

Downtown Lansing Inc.
Board of Directors Meeting Minutes
DLI Conference Room
September 12th, 2019

Members Present: S. Schriener, J.V Anderton, C. Nader, K. Dorshimer, J. Tishler

Members Absent: C. Zarkovich, TJ Bucholz

Board Advisors Present: none

Board Advisors Absent: Brian Jackson from the 4th Ward, OTCA

Staff Present: Cathleen Edgerly

Visitors Present: Dillon Ruest of LPD

I. Call to Order

J.V. Anderton called the meeting to order at 11:31am.

II. Citizen's Comments

None

III. Approval of Agenda and Minutes

J. Tishler moved to approve the agenda of September 12, 2019 with Cara's name corrected and his amendment. K. Dorshimer seconded. **MOTION PASSED.**

K. Dorshimer moved to approve the minutes of August 2019. S. Schriener seconded. **MOTION PASSED.**

IV. Old Town Commercial Association Update:

Octoberfest has been revamped. Also Vanessa is no longer with the OTCA, so Old Town will be looking for a new director in the months to come.

V. Community Policing Update

Officer Dillon Reust is our new Community Officer and gave an update on Reuter Park. Updates being discussed include a dog park, performance space, etc. Based on conversations with the Mayor's office, there is hope to have things move forward before winter if possible.

VI. Downtown Maintenance Update

Jimmy says trash is normal. Flower baskets are still doing well, we just have to sort out when to pull the baskets. Traditionally that happens before the end of September. They are doing well now, so Board discussed waiting until the end of the month to remove these.

VII. Correspondence

None

VIII. Reports

President's Report-J.V. Anderton: Welcome Cathleen! The Annual Meeting was a little smaller than we hoped for, but the event was a great success. Next week is our Main Street Check-In. J.V. will call in, but will rely on others to run the meeting.

Director's Report-C. Edgerly: This was passed on this month.

Committee Reports:

- **Economic Vitality: C. Zarkovich is absent so C. Edgerly gave the update:** The committee will resume touring vacant properties in October, as well as featured businesses and some exciting new concepts with Design in order to activate those spaces.

Design: J. Tishler: Bob Rose has been working on kiosks and new signage, but not much to report at this time.

Public Spaces: That committee meets later this month.

Organization: J.V. Anderton: Org is looking for more members. They are updating ways to contribute to DLI via sponsorship, etc. Internal communications and social media are back up and running thanks to Cathleen. The Student Welcome Back Event is moving forward on Saturday Sept. 21st because it was already planned and budgeted. Cathleen is reaching out to potential sponsors.

Promotions: C. Edgerly: A lot of talk about Taste of Downtown happened at the meeting. They will be talking to the restaurants to get feedback, and maybe revamp the event. Trick or Treat on the square will be going forward this year and feedback will be sought to decide how to handle next year. Sponsorship is still being sought, and we will evaluate after the event.

Financial Report: J. Tishler: The format has changed and will change slightly moving forward in order to make them slightly less detailed and more readable. More like a summary. We're doing fairly well budget wise despite the bad ice last year, etc. Board would still like to see a financial comparison each month showing where we are vs. the budget.

J. Tishler moved to support the financials presented in the board packet, K. Dorshimer seconded. MOTION PASSED.

IX. Discussion/Action Items

A. DLI Staff: In the packet we see 2 different positions that Cathleen put together that change things slightly. She'd like a full-time Programs Director as part of her team, and a Marketing and Design Professional for the second position. The positions as restructured keep us relatively budget neutral. Application dates pushed out to the 27th.

K. Dorshimer moved to approve the job description. S. Schriener seconded. MOTION PASSED.

I **B. Forks & Corks:** C. Edgerly met with Mindy at LEPFA who are interested in moving the event there. Board discussion took place based on Promotions Team input. The Board is not in support of transferring the event over and intends to keep it with DLI.

C. New Parking Systems Downtown: A new parking system using license plate numbers is being implemented. Similar pay structure, but more pay methods, etc. The new parking systems will be coming probably this fall. Businesses are being updated, and info is being shared so people can be updated and prepared.

D. Updated Agreement from MMS: We have an updated agreement from Main Street with the only clear difference being that we won't be so heavily tied to Redevelopment Ready Community Development requirements. J.V. would like a little time to review, discuss, and we will sign soon and send it to the Mayor's office so that we have things to him well in advance of the due date with MMS.

E. Other Business: A consent agenda was discussed for future meetings for the agenda, minutes and committee updates. Financials would remain separate.

- The Wallscape project is moving along

- MMS is having a training in Grand Haven about Place-Based Marketing that the board is welcome to attend. Please let Cathleen know if you are interested ASAP.

- Committees have expressed interest in having the holiday ornaments back in the mini-circle following them being hit. Discussion took place but ultimately the majority of the Board would like to see if the City has any ideas regarding alternative public art pieces that could go there, seeing if LEPFA will pick up the cost, as the estimate is \$7,000.

X. Adjourned: Adjournment moved by J.V. Anderton, S. Schriener seconded. Motion passed unanimously at 12.29am.