



DOWNTOWN
LANSING INC.

DLI Special Meeting of the Board: May 22, 2023 – 5:30 p.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. Action Items:
 - a. DLI Rebranding
- IV. Other New Business
- V. Adjourn DLI Board Meeting (*Motion Required for Adjournment*)

Jen Estill, President
Jim Tischler, Treasurer
Tamera Carter, Member
Karl Dorshimer, Member

J.V. Anderton, Vice President
Jennifer Hinze, Secretary
Open Seat, Member
Open Seat, 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

To: Downtown Lansing Inc. Board of Directors
From: Cathleen Edgerly, Executive Director
Date May 1, 2023
Re: DLI Branding Proposals

Staff has been working with a special Branding RFP review sub-committee to review proposals for DLI's rebrand. Review Committee Members were selected based on their experience with marketing, brand development, and experience working with contracted agencies.

Members included:

- Jen Hinze
- Jesse Flores
- Laura Biehl
- Keri Tomac
- JV Anderton (J.V. did not rank proposals but was present to ensure a fair review process, hear the committees feedback, break any ties if needed, etc.

Once staff reviewed all proposals, they eliminated any proposal that was either priced way too high, or missed required information as outlined in the Scope of Work.

The review committee then reviewed proposals that fell under the following 3 categories and scored them all according to the provided scoring rubric.

- Located within District A of the PSD
- Located within the City of Lansing
- Located outside the City of Lansing

Additional points were awarded to proposals submitted by agencies located within District A of the PSD following the DLI's Board policy.

All review committee members unanimously scored Redhead Creative Consultancy with the highest number of points based on their submission and the scoring rubric.

Requested Action from the Review Committee: The DLI Rebrand Review Committee recommends that Redhead Creative Consultancy be awarded the DLI Rebrand contract.