DOWNTOWN LANSING INC.

<u>April 9, 2020 – 11:30 a.m.</u>
DLI Board Meeting
This meeting of the Board will be held via Zoom Meeting
401 S. Washington Square, Ste. 101
Lansing, MI 48933

Due to public safety concerns resulting from the COVID-19 Pandemic, this meeting will be conducted via Zoom Conferencing using **Meeting ID 280 011 921**

Our Mission

Downtown Lansing Inc. is dedicated to making Lansing a place where people want to be, by encouraging its businesses, neighborhoods, and stakeholders to build a dynamic culture known for its vibrancy, sustainable growth, and business friendly environment.

AGENDA

I. Call to Order

II. Citizen's Comments (items not on the agenda)
The public may comment for up to three minutes. Those wishing to make public comments will need to raise their hands or submit written comments via the chat function by the end of the public comment period: To raise your hand
One the Phone Dial *9
On a Mac: Option Y
On Windows: Alt Y

III. Correspondence

IV. Approvals
- Agenda for April 9, 2020
- Minutes from April 2, 2020

V. Action Items:
  a. Review of Current Financials & Emergency Budget Adjustments

VI. Adjourn *(Motion Required for Adjournment)*

1. Lansing City Council Resolution #2020-055 suspended the Council rule requiring physical presence at meetings for the duration of the declared state of emergency. Michigan Executive Order 2020-15 provides temporary authorization of remote participation in public meetings and hearings.

Want to make Public Comment?
Join Zoom Meeting from Computer at:
https://zoom.us/j/280011921?pwd=d1RUQ2VHQ3d1eXNtd25Vam83SHZoQT09
(Note: this option requires downloading Zoom software. If you have not already installed the software, this may take a few minutes.)
Meeting ID: 280 011 921

Call-in via Phone: 312 626 6799
Meeting ID: 280 011 921

Persons with disabilities who need an accommodation to fully participate in this meeting should contact the Downtown Lansing Inc.'s Executive Director (517) 282-7685 24 hour notice may be needed in order for certain accommodations. An attempt will be made to grant all reasonable accommodation requests.

Board Members:

JV Anderton, President	Christine Zarkovich, Vice President
Jim Tischler, Treasurer	Summer Schriner, Secretary
Karl Dorshimer, Past President	Cara Nader, Member
TJ Bucholz, Member	Open Seat

Board Advisors: Brian T. Jackson, Fourth Ward Councilmember

Downtown Lansing Inc.
Board of Directors Meeting Minutes
DLI Conference Room
April, 2nd, 2020

Members Present: S. Schriner, , TJ Bucholz, JV Anderton
C. Nader, J. Tischler
Members Absent: C. Zarkovich, K. Dorshimer
Board Advisors Present: None
Board Advisors Absent: Brian Jackson
Staff Present: C. Edgerly, B. Kuiper

I. Call to Order

Meeting called to order at 11:34 am.

II. Citizen's Comments

-None

III. Correspondence

Nothing outside of what's expected right now given the stay at home situation. Multiple businesses have sent emails or Facebook messages to the DLI staff team expressing thanks for the weekly emails, sharing of financial resources, virtual chats, and marketing efforts.

IV. Approvals

Agenda for April 2nd2020: J. Tischler moved to approve. C. Nader seconded. MOTION PASSED Unanimously.

Minutes from Feb 13th, 2020: S Schriner moved to approve. TJ Bucholz seconded. MOTION PASSED unanimously.

V. Action Items:

A. Funding Support for Small Business Mortgage/Rent: Lake Trust approved the re-purposing of up to15K of the 'Make It Downtown' funds to be repurposed to support to up to 5 businesses. J. Tischler moved to approve the repurpose of those funds contingent on DLI appropriately documenting the shift in our budget. TJ Bucholz seconded. MOTION PASSED.

B. Part-Time Rotary Park Programming Coordinator Agreement:Delta Dental and the community foundation have agreed to provide 10K each for 3 years to fund this position, at a total of 20K per year support a part-time employee.
J. Tischler moved that we execute the agreement and move forward hiring when it's appropriate. S Schriner seconded. MOTION PASSED.

VI. **New Business:**

TJ Bucholz suggested that DLI staff look into looking at all resources and ensure that we as an organization are doing all we can to support small businesses. C. Nader recommended consideration of cancelling all DLI events until the fall, and look at using the funds allocated to those events to support downtown businesses. Cathleen and the DLI team will look into what there is available how to best re-allocate and budget funds.

Our next meeting will be held during our regularly scheduled meeting date on Thursday April 9th at 11:30a.m. Per MML and Executive Orders, this meeting will only address pressing necessary action items.

VII. **Adjourn**

S Schriner made a motion to adjourn and C. Nader seconded. Meeting adjourned at 11:50a.m.

Lansing City Council Resolution #2020-055 suspended the Council rule requiring physical presence at meetings for the duration of the declared state of emergency. Michigan Executive Order 2020-15 provides temporary authorization of remote participation in public meetings and hearings.

DLI
Profit & Loss Budget vs. Actual
July 2019 through June 2020

			Jul '19 - March 20	Original Budget	Updated FY 19-20 Budget	Notes
Income						
	Assessment Transfer Income		309,545.89	423,700.00	423,700.00	
	Business Development.					
		Business Huddle	900.00	1,800.00	1,500.00	2 of the months, the sponsors paid for and brought their own breakfast
		Business Development. - Other	33,611.20		33,611.20	$15,000 of the 'Make it Downtown Lansing' funds now goes to mortgage and rent efforts.
	Total Business Development.		34,511.20	1,800.00	35,111.20	
	Design & Public Spaces.					
		Adopt-a-Spot	0.00	884.88	0.00	With the impending hiring freeze, as well as budget concerns, the recommendation is not to hire for this position this year. Wait until 2021.
		Business Extention Permit Fees	125.00	4,750.00	125.00	We only received 1 payment - but with business budget shortfalls this is one way DLI can help by absorbing permit fees.
		Clean Sweep	250.00	750.00	250.00	
		Downtown Decorations	0.00	2,000.00	0.00	
		Downtown Flowers & Hang. Bask.	4,000.00	16,000.00	$4,000.00	
		IDV	0.00	266.04	$266.04	

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July 2019 through June 2020

	Jul '19 - March 20	Original Budget	Updated FY 19-20 Budget	Notes
Vacant-Community Spaces	0.00	35,000.00	$0.00	Postpone this until next FY if donors are ok with this and re-allocate some of those funds to help with small business support.
Wayfinding	1,474.00	0.00	$1,474.00	
Design & Public Spaces. - Other	800.00	0.00	$800.00	
Total Design & Public Spaces.	**6,649.00**	**59,650.92**	**$6,915.04**	
Grant Income				
LEPFA Grant	5,000.00	10,000.00	$10,000.00	
MEDC Grant	0.00	25,000.00	$25,000.00	
Grant Income - Other	5,000.00	0.00	$5,000.00	Was 2nd installment of LEAP grant
Total Grant Income	**10,000.00**	**35,000.00**	**$40,000.00**	
Misc Income				
Rental Income	5,388.53	8,109.60	$8,109.60	
Misc Income - Other	29.47	0.00	$29.47	
Total Misc Income	**5,418.00**	**8,109.60**	**$8,139.07**	
Operations Transfer	**0.00**	**93,000.00**	**$93,000.00**	
Organization.				
Annual Sponsorships	0.00	17,500.00	$5,000.00	Some funds for recovery re-Grand Opening event
Student Welcome Back	1,000.00	1,650.00	$1,000.00	
Website	175.00	1,400.00	$175.00	
Organization. - Other	0.00	0.00	$0.00	
Total Organization.	**1,175.00**	**20,550.00**	**$6,175.00**	
Peddler Income				
Application & Monthly Fees	1,500.00	3,850.00	$1,900.00	
Security Deposit	200.00	400.00	$200.00	
Total Peddler Income	**1,700.00**	**4,250.00**	**$2,100.00**	
Promotions.				
Event Income	18,285.80	46,700.00	$20,000.00	

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Marketing	0.00	550.00	$0.00		
Total Promotions.	**18,285.80**	**47,250.00**	**$20,000.00**		
Total Income	**387,284.89**	**693,310.52**	**$635,140.31**		
Expense					
Business Development					
Business Huddle	434.60	1,200.00	$584.60	Most likely these will be virtual until June.	
Downtown Guides	0.00	3,200.00	$0.00	We need to wait and print updates until after we know who is still open etc. Goal is to print in July, 2020	
Recruitment & Retention	650.21	3,000.00	$650.21		
Ribbon Cuttings	0.00	50.00	$0.00		
Business Development - Other	8,492.83		$9,292.83	End Downtown Traffic JAMs! Until next year at this point per Board recommendation - unless we held a virtual one.	
Make It Downtown Lansing Program	0.00	0.00	$3,000.00	Only have a couple months in FY to spend	Wasn't budgeted but we received $25000 from Lake Trust
Mortgage/Rent Support Program	0.00	0.00	$15,000.00	Would allow up to 5 lump sum payments of $3,000 to support small businesses. Review team is assembled. If we use some of funds we would have expected to use for Forks & Corks, we could add up to an additional $5,000 for a total of $20,000.00 (Wasn't budgeted)	
Total Business Development	**9,577.64**	**7,450.00**	**$28,527.64**		

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	Design & Public Spaces					
		Adopt-a-Spot	0.00	900.00	$0.00	Cancel this program for this year and have Lake State or volunteers manage with no printing costs, etc.
		Capitol Movie Night	0.00	4,000.00	$0.00	Could hold this with re-Grand Opening? Otherwise will be in next FY
		Clean Sweep	0.00	2,000.00	$1,000.00	Still hold this when we can, if Board is ok with that, but use materials we already have with Adopt a River etc.
		Downtown Decorations	11,536.94	10,333.00	$11,536.94	
		Flowers & Hanging Baskets	3,485.23	18,140.00	$20,685.23	Other than any last minute donations coming in -we probably wont fulfill this. Can tie-into Downtown Re-Grand Opening recovery efforts (Goal of $5000 towards hanging baskets) We already had placed the order in February
		Grants	0.00	0.00	$25,000.00	For Sultan's Match on Main funding per MEDC grant.
		IDV	0.00	267.00	$267.00	
		Irrigation	351.61		$351.61	
		Perennials	0.00	2,500.00	$0.00	
		Snow PR	0.00	200.00	$0.00	
		Wallscape	0.00	1,800.00	$0.00	
		Wayfinding	4,220.25		$4,220.25	

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Outdoor Community Spaces	0.00	20,000.00	$1,000.00	
Total Design & Public Spaces	**19,594.03**	**60,140.00**	**$64,061.03**	
Misc. Operating				
Copy Charges	0.00	900.00	$900.00	
DLI Website Hosting	1,255.98	1,800.00	$1,800.00	
Information Technology	21,636.00	28,840.00	$28,840.00	
Insurance	1,082.66	1,265.00	$1,265.00	
Janitorial	800.00	1,200.00	$1,200.00	
Membership Fees	325.00	600.00	$600.00	
Monthly Maintenance	170,750.00	229,500.00	$229,500.00	
Office Repairs	0.00	600.00	$100.00	
Office Supplies	803.29	1,203.00	$1,100.00	
PDS District B Grants	10,000.00	22,000.00	$20,000.00	
Phone	350.54		$725.00	
Rent	21,255.66	33,180.00	$33,180.00	
Salt	20,280.19	21,852.00	$20,280.19	Based on numbers provided by City of Lansing O & M
Misc. Operating - Other	336.48		$336.48	
Total Misc. Operating	**248,875.80**	**342,940.00**	**$339,826.67**	
Organization				
Annual Meeting	2,134.90	2,500.00	$2,134.90	
Annual Reports	100.00	2,000.00	$100.00	
E-Newsletter	381.46	600.00	$531.46	
Food Fight	24.00	100.00	$24.00	
Merchant Newsletter	304.66	717.00	$304.66	
Professional Development	377.42	4,150.00	$700.00	
Public Relations	462.23	550.00	$550.00	
Sponsorship Brochures	65.00	68.00	$133.00	
Student Welcome Back	500.00	50.00	$500.00	
Website	0.00	10,000.00	$0.00	
Organization - Other	554.00	14,735.00	$1,000.00	

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	Jul '19 - March 20	Original Budget	Updated FY 19-20 Budget	Notes
Total Organization	**4,903.67**	**35,470.00**	**$5,978.02**	
Personnel				
Fringe Benefits	5,904.00	12,000.00	$12,000.00	
Salaries	77,185.45	150,000.00	$145,000.00	
Total Personnel	**83,089.45**	**162,000.00**	**$157,000.00**	
Promotions				
Event Expenses	21,756.30	33,000.00	$25,000.00	If FRESH Taste becomes a re-Grand Opening?! This would greatly affect any additional revenue coming in, but most would land in next FY. We would need to touch base with sponsors either way. Forks & Corks revenue/costs won't come until next FY.
Holiday Co-op	660.00	4,740.00	$2,960.00	
Marketing Expenses	2,699.70	8,260.00	$2,700.00	
Total Promotions	**25,116.00**	**46,000.00**	**$30,660.00**	
Total Expense	**391,156.59**	**654,000.00**	**$626,053.36**	
	-3,871.70	**39,310.52**	**$9,086.95**	

UPDATED DLI Budget & Plan

Eliminate:

- Adopt a Spot Program Coordinator due to City hiring freeze – have Lake State manage beds, etc. (about a $1000 wash)
- Eliminate the planting of new perennials this year (reduction of $2500 in expenses)
- Waive permit fees for R.O.W. permits for those who offer outdoor seating at their restaurants/cafes. (Revenue hit of $4,000)
- We removed the $10,000 budgeted for an updated website and have negotiated that National and Michigan Main Street will offer this as one of our contractor services.
- Eliminated majority of travel expenses for National Main Street conference (reduction of $3,450 in expenses)
  Reduction in Revenue: $4,000
  Reduction in Expenses: $15,950

Postpone:

- Downtown Guide Printing to take place in July or August of next fiscal year (Reduction of $3200 in expenses this FY)
- Delay Capitol Movie Nights until next Fiscal Year to hold in July/August (reduction in $2,000 in expenses this FY)
  Reduction in expenses for this FY: $5,200 but will still be in next FY.

Additions to Support this Year's FY Budget & Support Downtown Businesses:

- The MEDC has allowed a change in their Patronicity Great Places, Community Spaces placemaking crowdfunding program. Beth and Cathleen have been working on setting up a crowdfunding page to allow individuals and corporations to provide monetary donations that would help support our downtown with business mortgage/rent payment loans that would match Lake Trust's re-purposed funds up to $10,000. This platform would also allow DLI to raise funds for outdoor community spaces that can bring the community together when it is safe to do so, as well as help with downtown's recovery once everything can re-open.
  Goal is to raise an additional $30,000 from MEDC.

Other Notes:

- Anticipates reduced street peddler income as downtown is shut down ($400/month – estimated reduction in revenue of $800).

- If we cancel A FRESH Taste (planned for July 18, 2020) We will have to refund those sponsor dollars, and it would hit our revenue stream for next FY as well.

- Forks & Corks has been postponed to next FY in September, 2020. May need to evaluate once everything re-opens to see how many businesses are open and who can afford to participate. If we cancel that, there will be reduction of about $7-10,000 in revenue as well as refunding sponsor dollars of up to $8,000.

- COVID-19 will definitely have long term effects on our budget long into next FY. We are grateful that Lake Trust and the DLI Board approved the re-purposing of $15,000 in 'Make It Downtown Lansing' funds to support our existing businesses mortgage and rent – with lump sum payments of up to $3,000 awarded to at least 5 businesses downtown.