



DOWNTOWN
LANSING INC.

DLI Board Meeting – August 12, 2021 – 11:30 a.m.

DLI Office

401 S. Washington Square, Ste. 101

Lansing, MI 48933

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.*
- III. Correspondence
- IV. Consent Agenda Approvals
 -  Agenda for August 12, 2021
 -  Minutes from July 8, 2021
 -  Committee Reports
 -  Monthly Financials- Jim Tischler
- V. Downtown Business & Development Update:
 - a. Neva Lee's, Fawn & Luke
- VI. Downtown Maintenance Update & Report (Lake State)
- VII. Old Town Update (Ben Dowd, OTCA Board President)
- VIII. Reports
 -  Director Report – Cathleen Edgerly
 -  President's Report- JV Anderton
- IX. Action/Discussion Items
 - a. Downtown & DLI Strategic Plan (Ashlee Willis, Jen & Jim)
 - i. Need for Comprehensive Downtown Development Plan & Target Market Analysis
 - b. Development Projects Downtown (Karl, Cathleen)
 - c. Parking (Full Board)

X. Other New Business

XI. Adjourn (*Motion Required for Adjournment*)

JV Anderton, President

Jim Tischler, Treasurer

Karl Dorshimer, Past President

Christine Zarkovich, Member

Ashlee Willis, Vice President

Summer Schrinier, Secretary

Trevor Benoit, Member

Jen Estill, Member

Board Advisors:

Peter Spadafore, City Council President

WELCOME!

Visitors are invited to attend all meetings of the DLI Board.

If you wish to address the Board, you will be recognized by the President during Citizen's Comments

Downtown Lansing Inc.
Board of Directors Meeting Minutes
Online Meeting
July 8th, 2021

Members Present: S. Schriener, J. Tischler, C. Zarkovich, K. Dorshimer, T. Benoit, J. Estill

Members Absent: J.V. Anderton, Ashlee Willis

Board Advisors Present:

Board Advisors Absent: B. Dowd, P Spadafore

Staff Present: C. Edgerly, Julie Reinhardt

Guests Present: Stewart Powell

I. **Call to Order:** The meeting was called to order at 11:36 am

II. **Citizen's Comments:** None

III. **Correspondence** - See parking later on the agenda

IV. **Consent Agenda Approvals**

a. **Agenda for July 8th, 2021**

b. **Minutes from June 10th, 2021**

c. **Committee Reports**

C. Zarkovich moved to approve Consent Agenda items, J. Estill supported. Motion passed.

V. **Downtown Business & Development Update:** Stewart Powell Owner of Linn & Owen Jewelers is here today. He's bringing 47 years of downtown experience to the table. He thinks we need to focus on these three obstacles:

1. Parking: it's too complicated. Customers don't see signage or know how it works. Businesses are spending a LOT of time and money handling this. It costs an additional twenty cents just to use a credit card.
2. He would like a 20 minute grace period without clients getting a ticket, as well as better parking signage.
3. Vacant Buildings: Weeded and un-kept spaces make it look sad and dangerous. Property owners should be required to maintain these eyesore properties so it looks safe and welcoming. The city should be saying "fix it, or we will and charge you for it."
4. Retail is experiencing something odd, and we don't know if brick and mortar will come back to this degree again, we may end up a lot more online. His business is not downtown workers, it's drive up business. We need to keep adapting.

VI. Downtown Maintenance Update & Report (Lake State): Jimmy said everything is as expected. Weeds have been a bit of a struggle because of the weather. Cathleen asked for the rain gardens and issues on Michigan Ave to be addressed today.

VII. Old Town Update (Ben Dowd, OTCA): Art Feast is August 21st

VIII. Reports

Director Report – C. Edgerly: Several events are upcoming: Lansing Alive, Summit Comics' Grand Reopening. The first AfterGlow Market was last week, and lessons were learned for going forward. Those will continue every Friday through Sept. 3rd. Tacos and Tequila at the Stadium and the Car Show are also coming up July 24 and staff are working with event partners regarding public transportation options and businesses offering extended hours to keep people flowing and spending local dollars downtown. Aug 5th will be a Downtown Grub Crawl and the Chamber is assisting with that. There will be more seating areas and sponsorship to cover these additional outdoor seating spaces. C. Edgerly also met with a local foundation. The foundation may have some additional support for DLI with our goals including lighting, permitting, interior rehab, micro-market support programming and funding for marketing staff, etc.

President's Report- JV Anderton: None

Monthly Financials- Jim Tischler: Straight forward this month. Not much happening. But if you look at June, we ended up getting 93K from the city (rather than 30K) to cover the gap we had from last year.

K. Dorshimer moved to support approval of all reports and placing them on file, J. Estill supported. Motion passed.

IX. Action/Discussion Items

a. Downtown and DLI Strategic Plan - A. Willis, J. Estill, J. Tischler

J. Tischler asked us to postpone this discussion for A. Willis and the full board to be in attendance for guidance.

b. Development Projects Downtown - C. Edgerly, K. Dorshimer

There is a new program: Sunrise Small Business Grants. Info is available and K. Dorshimer suggested to send it to everyone who may need it. Open for another 3 weeks.

Lake Trust property looks like it may be moving forward to be converted to residential.

Brownfield agreements are being finalized and those projects will start soon also. It will retain the historical integrity.

-The Hookah Lounge may become a music venue which could be a great new addition. Waiting on financial proposals and working with potential new owners to make sure numbers work, as well as working through development liquor license

-Also with the Lansing Built To Last competition, the winner is moving forward with the former Hallmark space and she should be there soon. Runners up are looking like they are planning for downtown as well.

-A new plant shop has a soft opening today Neva Lee's! Stop in and see them over the next few weeks as they come into fully opening.

c. **New DLI Office Space & Incubator - J. Reinhardt:** The move got pushed back a month so that the property owner can get the space built out appropriately. Sept 1st is looking like the ready date. For the incubator space there has been a lot of meetings and planning held in order to ensure that these businesses become viable post-incubator. Programming and training being offered to businesses while they are incubating is hopefully our route to success. Right now it's looking like a pop-up holiday market start and then a real launch in the spring.

d. **Parking:** This is an issue for everyone right now. The board suggests first 15 minutes or half hour free, no fee to use the app, training on the app, etc. It's driving people away from a very fragile downtown. In the packet there is some correspondence and may be some collaborations with OT and the CVB.

J. Tischler asked that Parking be a topic on the agenda next month and that we consider a dedicated monthly discussion on this topic.

X. Other New Business

Maintenance - J. Estill: Jen and Jimmy clarified what is Lake State's responsibilities downtown, but she shared concern that there are places on the River Trail related to the Lansing Center and Afterglow market that look horrendous and unsafe and it needs to be addressed. Also the trees are dying and she wonders if we should be pushing for them to at least be trimmed to be safe?

J. Tischler spoke to the river trail bridge replacement and other dangerous areas that aren't being maintained and would like to know if we can get our hands on some sort of plan and strategy.

XI. Adjourn: J Tischler motioned adjourned the meeting at 12:53 pm. K. Dorshimer seconded. MOTION PASSED.

DLI
Statement of Activity
July 2021

	<u>Jul 21</u>
Ordinary Income/Expense	
Income	
Promotions.	
Event Income	5,000.00
Total Promotions.	<u>5,000.00</u>
Total Income	5,000.00
Expense	
Design & Public Spaces	322.22
Information Technology	1,736.00
Misc. Operating	212.71
Organization	92.02
Personnel	17,744.06
Promotions	978.10
Total Expense	<u>21,085.11</u>
Net Ordinary Income	<u>-16,085.11</u>
Net Balance	<u><u>-16,085.11</u></u>

DLI
Profit & Loss Budget vs. Actual
July 2021 through June 2022

	<u>Jul '21 - Jun 22</u>	<u>Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense			
Income			
Assessment Transfer Income	0.00	424,000.00	0.0%
Business Development.	0.00	2,200.00	0.0%
Business Match on Main	0.00	0.00	0.0%
Design & Public Spaces.	0.00	20,000.00	0.0%
Grant Income	0.00	20,000.00	0.0%
Misc Income	0.00	8,106.40	0.0%
Operations Transfer	0.00	85,000.00	0.0%
Organization.	0.00	2,820.00	0.0%
Promotions.	5,000.00	10,000.00	50.0%
Total Income	<u>5,000.00</u>	<u>572,126.40</u>	<u>0.87%</u>
Expense			
Business - Match on Main	0.00	0.00	0.0%
Business Development	0.00	21,659.25	0.0%
Design & Public Spaces	322.22	11,500.00	2.8%
Information Technology	1,736.00	20,836.00	8.33%
Misc. Operating	212.71	301,238.07	0.07%
Organization	92.02	6,848.00	1.34%
Personnel	17,744.06	144,407.28	12.29%
Promotions	978.10	16,606.00	5.89%
Total Expense	<u>21,085.11</u>	<u>523,094.60</u>	<u>4.03%</u>
Net Ordinary Income	<u>-16,085.11</u>	<u>49,031.80</u>	<u>-32.81%</u>
Other Income/Expense			
Other Income			
Fund Balance	79,546.88	79,546.88	100.0%
Total Other Income	<u>79,546.88</u>	<u>79,546.88</u>	<u>100.0%</u>
Net Other Income	<u>79,546.88</u>	<u>79,546.88</u>	<u>100.0%</u>
Net Balance	<u><u>63,461.77</u></u>	<u><u>128,578.68</u></u>	<u><u>49.36%</u></u>



DOWNTOWN LANSING INC.

Organization Committee Meeting

July 7 at 8:05 a.m.

DLI Zoom Meeting

<https://ewscripps.zoom.us/j/98462234093?pwd=b3czZlN5dXdLY2VBRWxTSjhGN2c4UT09>

DLI Organizational Goals:

Sense of place
Residential and business development
Collaboration

Organization Committee Goals:

Communication and PR
Volunteer recruitment, retention, rewarding
Funding

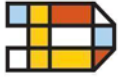
AGENDA

- o Call to order – Chris Lewis, Committee Chair – 8:03 AM
 - o In Attendance: Guillermo Flores, Melissa Cole, Cathy Zell, Chris Lewis, Cathleen Edgerly, Julie and guest Sean Bradley
- o Approval of June meeting minutes: Moved by Melissa Cole, seconded by Guillermo Flores
- o Volunteer hours from last month
 - o Chris – 3.5 hours
 - o Guillermo – 2 hour
 - o Cathy – 1 hour
- o Communication Team –Team Leader (*10 minutes*)
 - News stories (ideas for August merchant and e-newsletters, online, etc.)
 - o Business of the month – Lansing Lugnuts
 - o Volunteer of the month – Men from Capital Point Investments
 - o Merchant
 - Lift Up Local Participants article
 - Evening of Excellence - Chris
 - Fall 2 way street conversion - Sean
 - New DLI Space – Cathleen/Julie
 - Business huddle - Julie
 - Downtown Grub Crawl – Steve/Chamber

- September Forks & Corks – Ashlee/Chad
 - Social Sloth First Birthday Opening Celebration – Melissa Cole
 - Granger property, Neller Building (Grand/Allegan & Michigan) – Art Attack in August - Cathleen
 - Common Ground - Guillermo
- o E-News
 - Lift Up Local Participants article
 - Evening of Excellence
 - Fall 2 way street conversion - Sean
 - New DLI Space – Cathleen/Julie
 - Downtown Grub Crawl – Steve/Chamber
 - September Forks & Corks - Ashlee/Chad
 - Social Sloth First Birthday Opening Celebration – Melissa Cole
 - Granger property, Neller Building (Grand/Allegan & Michigan) – Art Attack in August - Cathleen
 - Common Ground - Guillermo
- o Guest Writers for Newsletters – articles should be in by Wed. Aug 28
- o Volunteer Team –Chris, Dominic, Guillermo (*10 minutes*)
 - o Evening of Excellence updates – August 25 – 5PM Rotary Park
 - i. Julie and Cathleen as staff sat down to discuss the nominations we’ve received and people/businesses that internally we think would also be good nominees for various business awards. Please note, we also took a stab at assigning some songs to start the conversation for next week’s Organization team meeting.
 - ii. **We built this city award (Building/Innovation):** (Need to come up with a clever name): Summit Comics & Games ***Song Choice: Iron Man by Black Sabbath***
 - iii. **Best New Business (Award Name: Best New Artist):** Social Sloth Café & Goodfellas - ***Song Choice: Dreams by Fleetwood Mac***
 - iv. **Lifetime Achievement:** Kositcheks - ***Song Choices: I Will Survive or Here I go Again by Whitesnake***
 - v. **Downtown Rockstar:** Kristi James - ***Song Choices: All I do is win – DJ Khalid***
 - vi. **Gamechanger Award:** Najeema Iman with pop-up markets, Afterglow Market... or we can hold this one for next year after it’s been a year on the scene, rather than just getting started. ***Song Choice: I got a feeling – Black Eyed Peas***
 - vii. **Best Collaboration:** Consumers Energy Foundation - ***Song Choice: “I get by with a little help from my friends”***
 - viii. **Downtown Dreamer Award** – Michelle Massey - ***Song Choice: “Dream on”***
- Volunteers – committee help needed starting at 4:45 pm
 - o Checking people in (2)
- Rock themed pin as a gift
- Prizes for Music bingo
 - o Common ground tickets
 - o Capital City Market GC
 - o Kindle from CADL

- o Other business GC's
 - o Record Lounge
 - o Lugnuts Tickets
- Food – possible vendors – local small businesses – Social Sloth / Goodfellas / MP Social / LBC – drink of the night
- o Funding Team –Cathy and J.V. (*10 minutes*)
 - o Annual sponsorship opportunities and written piece
 - i. Please review document and provide feedback to Cathleen by July 14, 2021
 - o Downtown Registry & Outdoor Seating
 - o Set annual fundraising goal?
- Board & other committee updates – DLI Board Representative and staff
 - o Strategic Plan Update
- #LiftUpLocal Update
- Social media (stats, strategy, etc.)
- FB:
 - o 122 new followers for a total of 8,135
post reach is 19,342 (Down about 19%)
 - o Top 3 posts:
 - Adopt A Spot call for adopters: 5.7K
 - Social District kick-off: 2.8K
 - o Afterglow Market Night-of promotions: 2.2K
- Twitter:
 - o Gained 15 new followers for 14,025
 - o Impressions: 57,418 (down about 14%)
 - o Top 3 Tweets:
 - Block:Aid (start of event) 3,098
 - Block:Aid (morning of): 2,904
 - Afterglow Market right before campaign closed: 2,143
- IG:
 - o 10,129 followers (Up over 120)
 - o Reached over 6,094 accounts
 - o Top 3 posts:
 - Afterglow Market: 5,023
 - Block-Aid post event post: 2,904
 - Social District Pavement stickers: 2,605
- o Other business/new ideas (*5 minutes*)
 - o Evening of Excellence
 - o Afterglow Market
 - o Lansing Alive

- o Forks & Corks
- o Adjourn – Moved by Guillermo Flores, seconded by Melissa Cole
 - Next meeting date: Wednesday, August 4 at 8:05 a.m.
 - Next business huddle: August 3, 8:00 am



DOWNTOWN
LANSING INC.

Promotions Committee Meeting

July 14 at 4:00 p.m.

DLI Organizational Goals:

Sense of place
Residential and business development
Collaboration

Promotions Committee Goals:

Marketing strategy for DLI
Signature event planning and promo
Community building, grassroots
Special projects: Video

AGENDA

1. Called to order at 4:13 p.m. Motion to approve minutes passes.
2. Board & staff updates – Cathleen Edgerly, executive director (5 minutes)
Board is working on upcoming holiday market with goals of activating storefronts in the downtown area, with a big focus on the coming incubator- optimal market vendors are businesses looking to open storefronts; design committee is looking to utilize more outside space, pushing funding for the parklets and working on installing new planters, and possible ; Evening of Excellence will be a hybrid event with both an in-person (Rotary Park) and virtual option- August 25th.
3. Committee updates – Ashlee Willis, committee vice chair (5 minutes)
Focus is shifting to the holiday season, with plans of storefront decorating and the return of Spirit Week (end of November/beginning of December, date needed- themes and storefronts to be identified and activation of artwork from local kids discussed, Grassroots will take on with the assistance of biz committee.
4. Marketing Team – Julie Hill, team leader (10 minutes)
Facebook followers up by 77, Instagram up by 128, and Twitter up by 23; Ace is working on updating the social district page, brainstorming ways to add new participants approved by the Liquor Control as they're approved; summer photo project is continuing on!
5. Signature Events Team – Ashlee Willis, team leader (10 minutes)
#LiftUpLocal is in full swing, ambassadors are being encouraged to hit a variety of restaurants (committee to create a spreadsheet going forward for ambassadors to claim), promo to promote 1 post per day and Jeremy and Matt will work to get arrows spray painted downtown- "support the less trafficked places"; Capital Investments is running Lansing Alive July 17th, Grassroots is reporting at 12 p.m.; Grub Crawl happening August 5th from 5 p.m. – 8 p.m. along Washington- no cost to sign up but event is limited to 800 wristbands, volunteers and DLI ambassadors may be needed to work the event (around 24), sign up starts week of July 12th; Forks & Corks happening September 18th along Allegan and Washington, "Save the Date" went live on Facebook and Sam and Cassandra to work on vendor list for artists (Matt will send Sam previous event vendors lists).
6. Grassroots Team – Matt Hund, team leader (10 minutes)
Working on promoting all Signature events; social media strategy in the works, looking to promote in different, widespread groups and create a calendar via Google for upcoming events; DLI/OTCA/Reo Town groups are interested in establishing a roundtable to help cleanup events run more efficiently and gain as much traction as possible- team to send suggestions for discussion topics to Matt

7. Other business/new ideas (*5 minutes*)

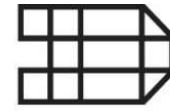
N/A

8. Upcoming dates to note (*5 minutes*)

- Next meeting: Wednesday, August 11 at 4 p.m.
- Lansing Alive, July 17
- LRCC Grub Crawl, August 5th 5 p.m. – 8 p.m.(Downtown)
- Evening of Excellence, August 25th (Rotary Park)

9. Meeting adjourned at 5:02 p.m.

Economic Vitality Committee Meeting
February 12 at 3:00 P.M.
Location: ZOOM



DOWNTOWN
LANSING INC.

DLI Organizational Goals:

- Sense of place
- Residential and business development
- Collaboration

Economic Vitality Committee Goals:

- Support existing economic base
 - Promote strategic use of space and development
 - Assemble resources
-

Agenda:

1. Call to Order [C. Zarkovich]
Meeting was called to order at 3:04pm.
2. Volunteer to take minutes / Approval of Dec Minutes [Motion needed]
Motion was made by Matthew. Rachel supported. Unanimously passed.
3. Special announcements
 - Rachel's last committee meeting
 - Grateful for all of her good work
4. Updates from Board & Other Committees

Christine

- Request for volunteering hours during the month of May

Cathleen

- Working on bringing back some of the strategic planning to help rebuild & reimagine small business support from the ground up
- Prioritizing & securing funding to bridge gaps b/w startups & new businesses that want to open up downtown, with a focus on rent and mortgage support. As well as options to address vacancies and making them more flexible.
- Moving our office in early August
- New office space will have the back half be for the office and then the front half will be an incubator concept to provide a place for new businesses to launch
- Received a \$40K grant to support that initiative
- Summer is happening downtown: a lot of events, such as Artist Umbrella pop up shops, Nelson gallery, live music on Thursdays, etc.
- Block Aid coming on Thursday, in partnership with Lansing 501. Social Districts kick off with Block Aid. Will roll out progressively as more businesses receive permits.
- Lansing Alive coming later in the summer by former Lansing Built to Last members and many other events coming in July.
- Kicked off downtown registry on the website.
- Annual award celebration for volunteers & businesses on August 25, Rotary Park

Rachel

- Will forward businesses over to DLI as prospective businesses looking for space/resources are put on their radar.

5. Projects

Recruitment & retention – Matt H, Kathleen.

- **Resident Questionnaire Results:**
 - o Idea: expand survey by getting more participants via QR code at Block Aid
 - o Reviewing the results of the survey/some highlights:
 - Residents want more entertainment
 - Residents also want specialty stores, for example
 - Dog park & bar
 - Gym
 - Jazz bars/lounges
 - Local/Michigan-made products
 - Specialty donuts
 - Etc
 - Things open past 5pm
 - People want full-service restaurants
 - Ideally, something like farm-to-table
 - People want clothing stores
 - Athletic
 - Women
 - Upscale mens/women's in one place
 - Etc.
 - Live performance strongly desired
- **Patio/Outside Activation:** Encourage others to do more of this. Getting funding for white box spaces. How to make spaces more appealing, attractive to people. Consider revivifying idea for turning vacant spaces into mystery parties until the day of. Had some good traction in the past.
- **Weekend Restaurants/Opening:** Conversation led to questions about how to keep businesses open during the weekend. Especially restaurants.
 - o **Challenge:** Matt brought up the challenge that few restaurants are open during the weekend; how to encourage more of them to stay open?
 - o **Opportunity?:** Jesse suggested seeing if we get Consumers Energy to sponsor a space for the Artist's Umbrella and then the AU could do weekend shows, providing a downtown attraction. Or, maybe NCG to open a weekend/popup theater on the weekends?

6. Discussion: Businesses We'd Like to See Downtown

Christine

- Kicked off conversation

Trevor B.

- Target/general retail

Marcus

- Some national/regional attraction to bring in more people.
- Shouldn't expect all the mom & pops to bring in enough activity

Erin

- Consider recruiting a business from another area to expand down here (Ex. Aviator Jayne)

Christine

- Wine bar
- Roof-top brewery

7. Reminders: Subgroup Planning

Christine

- Reminder: subgroup planning between meetings
- Review committee assignments; are they the right fit?

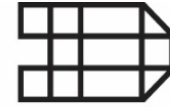
8. Update on Lansing Built to Last Program (Trevor)

Trevor

- One of the finalists was a wine bar
- Nikki received grand prize package
- 4 other companies that need/should receive some support

9. Meeting adjourned at 4:01pm.

Next meeting: Tuesday, July 13th, 3PM via Zoom



DLI Organizational Goals:

- Sense of place
- Residential and business development
- Collaboration

Economic Vitality Committee Goals:

- Support existing economic base
 - Promote strategic use of space and development
 - Assemble resources
-

Meeting Minutes:

1. **Call to Order** [C. Zarkovich]

Meeting was called to order at 3:05pm.

2. **Volunteer to take minutes / Approval of June Minutes** [Motion needed]

Motion was made by Marcus Martin. Tamera Carter Supported. Unanimously passed.

3. **Updates from Board & Other Committees**

Cathleen/Julie:

- Strategic Plan-The Board is currently drafting a plan that consist of rebuilding and reimagining businesses, infrastructure, design and planning, public spaces, growth, sidewalks, hazardous issues, trees, and etc.
- Lansing ALIVE: July 17th. This event will include; 3v3 Half-Court Basketball Tournament, Food Truck Rally, Business Pop-Up Shops, Art-Fair and Farmer's Market Vendors, Live Music, Active Riverfront – Boat Races and Boat Rally, Interactive Live Exercise, and much more!
- Lansing 5:01 DAM JAM Music Festival July 15th-17th
- Summit Comics & Games ReGrand Opening of new space on July 17th!!
- REO Olds Car Capital Auto Celebration: July 24th 9-3p.
- Grub Crawl with Lansing Chamber: August 5th
- Patio and Outside Spaces.
- Granger Group Partnership: Grand/Allegan St. area showcasing different local artist art work and art pieces.
- Evening of Excellence Honor Celebration: August 25th
- New Neville Leaves Plant Store near CATA Bus Station
- AfterGlow Market, held every Friday from 6-11p
- New DLI Office Space!!!

■ **Discuss Projects for Upcoming FY:** Space and Development: *Estimate of 32 Vacant Spaces*

- o Available Commercial Spaces
- o Development Plan
- o Downtown Lansing Incubator Space
- o Vacant Space pop-ups
- o Other new ideas/projects?

Open Discussion:

- o Should we add additional information such as: how long the property has been vacant? Quality of space? Previous usage? Price? Square footage? These are items that could interest potential buyers.
- o Take 5-8 Spaces and market each area with window clings of information to showcase the unit.
- o Potentially have a quick real estate opening and highlight the vacancy. The goal is to reduce vacancy from 30% to 10%
- o Could we host a VR (Virtual Reality) or AR (Augmented Reality) space to LCC or MSU students?
- o Interests in Space & Development project: Jesse Flores, Christine Zarkovich

■ Small Business Support:

- o New business task force & professional support services: P & L Statements, quarterly trainings
- o Small Business Calculator – SBDC or Lake Trust
- o Downtown Gift Certificate Program – Can we get this running by the holidays?
- o Business Block Meetings (to supplement Business Huddle, we meet business owners quarterly on their blocks or at new DLI office space to discuss their concerns, upcoming event participating, initiatives that will aid in their and downtown's recovery, etc.)
- o Other new ideas/projects?

Open Discussion:

- o Previously the Trust Kits during COVID was a success for our business owners.
- o State Workers are tentatively returning back on July 18th, what are some different opportunities to help our business owners?
- o Should we focus on 4 major areas, versus a series of many? Resources, Location, Marketing, and Longevity (Start to Finish concept).
- o Jesse mentioned a potential streamline process in conjunction with the Gift Card initiative.
- o Add the Residential and Business Survey to Small Business Support Team!
- o Interest in Small Business Support project: Jesse Flores, Tamera Carter, Erin Robinson (Business Block)

■ Resource Team

- o Downtown Business Huddle – Need volunteers to help with setting agenda, sponsors, and leading meetings!
- o Updates to Retention & Recruitment packets
- o Active Business Recruitment Team
- o Residential & Business Surveys
- o Other new ideas?
- o Interest in Downtown Business Huddles: Erin Robinson, Marcus Martin

6. Adjourn Motion made by Marcus Martin and Adjourn at 4:05p

Next meeting: Tuesday, August 10 at 3:00 p.m. in person or via Zoom?

*****Please email Christine suggestion of in person or Zoom meeting, Volunteer Hours, and Project Interests.**

DLI DESIGN & PUBLIC SPACES COMMITTEE MEETING

June 24, 2021

Present: Cathleen Edgerly, Brandon Navin, Ariana Gibbs, Bob Rose, Kristi James, Elizabeth Hernandez, Siso Dhladhla, Julie Reinhardt, Brent Forsberg, Valerie Marvin.

1. **Meeting Called to Order:** The meeting was called to order at 4:05 p.m.
2. **Approval of May Meeting Minutes:** Bob moved to approve the May Design & Public Spaces Meeting Minutes. Ariana seconded. The motion passed.
3. The meeting began with a discussion of the ongoing impact of remote work on downtowns and the need for funding to help struggling businesses.
4. At present there are some plans for weekly events, including the Artists Umbrella on Friday and live music at the Nelson Gallery on Thursdays.
5. The need to reconvene the Artery Alley group was noted, as well as some sort of established protocol for alley use.
6. New planters will be installed soon in front of the old Michigan Theatre/Strand.
7. Julie reported that, thus far three of the ten parklet tables w/ umbrellas have been sponsored. There will be a push for additional funding for the remaining seven. There is also discussion about adding fold down tables and swing out seats to the old newspaper kiosks.
8. Attempts to find the power for the traffic circle are ongoing.
9. Brandon requested help spreading new mulch in the flower beds at Museum Drive.
10. Cathleen talked about a possible deal with Granger to install some art on their property at the corner of Allegan and Grand. It's also possible that they could make their parking lot available for event use on the weekends.
11. There was discussion about the LAFCU sponsored projection project featured during the Artery Alleyway event, and the possibility of reprising it.
12. DLI will be moving to 112 S. Washington – next to Kewpees – in July.
13. **Adjournment:** Bob moved to adjourn the meeting. Brandon seconded. The motion passed.

14. The new mural in Art Alleyway is now finished. Members are encouraged to stop by and see it.
15. Work continues planning for the Pave the Way Exhibit in the Knapp's windows, and summer walking tours.
16. The ongoing challenges facing the lighting project were discussed. Bob is continuing to meet and work with the City and BWL on this.
17. Brandon moved to adjourn the meeting. Bob supported the motion. The meeting was adjourned at 5:11 p.m.

DIRECTOR'S REPORT:

Marketing & Design Specialist: The application deadline was completed last week for candidates applying for our part-time Marketing & Design specialist. We will begin interviewing candidates early next week. While we posted the job as part-time, with DLI's Strategic Action Plan, the needs of the downtown as we work collectively towards recovery, etc.... it is my desire as the Executive Director, that we add Capacity Building as a necessary facet of our Strategic Plan, to bring this position to full time and also add at least one additional full time staff member over the next 1-2 years. This would be built into our Fund Development strategy that focuses on the key areas outlined below.

Re-Building Downtown Lansing From the Ground Up: In Downtown Lansing we are not looking to get back to normal. We all know that normal was too many vacancies, misused spaces, and a population that hit the road at 5:00 p.m. We can control the fate of our downtown as we work towards reimagining a downtown known for its culture, opportunities and activity at hours of the day. It won't be fast. It won't be easy. But it will happen if we focus building the following programming with the following required funding that was briefly discussed at our last Board meeting:

- Middle Village Micro Market: \$125,000 total needed (\$25,000 commitment over the next 5 years):
 - Creation of facility with DLI office to house start-up businesses and offer quarterly programming to support start-ups
 - Facilitate an educational feeder system that will provide viable businesses to fill downtown vacancies
 - Capitalize on talent and entrepreneurs from the Lansing Built to Last program, AfterGlow Market, LCC students, and other start-ups by providing a soft landing and soft launching point.
- Added Staff Positions: Full time Marketing & Event Coordinator, and Business Development & Placemaking Positions: \$50,000 annually, 5 year commitment)
 - Staff positions at DLI that will build programming, work with existing and start-up businesses, facilitate real estate and property owner connections, and guide businesses through Micro Market center. The Marketing & Event Director would also take the lead on our Promotions team, seeing signature events and everyday promotions through production.
- Small Business Support Program: \$60,000 commitment annually, 3 year commitment)
 - Goal is to cut our current vacancy rate in half by building a Small Business Support fund that would dedicate \$60,000 annually to help bridge the gap between micro-market vendors and other start-ups looking to open storefronts, and paying the current market rates to property owners. Would allow DLI to support 6 \$10,000 grants annually.
- Interior Rehab Program: \$80,000 annually, 3 year commitment)
 - Funds generated will be used as grants to award smaller-scale commercial property owners for use as they white box/rehab the interior of their buildings to make them "move-in ready".
 - Funds will incentivize both potential businesses and commercial property owners to personally invest in Downtown Lansing's recovery.
- Rent & Mortgage Support Program: \$40,000 annually, 3 year commitment)
 - Funds will be used to help new businesses transition into Downtown vacant spaces as well as help businesses 'make it' in downtown Lansing.
- Placemaking and Community Development: \$50,000 annually, 3 year commitment
 - Marketing efforts to bring the residential community (those living in and around downtown Lansing) back to downtown, attract businesses, enhance outdoor spaces, and continue investment in outdoor features that will encourage the community to linger downtown (i.e.: Seating, streetscape improvements, beautification, art, etc.)

Target Market Analysis: As part of the Strategic Action Planning sub-committees discussions, we have identified the need for funding support to conduct a Target Market Analysis for the downtown. This is one of the critical first steps needed to aid in downtown's recovery. In talks with the MEDC, they supported the idea but would like us to focus instead on a targeted residential survey for downtown and show that we have the support of the city and LEAP on this.

Cathleen and Bob Trezise are meeting to discuss and go back to the MEDC to state our need for more than just a residential study, and show how other communities have gone this route, but then still needed to conduct a full TMA. Ideally between the MEDC or the County, funds would be awarded to DLI for this full TMA so we could have results by January.

Funding and Downtown Recovery Meetings: Staff has been meeting a couple days/week with elected leaders at the state and local level to talk about the longer term impacts that COVID and remote working will continue to have on Downtown Lansing, funding appropriations that are needed for our businesses and community, as well as providing a united front with LEAP, the City, and DLI on the needs for downtown. While LEAP and the Mayor are taking the lead on a residential rehab state-wide fund for downtowns to convert large office buildings to residential, DLI staff is committed to working alongside them and bringing about the above programs and promotions to help support local businesses and attractions to welcome and support those living here.

In addition, with the regular fundraising needed, as well as the programming outlined above as actionable items in our Strategic Action Plan, we are meeting weekly with multiple corporate and Foundation partners, etc. to raise funds for small business support programming, the Middle Village micro-market, as well as additional staff. Our goal is to raise a minimum of \$450,000 annually per year, with at least 3 years of commitments at this funding level, by the end of each calendar year. We'd love your support! You can help immediately by donating to our Community Thrives crowdfunding grant application, which could bring DLI \$100K by Fall of this year!

Forks & Corks: The Promotions Committee has diligently been planning an outdoor Forks & Corks celebration to be held on Allegan Street September 18. With the increase in COVID cases, and concerns over more mask mandates as well as many restaurants still working towards getting fully staffed, we have made the difficult decision to postpone Forks & Corks to Spring, 2022. However, this team has come up with the brilliant idea to still Lift Up Local and raise funds and excitements for upcoming events with a 'Festival in a Box' concept that we are happy to share more information about at the DLI Board meeting.

INTRODUCTION

Downtown Lansing Inc. (DLI) is a lot of things. It is a Master Level Michigan Main Street community. It is the PSD responsible for nurturing the health and well-being of Michigan's capital city. It is a community builder, a grassroots organizer, and a cheerleader. It is a sometimes-scapegoat, a sometimes-innovator, a sometimes-crisis-avert.

And, as of 2021, it is the organization who is, per bylaws and city ordinance, the responsible party for bringing our Downtown back from the brink of a global pandemic that has simultaneously devastated cultures and communities and opened a Pandora's jar of "what-if."

What if things never go back to normal?

What if we could do anything we wanted?

What if our community and culture need something different from us?

What if we don't succeed?

OUR ASSESSMENT

DLI does quite a few things incredibly well. If one were to focus on our dedication to the National Main Street Four-Point Approach™ by all accounts, DLI is a leader. Well formed committees of grassroots volunteers, enthusiastic leaders and innovators who are each holding up a critical part of the overarching mission, and strong leadership and systems. These elements are, undisputedly, highly functioning and in little need of strategic re-thinking or heavy management. In short, the organization should keep doing what it is doing.

Yet in a post-pandemic crisis, it is clear that this organization needs to focus on **Main Street Plus** — moving beyond the traditional Main Street roles to ensure the sustainability and viability of our district, our businesses, and our city as a whole.

This means DLI, with the support of its partners and stakeholders, must focus strategic planning on a deep involvement in, and leadership of, development efforts and policy changes that will allow Downtown to not only rebound from the recent pandemic, but leapfrog beyond our previous position.

TO, THROUGH, AND THERE

The trifecta of healthy placemaking: attracting those who come “to” a place as a destination; those who pass “through” it on their way to something else; and those who live “there.”

In a reality where the district’s major employer has reduced its footprint dramatically, our only viable option is diversification. That means innovative solutions for filling vacancies, finding new space for residential living, and pulling the bandaid off delicate issues such as parking.

We firmly believe the “there” market is critical. Higher residential saturation (those who live “there”) demands more human amenities. We need a lot of “theres” there in order to build and sustain these amenities — which also happen to include the vibrant cultural aspects that snag the “tos” and the “throughs.”

In short, we need to build for residents. It’s the only way to ensure downtown is literally “alive after five.” And to do so means we must make bold moves. We must step beyond our Main Street efforts, and we must do the data- and policy-driven work that will ensure not only viability, but success.

GATHERING A TEAM

We should not do this alone. DLI should enlist partners who bring great expertise and resources to the table. We understand that many parties have a vested interest in Downtown’s success. DLI must identify the appropriate parties to facilitate and support our efforts. We must ensure that outside efforts align with one another, work successfully in tandem, and respect the needs of those who make their livelihoods and homes within our borders.

A SENSE OF URGENCY

The following is a set of four high-level strategies, with their immediate actionable items articulated. Work must start at once — there is no time to waste in our current recovery environment.

These strategies should be reviewed for progress monthly, becoming a prominent focus for Board activity and discussion.

Success—a reinvented Downtown Lansing — will take innovative thinking and doing, a sense of utter urgency, and meticulous, relentless follow-through. It will take the most creative “what-if” thinking we have to give, and it will take consistent progress toward one overarching goal — making Michigan’s Downtown the best it can possibly be.

2021 Strategies

Strategy	Actionable First Step	Budget	Key Stakeholders	Timeline
Establish 2,000 new residential units ("rooftops") within DLI's borders.	Complete a Residential Target Market Analysis	\$30,000	Cathleen, JT	Source funding and vendor immediately. Completed TMA in hand by January 2022.
Reduce commercial vacancy rates from approx 30% to 10% or less.	Proactively targeting property owners and business owners 1:1 to discuss opportunities for effective development or redevelopment.	time, human resources	Julie, Jen, Christine/EV Committee	Ongoing, with measurable quarterly progress and success achieved by 2025.
Front fill and upfill parking lots.	Identify public and private lots for reinvention; begin outreach, develop a steering committee.	time, human resources	Cathleen, JT, Brian McGrain	Immediately begin planning; outreach to property owners to begin third quarter 2022.
Pursue necessary policy changes at all levels of government, allowing us to achieve these results efficiently and effectively.	Enact policy school for Board members, ensuring each member is fully versed in the laws, policies, and ordinances that shape our district.	time, human resources	DLI Executive Board, Cathleen	Ongoing, with monthly policy topics addressed at each board meeting.