

Downtown Lansing Inc.
Board of Directors Meeting Minutes
February 9, 2023

Members Present: A. Willis, K. Dorshimer, J. Estill, T. Benoit, J.V. Anderton, T. Carter, J. Hinze (Zoom), J. Tischler

Members Absent:

Board Advisors Present: Robert Doran-Brockway (Zoom)

Board Advisors Absent: Patricia Spitzley

Staff Present: C. Edgerly, J. Reinhardt, J. Anderson

Guests Present: Mayor Andy Schor

- I. **Call to Order:** A. Willis called the meeting to order at 11:30 a.m.
 - II. **Citizen's Comments:** None
 - III. **Correspondence:** None
 - IV. **Special Guests:** Mayor Andy Schor attended and provided an update on projects in the city, especially throughout the downtown, his priorities for the year ahead, and answered Board and staff questions. C. Edgerly asked about the potential for more funding to be allocated by the State to support DLI's Strategic Action Plan and vision for the future of downtown. Mayor is unsure if a separate request could be issued again but could consider having DLI specific funding to oversee programs and downtown management added to other funding requests.
 - V. **Consent Agenda Approvals**
 1. Agenda for February 9, 2023
 2. Minutes from January 12, 2023
 3. Committee Reports
 4. Monthly Financials - Jim Tischler
- J. Tischler moved to approve Consent Agenda items, J. Estill supported. **Motion Passed.**
- VI. **Old Town Updates:** Robert Doran-Brockway shared upcoming events and discussions happening with OTCA. Updates include:
 - The annual meeting last Tuesday.
 - Chocolate Walk next weekend.
 - Strategic plan implementation.
 - On boarding new board members.
 - Two new planned development projects in Old Town.
 - VII. **Reports:**
 - **Director Report:** Cathleen will be presenting the DLI Budget to the committee of the whole on Monday May 1st at 5:30 p.m. and has been working with the city interim budget director to that end.
 - Small Business Grant Updates:** To date, over 25 applications have been received from Downtown businesses applying for Small Business Support grants using CDBG and city ARPA dollars.
 - CMA Update:** Last month the CMA steering committee met for a deep dive into

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the residential data with Sharon Woods, as well as a brief update from the CIB Planning and SmithGroup.

- **President's Report:** A. Willis expressed her appreciation for the DLI board and staff's engagement with DEI work sessions and SWOT analysis.

Discussed upcoming downtown events and encouraged board members to show support by attending.

Updates were provided on the Capital investment package being put together by the Lansing Chamber of Commerce and its impact on Downtown Lansing. C. Edgerly will reach out the Chamber regarding any updates that DLI would like included.

VIII. Action/Discussion Items

1. **RFQ for DLI Rebrand:** J. Estill recused herself and exited the room due to concerns regarding conflict of interest before discussion began. Staff and the Board discussed the draft RFP for a DLI Rebrand.

J. Tischler moved to authorize staff to disseminate RFP and review with the city attorney the possibility of a Board members firm responding to the RFP and any potential conflicts. J.V. Anderton supported. Motion Passed.

2. **DEI Homework and Update:** The board discussed the DEI SWOT analysis and next steps. The Executive Committee will review budget, the next SWOT follow-up conversation and upcoming quarterly work with Dr. Bailey.
3. **Winterfest Update:** J. Anderson recapped the first weekend of Lansing Winterfest which brough 600-850 attendees downtown, and we discussed the success and opportunities to be involved, support as volunteers and Board members. This month-long event includes the following upcoming activities:

Winterfest - Saturdays
2/11 BrrrrrCrawl 4-8pm
2/18 Market 11am-4pm
2/25 Riverfront Party 4-8pm

IX. Other New Business: None

- X. **Adjourn:** A. Willis moved to adjourn at 12:33 p.m. Second by J. Tchler. Meeting adjourned at 12:33 p.m.