

DOWNTOWN
LANSING INC.

DLI Board Meeting – April 14, 2022 – 11:30 a.m.

DLI Office

112 S. Washington Square

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. Guest: - Sharon from LandUse USA. Update to be shared later on the agenda.
- IV. Correspondence
- V. Consent Agenda Approvals
 -  Agenda for April 14, 2022
 -  Minutes from March 10 10, 2022
 -  Committee Reports
 -  Monthly Financials- Jim Tischler
- VI. Old Town Updates (Robert Doran-Brockway)
- VII. Reports
 -  Director Report – Cathleen Edgerly
 -  President's Report- Ashlee Willis
- VIII. Action/Discussion Items
 - a. CMA Contract Geography Discussion & Kick-Off Meeting
 - b. DEI Update
 - c. State of Downtown Recap & Updates
 - d. LEDC Collocation Recommendation
 - e. City Federal Funding Requests – Board Support
- IX. Other New Business
- X. Adjourn DLI Board Meeting (*Motion Required for Adjournment*)

Ashlee Willis, President
Jim Tischler, Treasurer
JV Anderton, Past President
Christine Zarkovich, Member

Jen Estill, Vice President
Summer Schriener, Secretary
Trevor Benoit, Member
Karl Dorshimer, Member

Board Advisors:

Patricia Spitzley, City Council
Robert Doran-Brockway

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
March 10th, 2022

Members Present: S. Schriener, T. Benoit, J. Estill, A. Willis, J. Tischler, C. Zarkovich, J.V. Anderton

Members Absent: C. Zarkovich, K. Dorshimer

Board Advisors Present:

Board Advisors Absent: Robert Doran-Brockway, P. Spitzley

Staff Present: C. Edgerly, Julie Reinhardt, W. Roberts

Guests Present:

I. Call to Order

-The meeting was called to order at 9:00 am

II. Citizen's Comments

III. Guest: MDOT's Greg Losch: -G. Losch attended to provide an update about the construction planned for I-496 taking place between MLK and Grand River, the timeline for the project, how the project includes up to 8 bridges receiving maintenance, and overall there will be a 2nd phase in 2023 addressing the shoulders and exits, but the 2nd phase allows for traffic to flow on the highway. MDOT heard about a lot of concerns after the 2020 project West of Lansing Road about why it wasn't continuing into Lansing. The Governor's "rebuilding MI program" is allowing them to rebuild another section of 496 now. The project will happen fairly quickly, but there is some work that needs to happen first, and there will be some closures. Major work impacting traffic will start mid-April with storm sewers and the freeway should be completed by November 2023. Flooding/drainage issues seen now will be addressed by the new build with some drainage improvements between the railroad bridge and the expressway, but they don't know if this will remedy the flooding entirely.

IV. Correspondence

-None, but we did submit an op-ed in the LSJ urging lawmakers to take quick action on behalf of downtown.

V. Consent Agenda Approvals

- **Agenda for March 10, 2022** (with edit to have C. Edgerly and J. Tischler)
- **Minutes from Feb 10th, 2022**
- **Committee Reports**
- **Monthly Financials - J. Tischler**

- JV. Anderton moved to approve Consent Agenda items, T. Benoit supported, motion passed.

VI. Old Town Updates (Robert Doran-Brockway)

- Robert had a conflict and wasn't able to make it this month.

VII. Reports

• Director Report – C. Edgerly

- We got a message from the assessor. Our assessment rate expired in 2020, and she brought up that we have the opportunity to raise it, but the Board thought that currently there is no need to raise it and we will reassess in a year. Board agrees we need to address assessment paperwork with the administration before council before we present them our budget on May 9th.
- Some digging is happening regarding AARPA funding that could put it at risk.
- We applied for several Match on Main Grants including "Kewpees", and "A Novel Concept", and Old Town and REO Town did as well.
- The three priority real estate projects are being finalized. DLI's projects are all still included and Cathleen is meeting with the grant writer.
- International Economic Training is ending, and Main Street training is approaching in May.

• President's Report- A. Willis

- Some 10 minute phone calls will be coming to board members so that we can all get to know one another better.
- 4 CMA finalists have been chosen and one will be selected to announce at the State of Downtown.
- We should get stakeholders at the table more often and get them to feel valued and part of the collaboration for Downtown Projects. This will support engagement from neighborhoods, business owners, etc so that when the CMA is being put together, we know we've heard from everyone leading up to the State of Downtown.
- DEI update: the team met with a potential facilitator who has worked with EVE, East Lansing, and the Community Foundation. They were impressed with her and got an estimate from her so that we can get started.
- State Of Downtown: Our plan of action and vision for the future of downtown will be discussed and will be ongoing with multiple meetings. The team is looking at several spaces for the event but it looks like it will be at Knapps. There was discussion about moving the event from March 23rd to the beginning of April in order to allow us more time to gather data (about development, foot traffic, etc during the pandemic) and talk to people and also would allow us to avoid Spring Break. But having it earlier allows us to steer the narrative. We will keep the March 23rd date we will announce that this is a kickoff event and get in front of things, but we announce that we will reassemble in 2 months and discuss data more heavily.

VIII. Action/Discussion Items

a. FY 2023 Budget Review (Ashlee Willis, Jen & Jim)

-There are multiple layouts. The yellow column is what was presented last month, the orange incorporated board comments, and the final column is the best case scenario once we receive funding we asked for, etc. As we look at staffing, we really need another staff member by 2023. The planning column shows us having that additional staff person/ insurance.

-There was discussion about where to account for certain funding, and the reserve fund.

-J. Tischler Moved to present the orange budget to council and authorize the ED to present this as DLI's budget to council. JV Anderton supported, motion passed.

b. Bylaws & Policies Review (Staff & Board)

-There are edits needed. The board will send proposed edits and at our next meeting we will discuss edits and updates.

c. OTCA Grant Report & Reimbursement Request

-We received the report from OTCA, and they are requesting reimbursement of the 2nd half of the grant. It funds trash/maintenance and beautification.

-S. Schriener moved for DLI to reimburse the OTCA as requested, J. Estill supported. motion passed.

d. New Development/Business Updates

-Most of the development isn't public just yet. The former hookah lounge/music hall has plans moving forward and hopes to open mid-fall.

-Nelson Gallery celebrates one year on March 17th from 6-8pm.

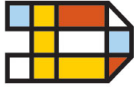
-A Novel Concept is coming and will be opening officially in April. They're working on the building now.

-March 15th 10:30 am will be the celebration for the new cohort for Middle Village.

IX. Other New Business

X. Adjourn

-A. Willis moved to adjourn at 10:43. J. Estill supported, meeting adjourned at 10:43.



DOWNTOWN LANSING INC.

Organization Committee Meeting

April 6 at 8:00 a.m.

DLI Zoom Meeting - <https://us02web.zoom.us/j/89961174730>

DLI Org Committee Mtg

DLI Organizational Goals:

Sense of place
Residential and business development
Collaboration

Organization Committee Goals:

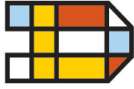
Communication and PR
Volunteer recruitment, retention, rewarding
Funding

Agenda

- Call to order – Cathy Zell, Committee Chair
- Introductions – Renee Roth, Dewpoint – new member
- Approval of March meeting minutes
- Volunteer hours from last month
- Communication Team –Team Leader
 - News stories (ideas for May's merchant and e-newsletters, online, etc.)
 - Merchant News –
 - E-News –
 - Business of the month: Capital Hippy (new storefront) or CATA 50th anniversary this month.
 - Volunteer of the month: Tamara Carter (EV team and Lake Trust) nominated by Whitney
 - February's Social Media
- New Committee members: (All Committee)
 - Dewpoint – Renee Roth
 - Elle Meyers, Fox47 – Cathy has asked
 - Corri – Courtyard Marriott – Cathleen
 - Multi-client lobbyists
 - Steve will pitch as part of Food Fight
- DLI update from JV & Staff: CMA Update

- State of Downtown
- Budget Season

- **Projects for 2022: Open Discussion regarding projects for 2022:**
 - Communications Team: (Currently Melissa & Steve)
 - i. Review One pagers for DLI and each committee – Whitney
 - ii. People & Places of Downtown - Stephanie
 - Volunteer Recruitment and Retention Team: (Need volunteers for this team)
 - i. Evening of Excellence -Start discussing dates and locations
 - ii. Capital City Food Fight (Steve): Planned for June 10. Possible location Capital City Market
 - iii. Back burner: Volunteer recruitment events. – Someone from Org attend the next Business Huddle.
- Annual Funding Team –Cathy and J.V.
 - i. Annual sponsorship recruitment – Complete for Year. Review and update August/September
 - ii. Flower pots sponsors will start later this month – Design and Public Spaces will discuss end of this month – have 80 to secure. Any assistance from this team is helpful
 - iii. Block:Aid – city is matching up to \$15,000 to host two – 100% funded!
 - iv. Forks and Corks almost fully funded – tying in with September Block:Aid
 - v. Grants & sponsorships
 - 1. Secured \$200,000 from MEDC
 - 2. Grants to be submitted: Vibrancy grant, match on main
 - vi. Budget season – create a couple of budgets – will share in April
 - 1. Raised over \$800,000 last year – goal of \$1M next year
- Save the Date –
 - May 4 at 8:00 a.m. | Next Organization Committee meeting
 - April 23 10 a.m. – noon | Clean Sweep Saturday
 - June 2 5:01-11:00 p.m. | Block:Aid
 - June 10 | Food Fight
- Adjourn



DOWNTOWN LANSING INC.

Organization Committee Meeting

March 2 at 8:00 a.m.

DLI Zoom Meeting - <https://us02web.zoom.us/j/89961174730>

DLI Org Committee Mtg

DLI Organizational Goals:

Sense of place
Residential and business development
Collaboration

Organization Committee Goals:

Communication and PR
Volunteer recruitment, retention, rewarding
Funding

MINUTES

- Call to order – Cathy Zell, Committee Chair
 - In Attendance: Melissa Cole, Cathleen Edgerly, Steve Hinkle, Whitney Roberts, Stephanie Van Koevering, Cathy Zell
- Approval of February meeting minutes: Steve moved to approve, Stephanie supported – motioned passed
- Volunteer hours from last month: **22 Total**
- Communication Team –Team Leader
 - News stories (ideas for April's merchant and e-newsletters, online, etc.)
 - Merchant News –
 - Clean sweep
 - State of downtown address – March 23
 - MDOT – Greg (highway and bridge construction)
 - Two-way street conversation – Cathleen to reach out to Andy
 - People and places of downtown – Stephanie
 - Meet new Middle Village Merchants – Julie
 - E-News –
 - Business of the month: Novel Concept (new location) - Stephanie
 - GLCVB businesses honored at the annual meeting - Whitney
 - Volunteer of the month – Winterfest volunteer: Morgan Bell? – Whitney and Dana
 - Lugnuts: Crosstown Showdown – Tyler and Greg
 - Clean sweep – share volunteer needs and block party – Whitney
 - Meet the New Middle Village Merchants - Julie
 - February's Social Media

- Facebook:
 - Increase of followers: 197
 - Total followers number: 8.2k
 - Reach in last 28 days: 71,679
 - Top 3 posts:
 - Tatse Grand Opening post with photos
 - Celebrating Black History Month- tagging black owned downtown businesses
 - Sweet Encounter Opening article in LSJ
- IG:
 - Total Followers: 11K
 - Reach in last 28 days:13,213
 - Top 3 post
 - Tatse Grand Opening with photos
 - Call to action for downtown funding with our partners at Leap, Chamber, CVB
 - Happy Winterfest Week talking about food trucks & social districts
- Twitter:
 - Increase in followers: 45
 - Total followers: 14.9k
 - Impressions in last 28 days:66.3K
 - Top 3 posts:
 - Winterfest Thank you to sponsors, volunteers and partners
 - Winterfest- last minute FAQ to plan your day
 - Retweet from WKAR with a quote from Julie "Our organization is working triple time to redesign a downtown that is not just reliant on state workers or lunchtime workers, but 24/7 residents, workers and the city, the public of Lansing as a whole," said Julie Reinhardt, DLI's business outreach and program manager
- New Committee members: (All Committee)
 - Elle Meyers, Fox47 – Cathy has asked, will follow-up next week
 - Dewpoint – Joe or Kelly – Cathy to ask
 - Corey – Courtyard Marriott – Cathleen will ask Corey if there is someone that would be interested
 - Multi-client lobbyists – Stephanie making a prospect list to share with Cathleen before making an ask
 - Steve will pitch as part of Food Fight
- DLI update from staff
 - Winterfest Debrief – 2,500-3,000 attendees – had visitors from outside of Lansing – vendors were happy – ask CADL (Melissa) earlier in the process
 - Middle Village – Ribbon Cutting, March 15 10:30 am - 11:00 am
 - State of Downtown – educating our stakeholders of all the top priorities of the DLI – March 23 6 p.m.
- Projects for 2022: Open Discussion regarding projects for 2022:
 - Communications Team: (Currently Melissa & Steve)
 - i. E-News and Merchant News – above
 - ii. One pagers for DLI and each committee – Whitney working with Promo Grassroots Team
 - Volunteer Recruitment and Retention Team: (Need volunteers for this team)
 - i. Evening of Excellence recruitment on website and social again – add to April's agenda
 - ii. Capital City Food Fight (Steve): Planned for June 10. Possible location Capital City Market

- iii. Back burner
 - 1. Volunteer Recruitment Events (New and ongoing volunteer appreciation, Wine About Winter, etc.)
- Annual Funding Team –Cathy and J.V.
 - i. Annual sponsorship recruitment materials and getting that out to local partners - done
 - ii. State investment update – Cathleen update above
 - iii. Flower pots sponsors will start later this month – Design and Public Spaces will discuss end of this month – have 80 to secure
 - iv. Winterfest is fully funded
 - v. Blockaid – city is matching up to \$15,000 to host two – 100% funded!
 - vi. Forks and Corks almost fully funded
 - vii. Business Huddle is sold out through the end of 2022
 - viii. Grants & sponsorships
 - 1. Secured \$200,000 from MEDC
 - 2. Grants to be submitted: Vibrancy grant, match on main
 - ix. Budget season – create a couple of budgets – will share in April
 - 1. Raised over \$800,000 last year – goal of \$1M next year
- Save the Date –
 - March 15 10:30 am - 11:00 a.m. | Middle Village Ribbon Cutting,
 - March 23 6 p.m. | State of Downtown
 - April 5 4:00 p.m. Next business huddle (may be in person)
 - April 6 8:00 a.m. | Next Organization Committee meeting
 - April 23 10 a.m. – noon | Clean Sweep Saturday
 - June 10 | Food Fight
- Adjourn – Motion by Melissa Cole at 8:58 a.m. S. Hinkle Seconded. Motion Passed



DOWNTOWN
LANSING INC.

Promotions Committee Meeting

March 9th 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

MINUTES

1. **Call to order/approval of minutes (motion needed):** In attendance: Keri, Julie, Whitney, Dana, Jeremy, Ryan, Melik
2. **Board & other Committee Updates:** Cathleen/Whitney Middle Village Ribbon Cutting, Capital City Clean Sweep (Details below)
3. **Volunteer hours from February:** 83
4. Project and Sub-committee Discussion:

Projects

- Capital City Clean Sweep - **April 23rd 10:00 a.m. -12:00 p.m.**

*Separate day for planting in May. This event is focused on cleaning.

- Planning of Volunteer Block Party 12:00 -1:00 p.m.
 - Securing food (20-25 donated boxed lunches from 4-6 different businesses/food trucks) Jeremy, Dana are going to reach out on this
 - Securing beverages (beer, soft drinks) - Keri
 - Music or entertainment? - Ryan could play a movie or music videos in the alley on his projector + Jeremy has speakers
- Sharing and recruiting volunteers
- Whitney to create FB Event

- Lansing Alive - **July 16th**

- Looking for volunteers to help plan the event
- Contact Patrick Kayser: patrick.kayser@capitalpointinvestments.com
Food trucks, live entertainment, 3 on 3 basketball event, vendors & more - activation on the riverfront. More to come, but reach out to Patrick if you would like to help plan it!

Signature Events

- Winterfest Recap

- Warm outfits for Cold Butt Race!!!
 - Great interaction, families and engagement of all ages
 - More kid activities
 - Photo booth options (fun accessories) + REO Olds Car to create photo op
 - Music: all throughout the event (until the end) to keep the energy up
 - Ice sculptures - Stands from Miller Ice were not as high quality but pricing was lower overall - stands need to be of uniform quality; Ice Guru - more expensive, future of company in limbo?
 - Attending with children - a great experience
 - Hot chocolate stations - limit to 2? Having 3 that spread out was hard to keep up with. Having electricity on site with water to make on-the-spot, or having buildings accessible by the stations for making the cocoa
 - Lots of pets!
 - Bathrooms more accessible?
 - Possibly run a later event? Noted that some people didn't get out there until late afternoon; add a night time component or after-party?
 - Possibly spreading out Winterfest over the month instead of one day - Reo Town, Old Town, Rotary Park, Downtown; Unveiling a new sculpture each weekend? Getting businesses to sponsor the ice sculptures outside their business? Different levels of sponsorship to make it accessible for all businesses.
 - Mimic the Winter Olympics - activities for kids (curling, etc) - one each weekend? Earn a medal for each activity?
 - Hungry Hungry Hippo - successful & interactive overall, Parks & Rec learned a lot and are excited to come back next year and involve kids more and build off
 - Ghost Busters Vehicles (Ambulance); mobile slime lab on future vehicle possibly? (Ryan)
 - Incorporate the Parks & Rec Cardboard Classic + Winterfest
- Forks & Corks - update after next Signature Events Meeting
 - Block:Aid - update after next Signature Events Meeting. Two events this year planned for June 2 and September 22
 - #LiftUpLocal Ambassadors Weeks - update after next Signature Events Meeting

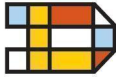
5. Other business/new ideas (5 minutes) Lansing Living Room Sessions Downtown edition- more info to come (Jeremy)

6. Upcoming dates to note (5 minutes)

- Next meeting: **Wednesday, April 13th at 4 p.m.**
- Middle Village Ribbon Cutting (the new cohort), **March 15th at 10:30 a.m.**
 - Invite EVERYONE - share FB event from the Middle Village Micro Market Page, make the businesses feel supported!
- State of Downtown, **March 23rd at 6:00 p.m.**

- Location TBD
- Capital City Clean Sweep, **April 23rd from 10:00-12 p.m.**
- Nelson Gallery 1st Birthday Party, **March 17th from 4:00-6:30 p.m.**

7. Adjourn



DOWNTOWN
LANSING INC.

Economic Vitality Committee Meeting

Date: March 8, 2022

Location: Zoom

Resources:

[EV Committee Google Folder](#)
[Committee Member List](#)

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

Invited: Jesse Flores, Erin Robinson, Jen Estill, Tamera Carter, Trevor Benoit, Andy Wirostek, Christine Zarkovich, Marcus Martin, Cathleen Edgerly, Julie Reinhardt, Matt Hunt, Melissa Duke, Paul Schmidt, Dan Montes, Melik Brown, Justin Haun

Not in attendance: Christine (leave), Cathleen, Matt, Trevor

Call to order at 3:02

February minutes for approval - first motion by Jen, second Paul

Board Updates: Julie

- Middle Village new cohort, 3/15 at 10:30 a.m.
- In the choosing phase of the comprehensive market analysis (CMA), hope to get started in April to be able to have some results in 2022
- Sweet Encounters grand opening last Saturday, previous Middle Village participant
- Hoping to get funding approval for new projects
- Winterfest was great, good turnout and feedback. Enjoyed the added activities. Will be working with Old Town for next year to extend riverfront activation beyond the fish ladder
- Will be hosting a State of Downtown in March where the Board and Staff will have meeting to talk to all the stakeholders about what is happening and what is coming so they can make decisions (possibly 3/23 6-8 pm, tentatively at Knapps)
 - Clarifying point from Jen: brainstorming from the Board is that the things DLI is trying to accomplish now, like with MV and recruiting, DLI has not functioned to that level before because of the previous business climate with state workers. Clarifying what our role is so stakeholders know and understand who we are here to serve and help, articulate our strategic plan and what vision for the future is. Make sure all the stakeholders are involved comprehensively. DLI is leading the creation of a good and healthy downtown. Invitation to participate.
 - Follow up comment, Dan: available property assessment and where is everything at? Is there a tool for this. Julie: We used to have one, hard to update and keep current. Recommendation to have something updated and accurate once at end of month (moved this discussion to recruiting sub-committee)
 - Melik: great to communicate and put out the messaging about DLI. How to continue the conversation for who can't make the meeting, how to get that info out after. Is contracted to get B-roll footage for the city, creating videos and publishing, submitting to WLSN and other Lansing Made socials.
- MDOT meeting 3/10 at 3 p.m. at MSUFCU conference room. How lane closures on highways will impact downtown and possible traffic mitigation. Public meeting, invited to attend.

Yiftee Gift Card Update: Erin

- 83 businesses invited to participate and 21 activated, 25% conversion rate. 19 of 21 businesses have received revenue from the use of gift cards (Insty-print and River Town Adventures have not). 125 individuals purchased cards
- Business count and value of the amount spent at each location.
- Dashboard view shared. People still purchasing cards, still spending, but the amount to spend is still high
- Recommendation to promote use of card on DLI socials to get the \$13k+ remaining spent in the communities to local businesses. Activate new MV cohort and reopening businesses. DLI to provide participating businesses with signage for at register to remind to use gift card. Appeal email to businesses not yet activated, with a testimonial from successful businesses about money received from card use.
- Suggestion for getting the vendor market involved.
 - Dan: yes, on the signs. Have presence at events like Winterfest
 - Marcus: those vendors are not all local, and probably more cash heavy, but would make sense to have a promotional presence at AfterGlow and other events about purchasing more gift cards. Also promote at BlockAid and Juneteenth
- Melik: can DLI capture interest or anything on the remaining funds? No. Jen: what does that mean for Consumers match? That was all consumed already.
- Jesse: budget or paid promotion behind this? Could probably find funds. Erin: grow businesses first before promotion. Marcus: put effort behind free Facebook posts, to tell their story and success there.

Committee updates -

Website User Experience: Jesse

- Website reorg conversation with Jen and Jesse, identifying needs and things that can quickly be done or has already been completed, like moving News feature to the top
- Turning website into goal driven design for the stakeholders, instead of an informational design
- Identify who the stakeholders are, aligning action items for each one to allow them to do within two clicks.
- Still identifying who is on this committee, still working out all assignments for sub-committees

Recruiting Plan: Jesse

- Melissa will be the lead for this sub-committee
- Who do we want to recruit, keeping leverage in mind and how certain industries (knowledge economy jobs: sciences, tech) create multipliers of external employment at 1:5 multiplier - for every one job in tech, 5 service jobs are created. Manufacturing is only 1:1.3 multiplier
- Retail recruiting is going well at the first level, continue this work by sending leads to Julie
- Need to look at office space and upper level vacancies - who is our dream prospect?
- Next step is to get clearer on who the prospects are, how to reach them, what is the campaign to recruit and promote downtown
 - Marcus: suggestion to target CVS or Walgreens for first need, keep residents downtown. Jen look at local, not national chains to see if they would come downtown

Streamline Communications: Jesse

- Still need to schedule time for this meeting. Keep subcommittee meetings Tuesdays at 3 p.m.

Final comments: Continue with lead generation for Julie, talking to businesses and the recruiting packet is successful. Signing 5 year leases, 3 year with an option. Working with developers to lower costs to meet the market where it is.

Adjourn

DLI
March Statement of Activity
March 2022

Mar 22

Ordinary Income/Expense

Income

Assessment Transfer Income	-40,312.84	City charge as an Admin Fees code
Business Development.	644.00	
Business Match on Main	0.00	
Design & Public Spaces.	0.00	
Grant Income	200,000.00	
Misc Income	0.00	
Promotions.	2,650.00	
Total Income	162,981.16	

Expense

Business - Match on Main	0.00
Business Development	12,388.79
Design & Public Spaces	2,000.00
Information Technology	1,736.00
Misc. Operating	26,614.53
Organization	0.00
Personnel	
Fringe Benefits	1,135.72
Salaries	14,846.14
Total Personnel	15,981.86
Promotions	6,802.77

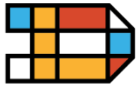
Total Expense	65,523.95
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Net Ordinary Income	97,457.21
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Net Balance	97,457.21
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DLI General Fund
Budget vs. Actual
Year to Date

	Jul '21 - Jun 22	Budget	% of Budget
Ordinary Income/Expense			
Income			
Assessment Transfer Income	366,656.33	424,000.00	86.48%
Business Development.	153,150.38	130,000.00	117.81%
Business Match on Main	37,250.00	50,000.00	74.5%
Design & Public Spaces.	24,783.48	35,000.00	70.81%
Grant Income	200,000.00	270,000.00	74.07%
Misc Income	20,000.00	20,000.00	100.0%
Operations Transfer	0.00	85,000.00	0.0%
Organization.	0.00	2,000.00	0.0%
Promotions.	31,939.02	30,000.00	106.46%
Total Income	833,779.21	1,046,000.00	79.71%
Expense			
Business - Match on Main	37,250.00	70,000.00	53.21%
Business Development	31,207.37	21,659.25	144.08%
Design & Public Spaces	45,246.89	48,000.00	94.26%
Information Technology	10,416.00	20,836.00	49.99%
Misc. Operating	217,625.86	319,406.82	68.13%
Organization	6,315.45	6,848.00	92.22%
Personnel	121,357.02	198,500.00	61.14%
Promotions	37,121.09	30,000.00	123.74%
Transfers Out - Downtown Plan	0.00	100,000.00	0.0%
Total Expense	506,539.68	815,250.07	62.13%
Net Ordinary Income	327,239.53	230,749.93	141.82%
Other Income/Expense			
Other Income			
Fund Balance	0.00	47,488.02	0.0%
Total Other Income	0.00	47,488.02	0.0%
Net Other Income	0.00	47,488.02	0.0%
Net Balance	327,239.53	278,237.95	117.61%



DOWNTOWN
LANSING INC.

APRIL DIRECTOR'S REPORT

Grants: We are proud to share the following grant updates:

- DLI was awarded a \$20,000 grant this week to support the Kringle Winter market concept and year-round seasonal programming at Reutter Park.
- DLI applied for \$50,000 in Match on Main grants from the MEDC to support several downtown businesses. We expect to hear updates from them next week.

State Funding Support Update: While it looks like DLI's \$5 million funding request may not receive approval until June, with funding coming closer to October, following the State of Downtown, I partnered with Mayor Schor and Brian McGrain to seek emergency funding to provide some much-needed funding support until the \$5 million is approved. The MEDC met with Mayor Schor, LEDC, Brian McGrain and myself to discuss some immediate funds that could come in the form of CDBG CARES Act dollars. It is expected that the MEDC will provide some immediate funding to provide a stopgap for necessary Downtown programming to support our businesses and residents while state elected leaders work on the FY 2023 funding and pass the \$5 million request.

Assessment Update: I spoke with the mayor about city staff and DLI board members working over the next year on a more efficient and streamlined approach to assessments so we're all working in tandem, have the properties that have been added over the past 10+ years to the downtown included in the tax role, and clear communications regarding when assessments go out and accurate estimates of assessment revenue. I'll set-up a kick-off meeting with Jane, Jake Bower, Treasury and the Assessors office in the coming months to get ahead of the Fall assessments.

State of Downtown: Thank you to all who helped plan and attended the first-ever State of Downtown March 23. We had approximately 60 attendees, are building a steering committee based on those who contacted Ashlee Willis or Cathleen, and we look forward to making these community updates a regular occurrence. Feedback was positive, and a recording of the State of Downtown is expected from the Lansing Public Media Center any day.

Chamber & DLI Partner to Advocate for Downtown Lansing: Following the State of Downtown, staff with the leadership of Ashlee Willis have been working with the Chamber to coordinate some upcoming policy and downtown-related conversations.

Ashlee and I will be speaking to the Chamber PAC Committee regarding the State of Downtown, funding requests to the State, and updating them on the CMA work being led by DLI on April 18. We are also working with Tim Daman to coordinate a Downtown Panel breakfast meeting in May. Our first planning meeting will be held April 11.

Upcoming Events & New Businesses:

- Capital Hippie is now open in their new space, located at 121 S. Washington Sq.
- Capital City Film Festival, Now-April 16th throughout Lansing. View the schedule and purchase your passes at: <https://capitalcityfilmfest.com>
- Impression 5 Birthday Celebration is April 20 from 9:00-10:30 a.m. RSVP your attendance to gantzer-hayes@impression5.org

- Capital City Clean Sweep, Saturday April 23 from 10:00 a.m.-12:00 p.m. We could use all Board members signing up to help with some of the clean-up. Sign-up today at: <https://signup.com/go/pmiThGc>
- Capital Hippy will hold their Ribbon Cutting & Grand Opening April 23 at 12:30 p.m. Please join us in celebrating with them at 121 S. Washington Sq.

CONTRACT BETWEEN
Downtown Lansing Inc.
AND
LandUse/USA, LLC

THIS CONTRACT ENTERED INTO 4 day of April, 2022 between **Downtown Lansing Inc.** hereinafter referred to as the "OWNER" and **LandUse/USA, LLC** hereinafter referred to as the "CONSULTANT".

WHEREAS, the OWNER as the administrator of the principal shopping district of Lansing, Michigan has determined the need to secure professional services for the Comprehensive Market Analysis of Downtown Lansing and services outlined within the proposal provided by CONSULTANT to OWNER; and

WHEREAS, OWNER desires to engage the services of the CONSULTANT to furnish professional assistance to undertake this work and the CONSULTANT is qualified to undertake the activities for which the funding has been provided and is willing to furnish professional services to the OWNER;

NOW THEREFORE, for the consideration as stated below, the OWNER and the CONSULTANT mutually agree as follows:

Article 1 – Primary Terms:

1. The OWNER hereby agrees to engage the CONSULTANT, and the CONSULTANT hereby agrees to perform the Services in accordance with the terms set forth in the Contract Documents except as superseded or modified by this Contract or amendments thereto.
2. Contract Documents: The contract documents shall consist of:
 - a. This Contract; and
 - b. The CONSULTANT'S proposal, including costs for comprehensive market analysis work as outlined in the scope of work, with potential additional hourly work options presented by the Contractor, as outlined and approved by the OWNER dated February 4, 2022. The scope of work in CONSULTANT'S proposal as modified and approved by OWNER, plus any additional hourly work which may subsequently be approved by OWNER, are collectively referred to as the "Services."
3. Conflicts: This Contract, together with other documents enumerated in Section 2, which said other documents are as fully part of the Contract as if attached herein repeated, form the complete Contract between the parties. Any terms or conditions not set forth herein shall not be binding to either party to this agreement. In the event of any provision in any component part of this Contract conflicts with any provisions of any other component part, the provision of the component part first enumerated in Section 2 shall govern, except as otherwise specifically stated herein. This agreement or any of its terms or conditions cannot be modified, amended or waived unless in writing and executed by both parties. Any additional hourly work by CONSULTANT agreed to by OWNER shall be documented by a

description of the work, the hours anticipated to be associated with said work, and the total cost of such additional work, and timing of payments for such additional work, and signed by both CONSULTANT and OWNER.

4. Compensation: The CONSULTANT shall be paid by OWNER in the total amount of \$100,000, divided in payments for the Services as follows:

- A. The sum of twenty five thousand and 00/100 Dollars (\$25,000.00) within five (5) business days after CONSULTANT delivers the signed contract_ to Owner;
- B. The sum of twenty five thousand and 00/100 Dollars (\$25,000.00) within five (5) business days after CONSULTANT delivers the first draft of the Comprehensive Market Analysis to OWNER;
- C. The sum of fifteen thousand and 00/100 Dollars (\$15,000.00) within five (5) business days after CONSULTANT delivers draft of priority redevelopment sites proposals.
- D. The sum of ten thousand and 00/100 Dollars (\$10,000.00) within five (5) business days after OWNER accepts the final draft of the Comprehensive Market Analysis and priority site redevelopment proposals.
- E. Additional payment(s) will be delivered upon completion and final approval of deliverables outlined and requested by the OWNER.

All compensation paid by OWNER to CONSULTANT for additional hourly Services approved by OWNER shall be paid pursuant to the terms of the document and based on approval of the Steering Committee for such Services.

5. Revisions of the Agreement: If the scope of the project changes substantially, a revised "Scope of Services" and an associated request for extra or reduced compensation will be negotiated as approved by OWNER. **Such changes as mutually agreed upon by and between the parties shall be placed in writing, approved by both parties and incorporated as written amendments to this Contract prior to undertaking such change.** Any increase or decrease in the amount of payment to the CONSULTANT arising out of such change shall likewise be in writing and approved by the parties prior to the commencement of the change of work.

6. Tax obligations, Employee Benefits and Liabilities: The CONSULTANT Shall be responsible for compliance with applicable state, local, and municipal income as well as other taxes and charges such as Worker's Compensation, State, and/or Federal Unemployment Taxes or insurance coverage and general liability coverage against losses or injury arising out of the activities of any employee or other personnel working under the control of supervision of the CONSULTANT. The CONSULTANT agrees to indemnify and save harmless the OWNER its officers, agents and employees from any tax, charge or claim arising out of any negligent errors, acts of omissions of any employee, agent or other person acting under the supervision or direction of the CONSULTANT or otherwise performing services on behalf of the CONSULTANT under this Contract.

7. City Charter: It is clearly understood that nothing contained in this Contract shall deprive the City Council and Mayor of the City of Lansing of any rights that it may exercise by virtue of the provisions of the Charter of the City of Lansing.

8. Severability of Provisions: If any clauses, sections, provisions, or parts of this Contract are held invalid, or if any portion of any clause, sections, provision, or part of this Contract is held invalid, the remainder of the Contract shall not be affected; thereby, if such remainder of this Contract would then continue to conform to the terms and requirements of applicable law.

Article 2 – General Provisions:

In addition to the provisions listed in the OWNER'S proposal, the following provisions shall be considered part of the contract:

1. Nondiscrimination: CONSULTANT agrees not to discriminate against any qualified employee or qualified applicant for employment with respect to hire, terms, conditions or privileges of employment or a matter directly or indirectly related to employment because of age, race, color, religion, national origin, sex, height, weight, handicap, marital status, political orientation and agrees to require a similar provision in any subcontracts for this project.
2. Interest of Members of OWNER and Others. No officer, member or employee of the OWNER, and no members of its governing body, and no other public officials of the governing body of the locality or localities in which the PROJECT is situated or being carried out who exercised any functions or responsibilities in the review or approval of the undertaking or carrying out of the Services, shall participate in any decisions relation to this Contract which affects his/her personal interest or have any personal or pecuniary interest, direct or indirect, in the Contract or the proceeds thereof.
3. Assignability: The CONSULTANT shall not assign any interest in this Contract and shall not transfer any interest in the same (whether by assignment or novation), without the prior written consent of the OWNER thereto: PROVIDED, HOWEVER that claims for money due or to become due to the CONSULTANT from the OWNER under this Contract may be assigned to a bank, trust company, or other financial institution only on the approval of the City of Lansing. Notwithstanding the prior sentence, OWNER acknowledges and approves that CONSULTANT may work with Smith Group and CIB Planning to fulfill the Services.
4. Interest of CONSULTANT: The CONSULTANT, Smith Group and CIB Planning agree that he/she/they presently have no interest and shall not acquire any interest direct, or indirect, which would conflict in any manner or degree with the performance of services required to be performed under this Contract. The CONSULTANT further agrees that in the performance of this Contract no person having any such interest shall be employed.

IN WITNESS WHEREOF the parties have approve this Agreement to be executed on the day and year written above. The CONSULTANT and the OWNER have affixed their signatures to duplicate copies of this Agreement, each of which shall be claimed as the original

CONSULTANT
LandUse/USA, LLC

By: Sharon M. Woods
Sharon Woods
Its: President
Date: April 5, 2022

OWNER
Downtown Lansing Inc.

By: Cathleen Edgerly
Cathleen Edgerly
Its: Executive Director
Date Signed: 4/7/22

Comprehensive Market Analysis
Downtown Lansing, Inc.

Solely as to Article 2, Section 4:

SmithGroup

Michael
Johnson
Digitally signed by Michael
Johnson
Date: 2022.04.07 14:05:39
-04'00' (Signature)

Print: Michael Johnson (Authorizing Name)

Urban Design Studio Leader
Its: (Title)

Date Signed: 4/7/2022

CIB Planning

By: (Signature)

Print: (Authorizing Name)

Its: (Title)

Date Signed:

Account: 2983904-741023

Comprehensive Market Analysis
Downtown Lansing, Inc.

Solely as to Article 2, Section 4:

Smith Group

By: _____ (Signature)

Print: _____ (Authorizing Name)

Its: _____ (Title)

Date Signed: _____

CIB Planning

By:  _____ (Signature)

Print: Justin Sprague (Authorizing Name)

Its: Vice President (Title)

Date Signed: 04/07/2022

Account: 2983904-741023

M E M O

To: Downtown Lansing Inc. Board of Directors
From: Jen Estill, Board Vice President
Date: April 7, 2022
Re: DEI Contract



Ashlee Willis, Jen Estill and Cathleen Edgerly met with Tedda Hughes to discuss the DLI Board's intent to conduct not only a DEI self-assessment, but to also go through a curriculum to ensure our organization, policies, and programming are more equitable and inclusive of all those who make up our community. As part of the discussion, we asked Tedda for recommendations regarding what the work would look like and schedules.

- Tedda will review our self-assessment and craft curriculum based upon our current state.
- Board members and staff would be expected to follow through on the homework, readings, and exercises she may assign.
- We recommend this work be conducted as time added to our regularly scheduled Board meeting, with the first meeting taking place in May, 2022.
- Tedda will also review our bylaws and associated organizational documents to point out policies and practices that could be changed for the better.
- There is no set "end date" to this work. She will have to assess the point as which we are starting from before a clear timeframe can be established.
- Tedda charges a rate of \$100 per session with an additional initial fee of \$250 to tailor the DEI plan for the team's specific goals and needs.
- We originally were planning to have funds to cover this work come from the Org Committee's professional development line item. However, because we have already reached our budgeted amount for this line item for the year, we would recommend using funding from our Misc. Operating costs for this important work.

Requested Action: Approval for Cathleen to proceed in executing a contract and schedule with Tedda Hughes to lead the Board through the next steps of our equity work.

FY23 Community Project Funding - MI-08 One Pager Template
Office of Rep. Elissa Slotkin

Applicant: City of Lansing

Project Title: Downtown Combined Sewer Separation Project

Total Project Cost: \$6 million, \$4.5 in federal funding, \$1.5 local funding (FY 23)

Project Summary:

The City of Lansing has 13 years remaining on its Combined Sewer Overflow Elimination project. The remaining separation is estimated to cost approximately \$300 million. The City has been coordinating with the Army Corps of Engineers on the potential for collaboration on a combined sewer overflow project in downtown Lansing. The project would separate sewers in a portion of downtown Lansing, eliminating the discharge of raw sewage into the Grand River during significant rain events.

Community Support:

Will demonstrate support via news and other media, Council resolutions and support from downtown business and City boards and commissions. The elimination of combined sewer overflows are also contained in an administrative consent order from the state of Michigan.

Community Impact:

The project will positively affect the community by eliminating the discharge of raw sewage into the Grand River, which will improve the water quality of river and enhance recreational opportunities on the river.

Taxpayer Dollars:

Using federal funding to carry out this project will lessen the burden on Lansing sanitary sewer customers (residents and businesses) and clean up the Grand River in downtown Lansing, which is a regional asset of the state capital.

Cost Breakdown:

Costs include installation of a dedicated sanitary sewer, connecting properties on the combined sewers to the new sanitary sewers, and restoring the sections of the road, trees and sidewalks affected by the construction.

Did you apply for funding last year?

The City of Lansing did apply for funding last year, for a different project.

FY23 Community Project Funding - MI-08 One Pager Template
Office of Rep. Elissa Slotkin

Applicant: City of Lansing

Project Title: Electric Vehicle Charging Infrastructure

Total Project Cost: \$500,000 (FY 23)

Project Summary:

Implement a network of publicly available electric vehicle charging stations to help support the transition to electric vehicles. Locations and level of charger would be based on a report prepared by Michigan State University for State of Michigan Department of Environment, Great Lakes, and Energy.

Community Support:

Will demonstrate support via news and other media, Council resolutions and support from the Public Service Board and Sustainability Commission.

Community Impact:

The project will benefit the community by providing a comprehensive network of charging stations throughout the city in public locations. This will reduce barriers for those with electric vehicles coming to the city for work, events, or tourism. Accelerating the transition to electric or plug in hybrid vehicles would also have an air quality benefit.

Taxpayer Dollars:

Federal funding would ensure accelerated implementation of a charging network and reduce range anxiety, especially for those coming to Lansing from out of town. The plan is to leverage the initial funding to allow for expansion of the network with private and local funds and to implement requirements for new development to build out charging infrastructure or make the development EV ready.

Cost Breakdown:

The project would install up to 50 charging locations at approximately \$10,000 per location.

Did you apply for funding last year?

The City of Lansing did apply for funding last year, for a different project.