

Downtown Lansing Inc.
Board of Directors Meeting Minutes
Online Meeting
January 14th, 2021

Members Present: S. Schriener, JV Anderton, J. Tischler, C. Zarkovich, T.J. Bucholz, K. Dorshimer

Members Absent:

Board Advisors Present:

Board Advisors Absent:

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

- I. Call to Order** -The meeting was called to order at 11:31 am.

II. Citizen's Comments - none

- III. Correspondence – Board reviewed positive correspondence from** Stewart Powell, Linn & Owen Jewelers. Stewart highlighted all the programs and steps that DLI has taken to support his business. Despite hardly anyone working downtown, parking lots and parking ramps empty – Linn & Owen saw their sales increase by 10% compared to last year.

IV. Approvals

- a. Agenda for January 14th, 2021:** C. Zarkovich moved to approve, T.J. Bucholz supported. MOTION PASSED
- b. Minutes from November and December, 2020 meetings:** K. Dorshimer moved to approve, C. Zarkovich supported. MOTION PASSED.
- c. Committee Reports:** TJ Bucholz moved to approve, K. Dorshimer supported, motion passed.

V. Downtown Business & Development Update

- a.** Matt Hunt, Summit Comics & Games: Mr. Hunt shared that they purchased their building and will be tripling the size of their store. The community support has been incredible and they are thrilled to be expanding here. They are a gem of downtown and their plans are really exciting for everyone downtown.
- b.** Jon Hartzell, Detroit Rising Development, Lansing Shuffleboard & Social Club: They are still waiting for some signatures and financial agreements but are in the process of purchasing a liquor license and things are moving along and they are hoping for a late spring early summer activation of the space. If everything moves forward as planned, the space should be fully operational in spring 2022.

VI. Downtown Maintenance Update & Report (Lake State)

Jimmy shared that garland and bows just came down. Snow has been nice and light, so that's made the job a bit easier so far. Also Lake State is working with staff to remove trash cans and furniture to help prepare for the weekend's planned protests.

VII. Reports

- a. Director Report-C. Edgerly:** C. Edgerly shared that trash cans are being taken out in preparation for the weekend and next week and potential issues that may arise. The ornaments will be

removed immediately as well, along with any moveable furniture hoping we are over prepared. She will be available to everyone via cell all weekend and through inauguration to try to keep everything running smoothly.

At 2pm today Cathleen will be representing DLI and the state of Michigan presenting at a National workshop about winter events.

The city will be participating in the work share program and the board was asked to evaluate whether that's a good decision for full time staff. It could be a good budget move, but C. Edgerly did share that her concerns include staff being fully able to support businesses, provide timely communication, as well as shared concerns surrounding staff's ability to cram 5 days of work into 4 days. Given this stressful time we may want to consider whether we want to try to do this and if costs outweigh the benefits. Board discussion took place and the decision was to have DLI staff NOT Participate in the workshare program at this time. C. Edgerly will provide this feedback to the city.

b. President's Report- JV Anderton: B. Kuiper found a Community Foundation capacity building grant that requires a letter from the president to support the application. Diversity Training, fundraising, and volunteer management software are all areas JV believes we could focus the grant money on and will say as much in his letter. C. Zarkovich moved that staff apply for the capacity building grant with a letter of support from m JV. TJ Bucholz supported. MOTION Passed.

C. Zarkovich and the Chamber have parted ways, and since that was her official tie to downtown for the board, she will step aside as VP for now but will remain on the board since there is a grace period of a few months to determine her next plans/connections to meet board downtown requirements and for the board to consider ways to keep her on should she want to stay. Several board members spoke to Christine's incredible achievements for Lansing and for the DLI board, and asked her to please remain with DLI. The board discussed how Christine has been a great asset and incredible board member and there is hope she will stay with the board beyond the grace period discussed with the city.

c. Monthly Financials- Jim Tischler: J. Tischler reviewed financials with the Board and highlighted that DLI is on track right now financially and can afford to proceed without participating in work share. We are almost exactly in line with our budgetary plan. He has no concerns at all with the budget and is pleased with how things are proceeding. J. Tishler moved to approve the financials. K. Dorshimer supported. MOTION PASSED.

VIII. Action/Discussion Items

- a. **DLI Officer Elections: At this time no members of this board have expressed interest in serving as president.** JV is willing to stay in his role if the board approves it. Because Christine is no longer with a downtown business she will be stepping aside as Vice President for now with the thanks and appreciation of the board. J. Tishler moved to put forward a slate of JV Anderton for President, TJ Bucholz as VP, S. Schriener as Secretary and J. Tishler as Treasurer. S. Schriener seconded the motion. MOTION PASSED.

- b. Board Strategic Planning Session & FY 2021-2022 Budget:** C. Edgerly approached the FY 2021-2022 budget with a different process, and will be sharing this with Council. The budget presented includes anticipated income, backed out mandatory expenses, and then broke out the remaining line item budget based on what meets the board's priorities of having all programming and projects centered around providing small business support. The Board reviewed and agreed that the presented budget was consistent with board plans and discussion.

Strategic Planning: TJ Bucholz shared that he and his office team are planning to lead a DLI Board strategic plan which addresses how to utilize dollars and how to leverage the organization with a new strategic plan for moving forward. Meetings and planning are just beginning, but it's early stages to create a draft of a new strategic plan. There will be a modified SWOT analysis and this new plan is intended to be a living document that will help the Board then shape a longer-term downtown strategic plan. Hoping for a living draft by the end of March created from board and community input.

- c. Annual Impact Report & COVID:** C. Edgerly shared this year's amazing annual reported, with data compiled by DLI Staff, and then designed by the State of Michigan MEDC and Main Street marketing team. There was a bit of 2019 data that had to be relied on unfortunately because of COVID, but it's still a beautiful visual framework and helpful for the EV team and volunteer recruitment as well as other efforts. The last page was a highlighted list of activities that have changed due to COVID. The board congratulated staff on the incredible achievements downtown this year. In spite of COVID the DLI team is getting really amazing participation and attention for Lansing.
- d. City Board Liaison Q & A:** S. Dhladhla has been working hard to improve communication here and Brian Jackson hopes to join us in the future, but was unable today. Questions that board members had have been conveyed to him, and the board looks forward to discussing these things with him at our next meeting.
- e. Downtown Lighting Crowdfunding Campaign:** The 30K fundraising goal was reached so that we will receive the match. Over 50 donors contributed. Staff worked very hard and made this happen and the enhanced lighting should be installed in February. This will also lead to on-going efforts to work with LBWL and the City to improve the lighting and electrical infrastructure downtown in the future.

IX. Other New Business: K Dorshimer said more grant programs will be coming down soon and details are being worked out. They could greatly help downtown and the region. He will send out info as soon as possible. This is in addition to the Lansing Cares loan program.

X. Adjourn: K. Dorshimer moved to adjourn at 12:38. JV Anderton supported. MOTION Passed. Meeting adjourned at 12:38p.m.