and spaces
- o Alley-way art
- o Live performers the week of July 13 on sidewalks of downtown during lunch-hour

Board discussed plan and likes plans, with the understanding that it needs to be flexible and timelines may move based on Governor's orders.

K. Dorshimer moved to go ahead with this plan. J. Tischler seconded. MOTION PASSED unanimously.

c. Website Update (Cara/Cathleen)

C. Edgerly updated the group that the review team received a few static views of designs that have come in. Cara, Cathleen and Siso reviewed and sent back proposed changes that incorporated everyone's comments. Developers hope to finalize by the end of June, and the next draft should be workable instead of static for the team and Org committee to review.

d. Lansing has HEART! Crowdfunding Effort

For the T-shirt partnership with ALT Printing, the campaign will close tomorrow at close of business. Please share the info immediately to help drive the message and sales, as proceeds benefit our downtown small business recovery efforts. The crowdfunding efforts didn't meet our full goal, but we are able to support 7 businesses in their efforts, with awardees being announced tomorrow, Friday May 16. Also the MEDC is putting forth their own fundraising plan to match businesses crowdfunding individually. DLI will share this info to help our businesses.

VI. Adjourn: Motion to adjourn made by K. Dorshimer. JV Anderton seconded. Meeting adjourned at 12:23 p.m.

