



DOWNTOWN
LANSING INC.

January 9, 2020 – 11:30 a.m.

Conference Room

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)
- III. Correspondence – Peanut Shop
- IV. Approvals
 -  Agenda for January 9, 2020
 -  Minutes from December 12, 2019
 -  Committee Reports
- V. Community Policing Update (Dillon Reust)
- VI. Downtown Maintenance Update & Report (Lake State)
- VII. Reports
 -  Director Report – Cathleen Edgerly
 -  President's Report- JV Anderton
 -  Monthly Financials- Jim Tischler

(Motion required to place reports on file)
- VIII. District B Grant Application Wording
- IX. FY 2020-2021 Budget Review and Approval
 - x. Officer Elections
- XI. Board Members Serving on Committees
- XII. Downtown Traffic JAM! Re-Cap
- XIII. Other New Business

XIV. Adjourn (*Motion Required for Adjournment*)

JV Anderton, President

Jim Tischler, Treasurer

Karl Dorshimer, Past President

TJ Bucholz, Member

Christine Zarkovich, Vice President

Summer Schriener, Secretary

Cara Nader, Member

Open Seat

Board Advisors:

Brian T. Jackson, Fourth Ward Councilmember

Please respond your attendance via e-mail to cathleen@downtownlansing.org. If you have any questions please contact the DLI Office at 517-487-3322.

WELCOME!

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



DOWNTOWN
LANSING INC.

December 12, 2019 – 11:30 a.m.

Conference Room

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:** Meeting called to order at 11:31 p.m.
- II. **Citizen's Comments:** None
- III. **Correspondence:** Staff shared a letter sent by the Peanut Shop, thanking DLI for their help with parking and the positive interactions they have had with the DLI team during a trying time.
- IV. Approvals
 -  Agenda for December 12 2019
 -  Minutes from November 14, 2019
 -  Committee Reports

Motion by C. Zarkovich to approve the Agenda and place all minutes and reports on file.
Second by T.J. Bucholz. Motion passed unanimously.
- V. **Community Policing Update:** C. Edgerly shared Officer Reust's update that Lansing PD will soon have an officer directly responsible for the CATA CTC. This new officer position will be separate and in addition to Officer Reust serving as the CPO of downtown.
- VI. **Downtown Maintenance Update & Report (Lake State):** Jimmy shared that they have been addressing the holiday lights along Michigan Ave. Updates from Silver Bells were shared regarding vendors being allowed to be set-up all Friday night and not tearing down until Saturday, which led to significantly more trash and debris still out on Saturday morning before Brunch with Santa. Cathleen will follow-up with property owners who expressed concern.
- VII. Reports
 -  Director Report – Cathleen Edgerly quickly reminded everyone that tonight is the very first Downtown Traffic JAM! It's very important to show support from the Board as we roll out this new pop-up series to the community. All Board members are strongly encouraged to attend tonight and purchasing a ticket, thank the LSO and our sponsors. Staff has also been busy working with committees on their projects and requested project budgets for the next FY which will be reflected in the budget conversation later on the agenda. Last, but not least, C. Edgerly proudly announced that Lake Trust confirmed their partnership and sponsoring of downtown Lansing's all new Rental Assistance Program designed to fill our vacant spaces with retail,

dining, or attraction based business. They will provide \$22,950 in funding support. Further updates will be provided at future meetings.

■ **President's Report-** JV Anderton reminded everyone that we will need to hold officer elections in January. Anyone who is interested in renewing their position, or would like to serve as an officer that hasn't already, should let JV or Cathleen know.

■ **Monthly Financials-** J. Tischler shared that there wasn't anything overly concerning in the monthly statement of activity or the statement of financial position. Everything appears to be on track, but he would like to see the Rental Assistance Program line added for next month.

(Motion required to place reports on file)

VIII. **FY 2020-2021 Budget Discussion-** The Board reviewed all line items of the Draft Budget presented by Treasurer Tischler and C. Edgerly. Some noted items include that the Assessment Transfer Income is expected to come in higher, but we don't have concrete numbers yet. Some sponsorships for events and programs were increased. Grant income is anticipated but not guaranteed, so if that funding doesn't come through, it will definitely affect expense line items as well.

Questions were raised regarding Business Huddle line items by C. Zarkovich. After Board discussion, the EV team will discuss at their next meeting and come up with a plan to present to the DLI Board in January on what expense ranges that they are looking at for visiting similar communities, increasing Business Huddle Expenses, etc.

The Board would also like a break-down regarding anticipated Professional Development Costs to ensure we are being responsible and preparing adequately. Other items discussed that could affect the budget include the Organization Misc. line item, the website refresh, annual sponsorships, and ticket sales, etc. Staff will make suggested changes and dig in for a bit more information to present an updated budget projected for next month's Board meeting.

X. **Other Business-** S. Schriener had a discussion with the OTCA Board regarding their grant report being turned in. C. Edgerly has also talked with Board leadership and will be following up. Updated language for the District B grants should be presented in January and go out immediately following approval.

XI. Adjourn: **Motion to adjourn at 12:40 .m. by K. Dorshimer. Second by J.V. Anderton. Motion passed.**

JV Anderton, President

Jim Tischler, Treasurer

Karl Dorshimer, Past President

TJ Bucholz, Member

Christine Zarkovich, Vice President

Summer Schriener, Secretary

Cara Nader, Member

Open Seat

Board Advisors:

Brian T. Jackson, Fourth Ward Councilmember

Please respond your attendance via e-mail to cathleen@downtownlansing.org. If you have any questions please contact the DLI Office at 517-487-3322.



M E M O

To: Downtown Lansing Inc. Board of Directors
From: Cathleen Edgerly, Executive Director
Date: January 2020
Re: Executive Director's Report

Updates:

Vacant Spaces Program:

- December 12 kicked off the inaugural Downtown Traffic JAM! The first event featured a Lansing Symphony ensemble performing unique pieces, different from what regular symphony attendees can expect to hear at a traditional concert. Troppo was also onsite providing adult beverages and small plates for purchase at \$5 each.

Attendance for the event was lower than we had hoped, but still decent at 80 people for a first time event. Many of these event goers and the sponsors had positive feedback regarding the event, the venue, etc.

Some areas that staff and Board members highlighted for future improvements include:

- Credit Card access for beverage and food purchases – most people don't have cash
- Have background music during the networking part if possible
- Possibly look at moving time back for when doors open, but definitely keep event around the traditional commuting hours.
- Signage to cover the "Main Entrance" signs at the door, as these pointed people to the typical daytime main entrance doors.

Next Event Date is Thursday, January 16 with the Steve Woods Trio. Doors open at 4:30 p.m., music starts just after 5pm.

There is also a prospective tenant already interested in the space so stay tuned for future Downtown Traffic JAMs! In alternative locations.

- **Revolver Concept:** Staff met with Kyle of F.A.R.E., which specializes in pop-up dinner experiences throughout Lansing. After this conversation, as well as conversations with the Artists Umbrella, researching Revolver in Detroit, etc. – we had an opportunity to talk with House of Eden Rock about a concept that could easily fit the mission of DLI, assist with activating spaces and shifting the culture and energy surrounding downtown - to offer a revolving community space that activates Thursday evenings-Saturdays with different pop-up dining experiences and chefs, art, live performances, and more! The goal is to meet with planning and programming volunteers the afternoon of January 9th and begin a schedule of activities to activate the House of Eden Rock space at least twice per month with many partners, while providing a great performance and foodie venue in the heart of the Capital City beginning March 6th.

Match on Main: The first round of State Match on Main Funding for 2020 opens this month as a highly competitive grant program to support small businesses with access to capital, interior renovations, expansion of space or other improvements. Beth Kuiper, as our Outreach & Programs Manager has been hard at work with Sultan's Express and the SBDC to put together DLI's first Match on Main application. We look forward to continuously supporting our small businesses.

“Make It Downtown Lansing” Lease Assistance Program: As stated last month, we are proud to partner with Lake Trust Credit Union to offer small businesses that choose to open in downtown Lansing, a brand new lease assistance program that provides graduated levels of rental support to retail/dining/attraction based businesses in the walkable downtown. Levels of support area as follows:

Please join DLI, Lake Trust and the City of Lansing **Tuesday, January 7 at 3:00 p.m. for a press conference** as we officially announce the new program partnership inside the vacant former Whipped bakery space, located at 216 S. Washington Sq. ***As this is a new Community and Business Development initiative started by DLI – we would like to have 100% Board attendance for this important announcement.*** The monthly Downtown Business Huddle, which provides the Inside Scoop to downtown businesses, will be held in the LSJ offices immediately following!

Mini Grant Partnership with the Lansing Art Gallery: The Lansing Art Gallery Director, Barb Whitney, approached me regarding assisting the Old Town General Store with a mini-grant application submission to the Michigan Council for Arts and Cultural Affairs. The Lansing Art Gallery cannot apply themselves on the Old Town General Store's behalf as they are already a grant recipient themselves, but the gallery is able to help provide the narrative and structure for the grant if DLPI were to apply. Information is still being compiled at this time, and other than being the applicant and fiduciary party, DLI has no major role in the completion of the mural project that the Old Town General Store hopes to have re-done.

Recruitment & Retention Folders

- After a lot of hard work with the EV team and local small business owners, we are proud to have the first edition of the Downtown Lansing Recruitment and Retention folders in production. These folders will feature
 - Important contact information for city leaders
 - Tips to opening a business
 - Important contacts
 - Downtown Market Data
 - Incentive information from DLI, LEAP, and the MEDC

These informational pieces will be distributed during prospective business meetings, with the Chamber, SBDC, City, etc.

Sponsorships Raised to Date:

- Storefront Decorating Contest: \$200
- Downtown Traffic JAM!: \$12,500
- Forks & Corks: \$8,000
- Business Huddles: \$1050
- Misc. Events: \$3500
- “Make It Downtown Lansing” Lease Assistance Program - \$22,950

TOTAL: \$48,200 to date



Organization Committee Meeting

January 8, 2019 (8 a.m.)

Location: 401 S. Washington Sq. Ste. 101
Conference Room



DOWNTOWN
LANSING INC.

FY19 (2018-19) DLI Organizational Goals:

- *Sense of Place*
- *Residential and Business Development*
- *Collaboration*

Organization Committee Goals:

- *Communication & PR*
- *Volunteer recruitment, retention & recognition*
- *Funding*

Agenda:

1. Call to Order (C. Lewis.)

2. Approval of Meeting Minutes (Motion Needed)

- December 4, 2019

3. Communications: Internal and External (15 minutes)

- **Around the Block, monthly electronic newsletter**
 - January newsletter to be sent first week in January
 - Ideas for February
 - Feb 7-9 – Mid-Michigan Women's Expo – Lansing Center
 - Business of the Month –
 - Volunteer of the month –
- **Downtown Lansing Connect, monthly hard-copy merchant newsletter**
 - January newsletter to be sent first week in January
 - Ideas for February edition
 - Lansing Eats Late
 - Revolving Space
- **Social Network Update (Siso)**
 - General update/trends/growth
- **News Releases (Cathleen)**
 - General update on anything that has gone out

4. Volunteer Development and Recruitment (15 minutes)

5. Funding (15 minutes)

5. Work Plans (15 minutes)

- Videos
- New Website
- Volunteer Management

8. Other Business & Save the Dates

- Next Downtown Business Huddle: Tuesday, January 7, 4pm at LSJ
- Next Organization Committee Meeting: Wednesday, January 8 from 8-9 a.m. at DLI

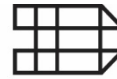
9. Adjourn



Organization Committee Meeting

December 4, 2019 (8 a.m.)

Location: 401 S. Washington Sq. Ste. 101
Conference Room



DOWNTOWN
LANSING INC.

FY19 (2018-19) DLI Organizational Goals:

- *Sense of Place*
- *Residential and Business Development*
- *Collaboration*

Organization Committee Goals:

- *Communication & PR*
- *Volunteer recruitment, retention & recognition*
- *Funding*

Agenda:

1. Call to Order (C. Lewis.) 8:07 AM

In Attendance – Steve Hinkle, Lori Lanspeary, JV Anderton, Chris Lewis, Cathleen Edgerly, Beth Kuiper

2. Approval of Meeting Minutes (Motion Needed)

- November 6, 2019 – Steve, seconded by JV Anderton

3. Communications: Internal and External (15 minutes)

- **Around the Block, monthly electronic newsletter**
 - December newsletter to be sent first week in December
 - Ideas for January
 - Jan 3 – The Lansing Boat Show – Lansing Center
 - Jan 3 – NYCDA – Lansing 2020 – Lansing Center
 - Jan 10 – Midwest iHemp Expo – Lansing Center
 - Jan 13 – Michigan Agri-Business Association Winter Conference – Lansing Center
 - Jan 20 – 35th Annual MLK Day of Celebration – Lansing Center
 - Jan 23 – Michigan Veterinary Conference – Lansing Center
 - Jan 27 – Great Lakes Trade Expo – Lansing Center
 - Video information
 - Business of the Month – Firefly Hot Yoga / Juice Nation
 - Volunteer of the month – Charlsie Abel
- **Downtown Lansing Connect, monthly hard-copy merchant newsletter**
 - December newsletter to be sent first week in December
 - Ideas for January edition
 - Snow Removal
 - Match on Main Funding
 - Lake Trust 500 Block Update
 - Parking
 - Video information
- **Social Network Update (Siso)**
 - General update/trends/growth
 - More interaction
 - Followers up by 60 on Facebook
 - Twitter over 14,000
 - Newsletter opens at 23-24%
- **News Releases (Cathleen)**
 - General update on anything that has gone out
 - Downtown Traffic Jam / LSO co-hosting

- FOX 47 Morning Blend
- Siso – LCC interview
- Small Business Saturday
- Michigan Re-imagined

4. Volunteer Development and Recruitment (15 minutes)

5. Funding (15 minutes)

Funds raised to date for programming

Pop-Up Series: \$5,500 (Delta Dental and Honigman)

Business Huddle: \$150 in-kind, \$900 confirmed (4 months left)

Website Ads: In progress

Annual Events: \$7500 – Forks & Corks Lexus

Project List for Budget Season: (committee to review and discuss which projects we should be doing and what budget amount is needed prior to the Board setting the budget)

Food Fight - \$100

Merchant Newsletter - 696

Monthly E-Newsletter - 612

Video Project – Budget \$TBD

Volunteer Recruitment & Retention - \$500

Annual Meeting (New Name?)- \$3000

Annual Sponsorship-\$500

Welcome Back - \$500

5. Work Plans (15 minutes)

- Food Fight Recap – 14 businesses. 17,102 pounds
- Videos – January newsletter will explain how this will work
- New Website Work Plan (Board & Staff) – Board gave approval for a new website
- Volunteer Management

8. Other Business & Save the Dates

- Next Downtown Business Huddle: Tuesday, January 7, 4pm at LSJ
- Next Organization Committee Meeting: Wednesday, January 8 from 8-9 a.m. at DLI

9. Adjourn - JV Anderton forwarded, Seconded by Lori Lanspeary – 8:54 am



Promotions Committee Meeting
January 8 at 4:00 p.m.
Location: DLI Office



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LANSING INC.

Agenda:

- 1. Call to Order (Staff)**
-Volunteer to take minutes
- 2. Committee Chair Conversation**
- 3. Holiday Co-Op Re-Cap (Dana)**
- 4. Forks & Corks Update (Maurica/Melissa)**
- 5. Pop-Up Activities Downtown**
- 6. Taste of Downtown 2020**
- 7. Adjourn (Motion Needed)**

Next Meeting **Wednesday, February 12, 2019 at 4 p.m.**

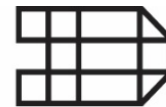
401 SOUTH WASHINGTON, SUITE 101 LANSING, MI 48933
P 517-487-3322 F 517-487-5889

downtownlansing.org

Economic Vitality Committee Meeting

December 10 at 3:30 P.M.

Location: Downtown Lansing Inc.-Conference Room



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]
2. Volunteer to take minutes / Approval of October Minutes [Motion needed]
3. Updates from Board & Other Committees
4. Work Plans
 - Ribbon Cuttings [Andy]
 - Projects & Budgets for FY 20-21
 - Ribbon Cuttings: \$50
 - R&R Packets: \$1500
 - Business Huddle: \$1320
 - Pop-Ups: \$20,000
 - Rental Assistance Program: \$23,000
 - Downtown Guides: \$3200
 - Business Huddle [Christine + Brian + Tom]
 - Next Huddle: January 7, 2020 at 4pm at the LSJ
 - Sponsor & Emcee LSJ
 - 4pm meetings once per quarter based on business feedback
 - Gift Cards/Give-a-ways
 - Topics to be focused towards business owners
 - Rental Assistance Program Update (Cathleen)
 - Recruitment & Retention Packet (Trevor, Mark & Committee Discussion)
 - Final Packet Materials & Edits
 - Final Packets in January
 - Pop-Up Activities Happening Downtown
6. Adjourn [motion needed]

Next meeting: Tuesday, January 14 at 3:30 p.m.



Economic Vitality Committee Meeting Minutes:

December 19, 2019 (3 p.m.)

Location: 401 S. Washington Sq. Ste. 101

Conference Room

Members Present: Mark, Christine, Andy, Tom, Brian, Trevor & Staff



- 1. Call to Order** (C. Zarkovich) @ 3:05 pm
Andy agreed to take minutes
- 2. Approval of Meeting Minutes** (Motion approved)
 - November 2019, approved by Andy and Second by Tom
 - Updates from Board and Other Committees: In January all board members will get together to discuss 2020 plans. Discussing design working with LEAP on store fronts and Signage.
- 3. Work Plans**
 - FY19 Work Plans
 - Downtown Business Huddle (Christine/Tom/Brian)
 - Next Huddle Tuesday January 7th @ 4pm at the LSJ
 - Sponsor & Emcee LSJ
 - Move Inside Scoop up in agenda
 - Gift Cards/Give-a-ways use multiple vendors
 - 4PM Quarterly huddles based upon feedback, Sponsors booked for 2020, Topics to be more focused towards business owners. More interaction with each other and new developments going on is wanted.
 - Rental Assistance Program (Cathleen)
 - Cathleen updated everyone on the new documents being prepared and thanked committee members for reviewing
 - Recruitment & Retention Packet (Trevor, Mark, Committee Discussion)
 - Reviewed packets before print in January, Changing DLI Logo to match updated look.
 - Ribbon Cuttings (Andy)
 - Completed; Reputation Beverage, Blue Owl Coffee, Mo-Wings
 - Soul Nutrition coming up, going into Old Jersey Giants
 - Pop-Up Activities Happening Downtown
 - Potential Pop-up Bakery
 - Tom in Leiberman Building, Chef Take Over
 - Down Town Traffic Jam, LSO First Month Feature
 - Projects and Budgets for FY 20-21
 - Ribbon Cuttings: \$50
 - R&R Packets: \$1500, Working with local printer to reduce cost
 - Business Huddle: \$1320, Revise to \$2,200
 - Pop-Ups: \$20,000 Promotional Cost, Utility, Staff, with goal of \$50,000
 - Rental Assistance Program: \$23,000 dependent on receiving sponsorship from Justin(Lake Trust Credit Union)
 - Downtown Guides: \$3,200 Same as Last Year
 - Ready to Recruit: Open Line Item to be discussed with the board regarding visits to other communities
- 4. Meeting Adjourn: 4:00, Andy motion to adjourn**

Next Meeting Tuesday January 14th at 3pm



DOWNTOWN
LANSING INC.



Design Committee Meeting

December 19, 2019 at 4:00 P.M

Location: Downtown Lansing Inc.-Conference Room

Agenda:

- 1. Call to Order**
- 2. Volunteer to take minutes**
- 3. Approval of Minutes** (Motion needed)
November 2019 minutes attached.
- 4. DLI Board & Committee Updates**
- 5. Work Plans**
 - Wallscape – Sponsor Panel
 - Pocket Park
- 6. Match on Main and Façade Funding**
- 7. Projects for Year:**
 - Pocket Parks: \$30,000
 - Kiosks: \$
 - Spring Hanging Baskets: \$18,000
 - Vacant Spaces: \$20,000
 - Sign Incentives: \$30,000
 - Fall/Spring Cut-Back: \$500
 - Spring Clean-up: \$2000
 - Other?
- 8. Other Business**

Downtown Traffic JAM! January 16, 2020
Finalize Business Support for MEDC Grant Programs
Kewpees Sign & Façade Application with LEAP
- 8. Adjourn** (motion needed)

Next meeting: January Combined with Public Spaces Meeting



DOWNTOWN
LANSING INC.

M E M O

To: Downtown Lansing Inc. Board of Directors
From: Cathleen Edgerly, Executive Director
Date: January 9, 2012
Re: Updated Creative Placemaking District B Grant

Based on our November discussion regarding necessary updates to the call for applications for District B grants, attached is updated language to post on our DLI website and send to past applications.

Please let staff know if this is approved to post.

Thank you!

**Downtown Lansing Inc
Design Committee Meeting
December 19, 2019 at 8:30 A.M.
Downtown Lansing Inc, Conference Room**

Present: Valerie Marvin, Cathy Babcock, Bob Rose

Absent: Ariana Gibbs, Bryan Lijewski, Valerie Marchand, Jamie Rytlewski

Staff Present: Cathleen Edgerly, Beth Kuiper

1. Call to Order – The meeting was called to order by B Kuiper at 8:47.
2. Volunteer to take Minutes – C Babcock volunteered to take minutes.
3. Approval of October and November 2019 minutes. B Rose made a motion to approve Oct and Nov minutes as written. V Marvin seconded. Motion approved.
4. DLI Staffing Updates
 - a. New DLI website design and development – An RFP is in the review stages and will be finalized and distributed. The RFP deadline is February 12, 2020. C Edgerly explained that the RFP maintains clear expectations but remains open to creativity. The goal is to roll the new website in June
 - b. Vacant Space Activation – B Kuiper reported on the Downtown Traffic Jam. In addition to LSO entertainment, Troppo sold food. B Kuiper reported that the process went smoothly, however, staff received some constructive criticism. The suggestions will be considered for the next event. DLI's goal - to make it a series of events. The next event will focus on prohibition in the roaring 20s. A trio from Detroit, Steve Wood on Saxophone, will be the highlight. C Edgerly commented that the Knapp space is available for 6 months. She hopes the events will bring more energy to downtown. She noted that many musicians have come forward! B Rose suggested we have a Capital City Brass Band. B Kuiper is considering themes for future months. Future events will include old town. In April, DLI will work with film festival.
 - c. Downtown Business Huddle programming revisions – C Edgerly spoke about revamping the huddle. She will include opportunities available and will include more inside scoops for downtown. New businesses coming etc. C Babcock suggested focusing on "Inside Scoop".
 - d. Match on Main Grant applications and process. Sultans Express is submitting a grant with a focus on activating unused spaces. The grant amount is up to \$25,000. The owner must put down 10% of the total cost although design work can be considered included in the percentage down. The grant includes design services. Applications are due January 13-26. Grants will be awarded in Feb.
 - e. Recruitment and retention packets. C Edgerly reported on the second segment of the pop ups. Her will focus will include tools for new businesses; including

market at a glance, contacts, and incentive programs available. She also noted that the phases of opening a business will be integrated into new website.

5. New Work Plan Development (Washington Square District focus)
 - a. Pocket Park/Enhanced green space, West of Mallory DDS – B Kuiper passed out design drawings. She explained that the elements of outdoor seating arrangements will be combinations of bench and wall. Benches will be made of teak. Materials will be prefabricated and made of organic materials. The design includes spaces for conversation. The turf with different heights will break up space. The name “Dog Park” will be avoided even though we are aware dogs may use the space. Due to the turf, the temperature will be approximately 20 degrees cooler than brick or concrete. Beth will meet with a representative from the city and welcomed committee members to attend.
 - b. Committee member, B Lijewski will attend.
Maintenance/Façade program (paint, awnings, brick work etc.) B Kuiper reported that Kewpee is interested and has been referred to a lighting expert. Kewpee is in the process of preparing an application. C Edgerly noted that painting and signage may be included in the grant application. Although rehabbing original signage is allowed, the Kewpee doll rehab is very expensive. The figure rehab is expected to cost \$17,000. Lighting 11,000. Grants are on a first come first served basis. Kewpee is working toward completing the grant quickly. B Kuiper is coordinating with B Lijewski with the ongoing application.
 - c. Sign incentive grant revisions – C Edgerly has cleaned up application. Duplicated rules are fixed. The application was updated with new city administration requirements. B Lijewski proposed we include map in the design guidelines. An effort will be made to reach new business to inform them about the opportunity. The Peanut shop signage is grandfathered in; however, grant may include maintenance of original sign. The Design Committee may make suggestions on application. Applications will be sent to committee via email for quick review and return with input for business applying. The Design Committee may hold special meetings to approve sign grants.
6. Other Business –
Design Committee Chair and member recruitment. B Kuiper asked for recommendation on new members for the Design Committee. The chair vacancy needs to be filled.
Holiday Decorating Contest Follow-up
It was reported that 22 businesses participated in windows décor for the holiday. Juice nation won the contest.
7. Adjourn – C Edgerly moved to adjourn. C Babcock seconded. Motion approved at 9:47

Next Meeting – January 23 ,2020 at 400 pm DLI Conference Room



DOWNTOWN
LANSING INC.

M E M O

To: Downtown Lansing Inc. Board of Directors
From: Cathleen Edgerly, Executive Director
Jim Tishler, Board Treasurer
Date: January 9, 2012
Re: FY 20-21 Updated Draft Budget

Attached is an updated draft budget showing the changes discussed at last month's Board meeting.

Several adjustments have been made including:

Under Income:

-Line 21-23 under Grant Income, I updated the grant amounts that we anticipate/hope to continue to receive to be more conservative so that for FY 2020-2021 its roughly \$20,000 less for next FY.

Under Expenses:

Business Development

- Line 49 Business Huddle: I increased the amount to \$2000 based on Christine's request
- Line 54 Rental Assistance Programs: Since we will be announcing this new partnership program in a press conference next week, I added some to the current FY to account for awarding 2 businesses.
- Line 55 Volunteer Development: I put a place-holder of \$2000 but Beth is still working with Christine on researching what travel to similar Midwestern communities might actually look like, and if we can afford it.
- Line 53 Pop-Up Activations: I increased the current FY to be more accurate for what staff projects

Design/Public Spaces:

- Line 64: I added funds in this current FY as well as next for Community Spaces, as we should have expenses for pocket-parks etc if we are collecting funds under Income

Organization:

- Line 96: Talked to Chris Lewis and we all believe this was for a volunteer management system. There may be cheaper options out there, but we need to make sure we have updated quotes.

For Staff Professional Development Budgeted at \$6,000, staff would like to attend the following trainings:

- National Main Street Conference in Dallas Texas: May 17-20, 2020 **\$3500.00**
Budgeted for 3 staff members
Registration: Director is free, so total cost is \$695.00
Flight: \$300-\$400/person round-trip + taxes = \$1400.00
Food: \$50/day per person - \$600
Additional Transportation, hotel (Beth and Cathleen to share): \$805.00
- Quarterly MMS Workshop in Charlotte, MI: \$250 for staff and any interested committee members
Includes gas and food

- MDA Spring Workshop in downtown Lansing: \$250.00
- Placemaking Summit: \$300
- Other Trainings that we aren't aware of we left wiggle room for depending on where trainings/travel are held.

DLI
Profit & Loss Budget Overview
July 2019 through June 2020

			Jul '19 - Jun 20	July 20-21
		Income		
		Assessment Transfer Income	423,700.00	\$424,000.00
		Business Development.		
		Business Huddle	1,800.00	\$1,800.00
		Rental Assistance Program	22,950.00	\$22,950.00
		Total Business Development.	24,750.00	\$24,750.00
		Design & Public Spaces.		
		Adopt-a-Spot	884.88	\$884.88
		Business Extention Permit Fees	4,750.00	\$4,750.00
		Clean Sweep	750.00	\$1,000.00
		Downtown Decorations	2,000.00	\$2,000.00
		Downtown Flowers & Hang. Bask	16,000.00	\$16,000.00
		IDV	266.04	\$266.00
		Vacant-Community Spaces	20,000.00	\$20,000.00
		Wayfinding	0.00	\$0.00
		Total Design & Public Spaces.	44,650.92	\$44,900.88
		Grant Income		
		LEPFA Grant	10,000.00	\$10,000.00
		MEDC Grant	10,000.00	\$10,000.00
		Community Foundation	0.00	\$0.00
		Total Grant Income	20,000.00	\$20,000.00
		Misc Income		
		Rental Income	8,109.60	\$8,110.00
		Misc Income - Other	0.00	\$0.00
		Total Misc Income	8,109.60	\$8,110.00
		Operations Transfer	93,000.00	\$93,000.00
		Organization.		
		Annual Sponsorships	17,500.00	\$50,000.00
		Student Welcome Back	1,650.00	\$1,500.00
		Website	1,400.00	\$2,100.00
		Organization. - Other	0.00	\$0.00
		Total Organization.	20,550.00	\$53,600.00
		Peddler Income		
		Application & Monthly Fees	3,850.00	\$3,850.00
		Security Deposit	400.00	\$400.00
		Total Peddler Income	4,250.00	\$4,250.00
		Promotions.		
		Event Income	46,700.00	\$50,500.00
		Marketing	550.00	\$550.00
		Total Promotions.	47,250.00	\$51,050.00
		Total Income	686,260.52	\$723,660.88

DLI
Profit & Loss Budget Overview
July 2019 through June 2020

			Jul '19 - Jun 20	July 20-21
		Expense		
		Business Development		
		Business Huddle	1,200.00	\$2,000.00
		Downtown Guides	3,200.00	\$3,200.00
		Recruitment & Retention	4,000.00	\$2,000.00
		Ribbon Cuttings	50.00	\$50.00
		Pop-Up Activations	12,500.00	\$20,000.00
		Rental Assistance Programs	15,300.00	\$22,950.00
		Volunteer Development		\$2,000.00
		Total Business Development	8,450.00	\$52,200.00
		Design & Public Spaces		
		Adopt-a-Spot	900.00	\$900.00
		Capitol Movie Night	4,000.00	\$6,000.00
		Clean Sweep	2,000.00	\$2,000.00
		Downtown Decorations	10,333.00	\$10,333.00
		Flowers & Hanging Baskets	18,140.00	\$18,140.00
		Furniture Grants	0.00	\$2,500.00
		Community Spaces	15,000.00	\$15,000.00
		IDV	267.00	\$267.00
		Perennials	2,500.00	\$5,000.00
		Snow PR	200.00	\$200.00
		Sign Incentive	0.00	\$3,000.00
		Wallscape	1,800.00	\$0.00
		Total Design & Public Spaces	55,140.00	\$63,340.00
		Misc. Operating		
		Copy Charges	900.00	\$900.00
		DLI Website Hosting	1,800.00	\$1,800.00
		Information Technology	28,840.00	\$28,840.00
		Insurance	1,265.00	\$1,300.00
		Janitorial	1,200.00	\$1,200.00
		Membership Fees	600.00	\$600.00
		Monthly Maintenance	229,500.00	\$229,500.00
		Office Repairs	600.00	\$600.00
		Office Supplies	1,203.00	\$1,500.00
		PDS District B Grants	22,000.00	\$22,000.00
		Rent	33,180.00	\$33,180.00
		Salt	21,852.00	\$22,000.00
		Total Misc. Operating	342,940.00	\$343,420.00
		Organization		
		Annual Meeting	3,000.00	\$3,000.00
		Annual Reports	2,000.00	\$2,000.00
		E-Newsletter	600.00	\$612.00
		Food Fight	100.00	\$100.00
		Newsletter	717.00	\$696.00

DLI
Profit & Loss Budget Overview
July 2019 through June 2020

			Jul '19 - Jun 20	July 20-21
		Professional Development	4,150.00	\$6,000.00
		Public Relations	550.00	\$1,000.00
		Annual Sponsorship	68.00	\$300.00
		Student Welcome Back	50.00	\$500.00
		Website	10,000.00	\$0.00
		Volunteer Mgmt	14,735.00	\$14,735.00
		Total Organization	35,970.00	\$28,943.00
		Personnel		
		Fringe Benefits	12,000.00	\$12,360.00
		Salaries	150,000.00	\$154,500.00
		Total Personnel	162,000.00	\$166,860.00
		Promotions		
		Event Expenses	46,750.00	\$36,000.00
		Holiday Co-op	4,740.00	\$3,500.00
		Marketing Expenses	8,260.00	\$8,260.00
		Total Promotions	59,750.00	\$47,760.00
		Total Expense	664,250.00	\$702,523.00
		Net Position	22,010.52	\$21,137.88