

Downtown Lansing Inc.
Board of Directors Meeting Minutes
Online Meeting
June 10, 2021

Members Present: J. Tischler, C. Zarkovich, JV Anderton, A. Willis, K. Dorshimer, T. Benoit, J. Estill,

Board Members Absent: S. Schriener

Board Advisors Absent: Peter Spadafore, Council Liaison, B. Dowd, OTCA

Staff Present: C. Edgerly, S. Dhladhla, Julie Reinhardt

Guests Present: Cara Nader, Strange Matters\

I. Call to Order: The meeting was called to order at 11:33 am.

II. Citizen's Comments: None

III. Correspondence: None

IV. Approvals:

Agenda for June 10, 2021: K. Dorshimer moved to approve, C. Zarkovich supported, MOTION PASSED.

Minutes from May 13, 2021: C. Zarkovich moved to approve, J. Estill supported, MOTION PASSED.

Committee Reports: K. Dorshimer moved to approve, C. Zarkovich supported, MOTION PASSED

V. Downtown Business & Development Update, Cara from Strange Matter:

Cara shared that her downtown location did not qualify for any grants. She is waiting on SBA/RRF fund to reload and it would be helpful for leaders to ask for the refunding of RRF. The Cares Act funds are generally too low to help a restaurant. J. Estill asked Cara to prepare bullet points for a consistent support message. J. Tischler wants to push personal story of business through media.

VI. Downtown Maintenance Update & Report (Lake State): Daily trash cleanup is up due to increased foot traffic and better weather downtown. Weed maintenance is up due to rain. Hanging baskets getting watered regularly. Irrigation system on Allegan not turned on but will be soon. Jimmy to confirm that Rotary Park planters are being watered.

VII. Old Town Update (Ben Dowd, OTCA): No Update as he was unable to attend

VIII. Reports

Director Report – C. Edgerly: Block:Aid event was a huge success with an estimated 2,500-3000 in attendance. Many businesses stayed open beyond their normal hours and were happy with the additional business. The Block:Aid was a soft launch of Social Districts (MidTown Brewing was the primary participator on Washington Sq.) and more businesses will continue to be added as their applications are approved by the MLCC. We are continuing to find sponsors for the gift registry, please support if you can. There is potential movement on the Hookah Lounge space...more details to come. K. Dorshimer added that plans to rehab old Lake Trust building may be happening.

President's Report- JV Anderton:

Future Meetings: City requires in person meetings after July 12, 2021. C. Zarkovich, K. Dorshimer, J. Estill, A. Willis, T. Benoit and J. Tischler agree that next meeting (7/8/2021) will still be held virtually, with DLI's first in-person board meeting of 2021 being held in August.

Strategic Planning: We must begin planning and would like to use Main Street Resources. J. Tischler reviewed the benefits of "Strategic Doing" and wants to pay for staff to become trained. C. Edgerly agrees organization needs a combination of Strategic Planning and Strategic Doing, with actionable items and steps, as well as flexibility to have a plan be a living working document. A. Willis and J. Estill expressed the desire to have Main Street be involved as they have the national model and probably people in place to lead this. Discussion tabled until July meeting.

IX. Monthly Financials- Jim Tischler: Nothing unusual about May. P&L YTD 100% income received. J. Tischler moved to place financials on the record. J. Estill supported, MOTION PASSED.

X. Action/Discussion Items

a. Board Vice President Appointment: JV Anderton believes officers should have to live or work downtown and that C. Zarkovich could serve on board but not as an officer. C. Zarkovich will support Board decision but wants to remind everybody she is the "historian" on the board due to length of involvement. JV Anderton asks for input:

C. Zarkovich can serve as a member of the Board: J. Tischler/yes, JV Anderton/yes, A. Willis/yes, K. Dorshimer/yes, T. Benoit/yes, J. Estill/yes

C. Zarkovich can serve as an Officer of the Board: J. Tischler/no, JV Anderton/no, K. Dorshimer/no, T. Benoit/no, J. Estill/no

JV Anderton moved for A. Willis to become Board Vice President, J. Tischler supported, MOTION PASSED

- b. Lease Update (C. Edgerly):** The lease has been signed. We look forward to moving into the space at the end of July and early August.
 - c. Amended 2020-2021 Budget (Cathleen Edgerly):** DLI was over budget in Design & Public Spaces because of programing. The Board reviewed proposed amended line items, and C. Edgerly recommends asking the City to budget for a \$30,000 Operations Transfer. K. Dorshimer moves to Adopt amended budget. J. Estill supported. MOTION PASSED
 - d. Vibrancy Grant (Cathleen Edgerly):** Awarded \$20,000 that would like to be earmarked for incubator project. C. Zarkovich moved to approve. J. Estill supported. MOTION PASSED
- XI. Board Meeting Adjourned:** K. Dorshimer moved to adjourn the DLI Board meeting at 12:50 p.m. J. Tischler seconded. MOTION passed.