

Downtown Lansing Inc.
Board of Directors Meeting Minutes
Online Meeting
September 17th, 2020

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

Members Absent:

Board Advisors Present:

Board Advisors Absent:

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

I. Call to Order

Meeting called to order at 11:36 am.

II. Citizen's Comments: None

III. Correspondence: None

IV. Approvals

Agenda for September 17th, 2020:

K Dorshimer moved to approve. C. Zarkovich supported. Motion passed.

Minutes from August 13th, 2020 Board Meeting: TJ Bucholz moved to approve.
C. Zarkovich supported. Motion passed.

Minutes from September 3rd Budget Workshop:

K. Dorshimer moved to approve. C. Nader supported. Motion passed.

Committee Reports:

S. Schriener moved to approve. C. Zarkovich supported. Motion passed.

V. Old Town Commercial Association Update: No updates.

VI. Reports

Director's Report: C. Edgerly reported that tonight is the Evening of Excellence (the Annual Meeting) which will be a 20 minute drive-in feature starting at 8:30, and after there will be a free screening of Guardians of the Galaxy to celebrate our downtown super heroes. The Car Hop kicks off today and carries on through Saturday, with multiple participants for both lunch and dinner. Lots of perks for participants. It's also Lift Up Local week, so ambassadors are all over town posting on social media about their favorite businesses.

A 50K grant application was submitted to the Consumer's Energy Foundation to help businesses during this time.

There is also some work happening in the 300 block of S. Washington Sq. which will preserve the integrity of 3 buildings, while also making improvements to roofing and HVAC systems that can lead to further upper level infill. This project will go before Council next month and hopefully will be approved by council soon. C. Nader let the board know the meetings will be on October 12th with the vote on October 26th, Karl will let us know which date public hearing will be.

Match on Main grants went out and final reporting is happening now.

The Downtown Maintenance proposals will start arriving to be evaluated next week.

President's Report: JV Anderton reported that several downtown restaurants have reopened, including Jalapenós, Grand Traverse Pie and Social Sloth also opened earlier this month. Voting for officers takes place in January. JV encouraged the Board to start planning our officer positions and who would best fit in those positions.

Monthly Financials: J. Tischler reviewed financial statements with the Board. The only item of note is that we were previously concerned what our special assessment numbers would look like and so far indications are the we will hopefully not have any deficit in that revenue, as our July payment came in. We will have a better idea where we stand in December.

J. Tischler Moved to approve the financials. TJ Bucholz supported. Motion passed.

VII. Discussion/Action Items:

a. Budget FY 2021 changes and work session recap (Jim, Cathleen, JV) In summary, after our required expenses going out, we are projecting that we will have 50K to support businesses and will decide later how to best spend that. The 50K budgeted amount was based on the assumption that we would have reduced assessment income, but we will continue to evaluate, as the amount may be larger than the 50K. When we assemble in January we will have a better idea of what our actual funding is looking like, and whether we should adjust our goals and plans.

b. Evening of Excellence Sept 17th: If you can't attend the drive-in or view it live stream, the movie will be available later. Please reach out to award winners to thank and congratulate them if you can, as we couldn't do this work without them.

c. Insurance coverage for DLI: (Cathleen) Cathleen is still waiting on the Finance Director and the City Attorney regarding municipal insurance.

d. Residential Packets and EV focus: (Christine, Beth) A subcommittee of several people including the owner of Firefly Yoga, downtown residential units, and residents themselves met to address the growing influx of new residents in downtown, as well as making our residents more aware of businesses located within walking distance, how to support, hours of operation, and specials, activities, etc. A lot of ideas were

discussed including coupons, trinkets, possible passports for recognition for patronizing local business, swag bag rewards, and a couple of other things. The idea is to create a welcome packet that follows the "ready to recruit" and welcome packets to let residents know that we're excited they're here, and let them know about all of these amenities that exist for downtown residents. Rough drafts should be ready next week.

Coupon cards have also come up and C. Zarkovich is talking to potential sponsors as well as businesses in REO Town and Old Town. The CVB should also be included in these conversations.

VIII. Adjourn: K. Dorshimer moved to adjourn. C. Zarkovich supported.
Meeting Adjourned at 12:11 pm.