

Downtown Lansing Inc.
Board of Directors Meeting Minutes
DLI Conference Room
April 26, 2018

Members Present: Karl Dorshimer, Summer Schriener, Christine Zarkovich, JV Anderton, Terry Carella

Members Absent: Tamkeo Richard

Board Advisors Present: Brian Jackson, Vanessa Shafer

Staff Present: Mindy Biladeau, Holly Rosser

Visitors Present: Jimmy Baumgras and Officer Rodriguez

I. Call to Order

K. Dorshimer called the meeting to order at 11:40 a.m.

II. Citizen's Comments

None

III. Approval of Agenda and Minutes

T. Carella motioned to approve the agenda for meeting of April 26, 2018 and minutes from February 2, 2018, seconded by C. Malkovich. K. Dorshimer wanted to change minutes to say the Mayor Schor did a "good job" with the State of the City instead of saying "it was pleasant," under his President's report. He also moved to change a typo to "50K grant." J.V. Anderson moved to approve as amended, T. Carella seconded. Minutes approved with edits.

IV. Old Town Commercial Association Update

Updates given on Scrapfest, ArtFeast, and Sign Toppers.

V. Community Policing Update

Officer Rodriguez mentioned that May 5 at the Lansing Center is the 125th LPD anniversary. There will be a lot going on for kids and families. Warm weather is starting to bring folks out more just like every year.

VI. Downtown Maintenance Update

Jimmy from Lake State thinks we're finally done salting. Now they're prepping for spring. Hanging basket brackets are starting to be installed on Washington and Michigan Ave. in preparation for hanging flower baskets coming in mid-May. Mulch installation is starting as well along with general cleanup of flower beds and planted areas.

VII. Correspondence

LEAP: Public Art for Communities Grant Award: DLI received a congrats letter from LEAP for winning one of three 10K awards for a public art piece. This grant is for the Wallscape project on the south and east facades of the 8 story high elevator shaft of the North Grand Ramp.

Doug Johns Jr. is resigning as he is not seeking another term. He is spending more time in Florida and has served on the board for more than twelve years. Doug has been instrumental in moving our organization and downtown forward. He will be properly recognized for his service at our

annual meeting. We are working with the Mayor's office to fill his seat. Cara Nadar from Strange Matter Coffee has applied.

VII. Reports

President's Report-K. Dorshimer:

A lot of downtown projects are happening, one is the plan for pedway improvements, another is a tiny portion of Adado Riverfront Park near the City Market. Lake Trust's lot was purchased by Urban Systems who is working on mixed use development with assistance of the Brownfield program, etc. That and the 600 block's redevelopment will have a positive impact on the south end of Washington Square. These proposed projects will assist in creating a gateway for better connectivity between downtown and REO Town. As far as City Hall's RFP, that has been put on hold because the Police, Courts, and lockup need a new location and it can't be temporary. The administration is working on figuring this out first.

Director's Report-M. Biladeau

The Master Level Main Street Agreement has been approved and submitted to the MEDC. There is a new bistro in Market Place apartments called MP Social that is now open as well as a new bakery in the Lansing City Market.

Committee Reports

Economic Vitality Committee: C. Zarkovich provided an update

The committee is growing with three new members. The Business Huddle (first Tuesday of every month) had Lugnuts as a sponsor this month and it went very well. Events are continuing to grow and succeed.

Design Committee-M. Biladeau gave an update for Doug Johns Jr

Historic and architectural walking tours for the summer have been scheduled with the Historical Society and will run from May-August either on Thursday evenings or Saturday mornings. Phase 1 of the Wayfinding Installation (Vehicular Signs) was finished last week. We are working on the map and historic interruptive panels for the 10 new pedestrian kiosks at this time. Goal is to have then installed this summer. Business Extension permits have been coming in from businesses for sidewalk café, signs etc. Working closely with members of the Public Spaces committee on the artist RFP for the wallscape art project.

Public Spaces Committee-M. Biladeau gave an update

May 8 is the 11th annual Capital City Clean Sweep. Grand Traverse Pie donates lunches. Sponsors include CART, CASE Credit Union, MSUFCU, CATA, and Lake State. Almost 100 volunteers have signed up to participate. Hanging basket program has been extended to include Michigan Ave. from Capitol Ave. to the tracks just east of Pere Marquette. There will be 76 baskets total and only 2 sponsorships remain. The support from the business community has been amazing. They will go up in mid-May and remain in place through September. Adopt-a-Spot program is about to bring on a new coordinator, and a lot of volunteers are anxious to get started.

Organization Committee-J.V. Anderton gave update

2018 sponsorship brochure is here and being distributed. It is available on our website as well. The committee will staff an information booth and have balloon twisting during Be a Tourist in Your Own Town on June 2.

Promotions Committee-T. Carella

-Forks and Corks was a huge success! Around the same amount of people, but because of strategy with sponsorships and increasing ticket prices, revenue was up and in the second year we raised more than \$6,000. Taste of Downtown is also being planned. It's July 21st, 3:30-9:00 p.m.

Financial Report-J.V. Anderton gave update

A large portion of assessment income has been received. YTD we have received more funds than budgeted due to the assessment increase for District A. Promo's account is low right now, but it's normal as event attendance fluctuates due to weather. We have to sort out salt costs, but it's not terrible.

Motion to approve reports and financials moved by T. Carella, seconded by C. Zarkovich; motion passed.

VIII. Discussion/Action Items

- A. Draft Transformational Development Plan: This was what Patrice was involved in with Michigan Main Street, if we want to make any changes, we need to do that soon so we're prepared for the next 3-hour work session. M. Biladeau will send out proposed dates. Please review and send feedback to M. Biladeau prior to the next board meeting.
- B. Organization Work Plan: Volunteer Management Software. The committee researched a variety of software options that would help improve the management of our volunteers and help us recognize them better. Wild Apricot seems to be the best product on the market at this time. There is a cost associated with this service. T. Carella is going to provide feedback as some of her colleagues have used Wild Apricot at Cooley. In addition, the board would like confirmation that excel files could be imported into the program before making a decision on whether to approve the work plan.
- C. FY19 Budget Presentation: The budget has grown on a massive scale in the last 7 years, over 156%. Due to our on robust sponsorship program, special events revenue, great public and private partnerships, and being aggressive about grants, etc. our projection for year-end FY18 will exceed 1M. We fundraise more than 60% of our annual revenue.

New projects include a partnership with BWL for new holiday wreaths, the wallscape art project, a new downtown website that is mobile responsive (this will take 2 FYs to complete), pedestrian wayfinding installation and being more aggressive in recruiting businesses based on market data.

X. Other Business: None.

XI. Adjourned

Adjournment moved by J.V. Anderton, T. Carella seconded. Motion approved unanimously at 1:09 p.m.

Summer Schriener, Secretary