

DLI Board Meeting – November 9, 2023 – 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. Correspondence
- IV. Consent Agenda Approvals
 - ✦ Agenda November 9, 2023
 - ✦ Minutes from October 12, 2023
 - ✦ Committee Reports
 - ✦ Monthly Financials – J. Durham
- v. Old Town Updates
- VI. Reports
 - ✦ Director Report
 - ✦ President's Report – DEI Session
- VII. Action/Discussion Items
 - Full Board training on the ethics ordinance, conflicts of interest, and the Open Meetings Act
<https://www.lansingmi.gov/324/Board-of-Ethics>
 - 2024 DLI Board Meeting Schedule
 - PSD Assessment
 - Possible New Board Member Updates
 - Holiday Season Updates:
 - a. Downtown Digital Dollars
 - b. Kringle Holiday Market
- VIII. Other New Business: No December Board Meeting
- IX. Closed Session: DLI Office Lease
- X. Adjourn DLI Board Meeting (*Motion Required for Adjournment*)

Jen Estill, President

Julie Durham, Treasurer

Tamera Carter, Member

Karl Dorshimer, Member

Board Advisors: Patricia Spitzley, City Council

J.V. Anderton, Vice President

Jennifer Hinze, Secretary

Joshua Pugh, Member

Jesse Flores, Member

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
October 12, 2023

Board Members Present: J. Estill, J. Durham, T. Carter, K. Dorshimer, JV Anderton, J. Hinze, J. Pugh, J. Flores.

Board Advisors Present: Samantha Benson, Old Town Executive Director and Patricia Spitzley, Lansing City Council

Staff Present: Cathleen Edgerly, Shakayla Zoss, Julie Reinhart

Guest: Tiny Bit of Wood

MINUTES

I. **Call to Order:** Meeting called to order at 11:30 a.m. by J. Estill

II. **Special Guests:** Megan from Tiny Bit of Wood visited to talk about her new business space and handmade wood products that she will be selling downtown in 2024.

III. **Correspondence:** None

IV. **Consent Agenda Approval:** Karl moved to approve the consent agenda. JV seconded. MOTION PASSED unanimously.

V. **Samantha Benson Reported on Old Town updates:** Sam introduced herself as the new Executive Director of the OTCA. They now also have an AmeriCorps member also in office and welcomed 2 new board members Brianna and Karen. The Old Town Fall cleanup will take place Saturday. The OTCA's Silver Gala will be held Saturday this week. Tickets are still on sale!

VI. **Director's Report:** In addition to what's included in the report in the Board packet, C. Edgerly updated the board on the upcoming council committee meeting to discuss the proposed assessment resolution. S. Zoss shared the marketing report and holiday event plant.

President's Report: J. Estill shared how wonderful it has been to have Shakayla for being on board.

VII. **Action/Discussion Items:**

Advent House Update: C. Edgerly reported previous approval on contribution and provided a background for new board members on how the collaborative agreement with the city was started. Out of 60k needed for the whole year, 30k is committed. Advent House will be coordinating a meeting with the City HRCS Dept. for funding remainder of contract, bringing on new partners, and reporting on work to date. Edward is main contact at Advent House. Discussion was held amongst the board regarding teams hours. C. Edgerly will share Edward's contact information with the full board in case you see assistance is needed.

Comerica Grant: Tatse awarded last month \$10k small business grant through DLI. C. Edgerly provided a brief background on how the Comerica Small Business Grant was started, 3 grants awarded to date. A press release has been sent out announcing the award and how it's supporting Tatse.

Holiday Season Updates:

- a. TOTS: Shakayla reported 24 businesses signed up, activities are planned. Volunteers needed. October 27th.

- b. Marketing guide: Shakayla reviewed the Marketing Guide with the board in the packet.
- c. Window Decorating: Julie and Jennie Hinze provided an update regarding the joint Old Town/Downtown and REO Town window decorating contest for the holiday season.
- d. Downtown Gift Cards: J. Reinhardt provided an updated regarding this year's Downtown Digital Gift Card program with Yiftee. The Committee and project chair have been busy recruiting additional business participants and reviewed in merchant news and with businesses how to use and accept them. C. Edgerly shared that Consumers sponsored and matched funds in previous years and we had an anonymous sponsor last year. We are still looking for a matching donor sponsor for this year. Gift cards go on sale starting on Small Business Saturday this year.

VII: Motion to Adjourn: Motion to adjourn at 12:07 p.m. Motion passed unanimously.



DOWNTOWN LANSING INC.

Organization Committee Meeting

November 1, 2023 at 8:00 a.m.

Zoom Meeting

<https://us02web.zoom.us/j/89961174730>

Committee Members Present: M. Cole, L. Biehl, J. Maddox

Not Present: J.V Anderton, C. Zell, C. Lewis, C. Nugent

Staff Present: Shakayla Zoss, Cathleen Edgerly

MEETING MINUTES

- **Call to order: Melissa called the meeting to order at 8:04 a.m.**
- **Review & Approve August 2 Meeting Minutes:** Motion by L. Biehl. Second by M. Cole
- **Volunteer hours:** 15
- **Communication Team:**
 - News stories: Deadline to submit Monday, November 27
 - Merchant News:
 - Street reconstruction: Nicole, City of Lansing.
 - Parking study updates: Hal and or Jim
 - Year-End Giving: Melissa (Cathleen to send information to Melissa ASAP)
 - Save the Date for Winterfest: Jenny or Shakayla & Promo
 - Snow removal reminders: Cathleen
 - E-News: Deadline to submit, Monday November 27
 - Volunteer of the Month: Emily Thompson – ask Erin
 - Business of the Month: Hob Nob café open on Ottawa, Laura to write
 - Downtown Holiday gift cards: Emily Thompson to write
 - Gift ideas from Downtown businesses (thinking like 25): Laura willing to write, committee to send ideas!
 - Kringle Holiday Market: Shakayla, make sure to feature ice skating and ice skate donations.
- **Social Media Stat Review:** Shakayla reviews the social media, paid media and earned media stats from the past month.

Main highlights include:

- Facebook impressions increased by 24%
- Instagram going strong and impressions grew 47% and engagements increased over 120%

- For paid media and earned media - committee reviewed Trick or Treat on the Square as well as Downtown Lansing being named a Great American Main Street Award (GAMSA) semi-finalist!
- LinkedIn is growing in a very positive way for Impressions and engagements. Top posts include the feature of Goodfellas and Mr. Leslie's Cheesecake awards, as well as staff's highlights from the IDA conference. Video views from Downtown Lansing's GAMSA announcement were high!
- **Additional DLI Updates: C. Edgerly updated the Committee on the status of DLI's rebrand and Macotta Club.**
 - Promotions: Kringle Holiday Market, Winterfest, Holiday shopping and campaigns
 - Business Development: Downtown Digital Dollars, new project & real estate management system, as well as preparing some new small developer and small business support programs.
 - Design & Public Spaces: Preparing projects for the year ahead, campaign and creative ideas with art, scavenger hunts, etc. to keep people supporting the people and places who make up our downtown community during the street reconstruction.
- **Old Business: None**
- **New Business:** Shakayla shared a photo shoot date of Wednesday, November 8 from 1-3pm with WLNS. She would love to have some Org. members join for staged shots.
- **Save the Date for these Important Events:**
 - Ad Shoot on November 8, from 1-3 p.m. Meet at the DLI Office
 - Kringle Holiday Market: November 17 for a Silver Bells Sneak Peak from 4-7pm
 - Silver Bells in the City, November 17. Parade steps off at 6:00 p.m.
 - Small Business Saturday, November 25 so get out there Shop Local and Purchase your Downtown Digital Dollars! Many thanks to Resch Strategies for being our Matching Dollars Donor!
- **Adjourn:** Motion to adjourn by M. Cole 8:40 a.m. Second Laura Biehl. Motion Passed unanimously.



DOWNTOWN
LANSING INC.

Promotions Committee Meeting

October 11th, 4:00 p.m. at DLI Office | Zoom Link

Present: Ryan Holmes, Melik, Sarah Spohn, Colton Hughes, Paul Anderson

Staff Present: Shakayla Zoss, Cathleen Edgerly, Jenny Christiansen

MINUTES

1. Call to order/approval of September minutes: Motion by Colton to approve. 2nd by Melik. Motion passed unanimously.

2. DLI Updates: Shakayla/Cathleen provided updated regarding the Board and new members, decisions and action taken at the last meeting, as well as an overview of what other committee members are working on from ARTery Alley, Fall Cut Back and Clean-Up, decorations for the holidays, new project management system, Downtown Digital Gift Cars, etc.

3. Volunteer hours from past Month: 30 hours reported.

4. Projects:

A. Trick or Treat on the Square: Shakayla and Jenny provided updates

- Friday, October 27th from 5-7 p.m.
- Volunteers Needed from 4-8 p.m.
 - Sign up <https://signup.com/go/TyQwNKc>
- Vendor Recruitment: 25 businesses needed, as of today we have 22 businesses signed up.
- Staff asked for any volunteers willing to help at the event, as well as hang up posters at schools, community centers, etc. Paul Anderson said he'd take some for the southside, which Jenny will drop off. Melik will help with whatever we need, Ryan will cover some schools.

B. Small Business Saturday

- Saturday, November 25th - help promote and support Small Businesses. Shakayla asked for feedback on what the committee would like to see. Suggestions included: Impact Small Business Saturday has on your neighbors and how these small businesses support your school, church, etc. Share the people behind the stories and provide connection.

C. Holiday Market at Reutter Park: Shakayla and Cathleen provided updates

- Vendor recruitment has started
 - Goal: 9 vendors for each date, weekend, and/or the entire season.
- Dates for the Holiday Market include Silver Bells night, and then every Friday and Saturday in December from December 1-22, from 4:00-7:00 p.m. Hours were condensed to lessen impact on other organizations providing outreach and services in the park. We also are working on conversations with various partners and prioritizing

giving back and supporting various non-profits in Lansing each weekend of the Holiday Market. Especially providing support to those agencies who provide resources and services in Reutter Park, being more proactive in our communications with them, etc.

- Activity suggestions/ideas from Committee Members - please let Shakayla know if you are willing to/already coordinated a date and activity
 - 12/1 - Meet the Grinch + Scavenger Hunt (colton working on Scavenger Hunt)
 - 12/2 - Holiday Storytelling (Ryan Holmes will work on with Summit and tie in book giveaways and donations.)
 - 12/8 - Horse Drawn Carriage Rides: Booked
 - 12/9 - Pictures with Santa & Nana Claus: Booked. Could we do a toy drive and give to Freetail Store or work with Impression 5, etc? Jenny and Jennie to reach out.
 - 12/15 – Caroling: Include gay Mens choir and any other schools etc.
 - 12/16 - Cookie Decorating: Reach out to Sweet Encounter
 - 12/22 - Ugly Sweater Party & Dog Dress up event combine – with Bingo Cards with Sarah? Melike to DJ. Vendor feature night.
 - 12/23 - Dog Dress Up Event – See above.

D. Holiday Marketing Campaign: Shakayla reviewed the holiday marketing campaign with the committee including paid media, earned media, Downtown Business support, Downtown Digital Dollars, storefront decorating collab with Old Town and possibly REO Town.

E. Winterfest:

- Important reminder: Where can we have a larger community impact, make things more accessible?
- Include ice sculptures, C. Edgerly and Jenny speaking with Lansing Shuffle, working with Michigan Premier Events. Committee discussed some other fun ideas to add to Winterfest weekends for the month of February – including check-in spots, a downtown winter scavenger hunt (possibly digital and printed?!) AI picture opportunities, light up elements, etc

5. Volunteer tasks throughout the month:

- Attend, take photos, and promote Downtown Lansing activities/events
- Actively participate in events we discussed above.
- Marketing team to help with social posts for events, lead and help with all aspects of planning and production of events, fundraising etc.
- Post & Tag your photos using #GrubLansing #ShopLansing #LiftUpLocal
- Be sure to follow DLI on LinkedIn and add your committee involvement to your profile!
<https://www.linkedin.com/company/downtown-lansing-inc/>

6. Adjourn: Motion to adjourn by Ryan at 4:55 p.m. Second by Colton. Motion passed unanimously.

October 2023 Downtown Lansing Inc. EV Minutes

Attendees: Erin, Julie, Dan, Jesse, Marcus

Meeting called to order at 3:04 p.m.

Committee Discussion took place around how the EV meetings are going, what would bring in more people to the team and/or add value to the current meetings. Return to the practice of having agendas, so DLI staff is able to prepare items for discussion and provide what we need.

CRM meeting to kick off on Thursday, SuperWeb Pros. Discussion around details of how the system will work, permissions, features, usage. Timeline: hoping to have finished by the end of year. Would like to build it and use it as we go, so that it can be refined to actual usage and needs.

DLI Updates:

- Fall Fest went well – gave away 100 pumpkins, good attendance.
- Trick or Treat on the Square: FRI, OCT 27 AT 5 PM. There are posters available if people want to display them.
- Kringle Holiday Market: Meeting today about Reutter Park and market shops for the winter. Updates will be made to the shops, with paint and standards of how they will be set up and display one-sheet provided to vendors. Hired Michigan Premier Events to produce the Kringle Market. This is the first event they will produce for DLI, moving to a model of event production that is higher level of professionalism as we move towards bigger, polished events.
- 2024 Great American Main Street Award Semifinalist. Committee asked staff what is next and when will we find out if we're a winner. March 2024, at conference in Alabama 2024 – top three winners be announced. This was DLI's first year submitting an application, and we received a top 8 spot! Howell received number one spot under Cathleen's leadership before, so there is familiarity with the process and how to present our best case.
- Small Business Training Series Funding: LEAP Ask to the state of Michigan for funding from the \$75M available – DLI was included, and have a specific ask. If that is not selected but LEAP is, there would still be an allocation available for DLI from LEAP.
- Macotta Club – still making progress, still looking for additional funding. The LEAP funds/ask would go towards QuickBooks for both MC and MV, equipment, entrepreneurial training specific to restaurant businesses.
- Street Reconstruction Conversations with Board & DPS Committee – The City of Lansing's CSO Street Reconstruction is expected to take place this Spring in the 200 & 300 block of Washington beginning around March 2024 and lasting until November. Any Ideas for PR representation of the construction, how to drive traffic and sales still to downtown businesses, please send to DLI staff. Andy Kirkpatrick is the contact with the city.

Meeting adjourned at 4:00 p.m.



Design & Public Spaces Committee
Meeting October 26 ,2023
Meeting 4pm - DLI Office, 112 S. Washington Sq.

Present: Jeremy Hurt, Dennis, Mary Leys
Staff Present: Cathleen, Julie

Minutes

1. Call to order: Meeting called to order at 4:05 p.m. by J. Hurt
2. Approval of prior month minutes and volunteer hours: Motion by Dennis to approve Sept. meeting minutes. Second by Mary Leys
Hours to report by Committee members: 62
3. DLI Updates from other Committees and Board: C. Edgerly shared the following updates:
 - Middle Village has a call for applicants out for our next cohort.
 - The Macotta Club sub-committee is reviewing applications for the Operations Manager and should be making a selection in the next month. We are looking to finalize applicants by end of November.
 - Rebrand and new website for should launch after the first of the year
 - Business Development Committee and staff are building our and preparing to launch a project management system.
4. Discussion/Action Items:
 - Washington Sq. Street Reconstruction & Design input from Committee: J. Reinhardt gave an overview of how DPS Committee members will play an important role in determining streetscape design and public space improvements. Committee members present reviewed different designs from Streetscape and provided designs they love or didn't, what they would like to see downtown in public spaces.
 - i. Interactive pieces that are fun and functional dotted throughout green spaces would be great.



Design & Public Spaces Committee

Meeting October 26 ,2023

Meeting 4pm - DLI Office, 112 S. Washington Sq.

- ii. Poetry and art in alleys and bike racks, tying into street reconstruction and lasting beyond.
 - iii. Discussed feelings regarding parallel parking on S. Washington Sq. and concern over people's comfort with that, loss of parking, but also safety for non-motorized transportation, accidents, etc.
 - iv. C. Edgerly asked Committee to send what design elements they like, cool seating and outdoor spaces, etc. they'd like to see to J. Reinhardt and have a goal of determining which streetscape elements and recommendations we'd like to see from the city by April, 2024. If anyone would like to subcommittee that out, Joseph Lewis from the committee and C2AE would also like to see survey feedback and have committee re-review to make recommendations and priorities.
- **Reutter Park & Market Space:** J. Reinhardt gave an update on what Brent Forsberg and partners have put together. Zarka is working through the weekend on Market Shop maintenance and preparing for the Kringle Holiday Market. Staff and Brent met with all city department heads to ensure that proper approvals are in place. MPE is also handling the event and sponsor management of the season.

Committee reviewed updated designs from DC Engineering and proper spacing of Market shops. The spacing required by fire marshal and building safety will cause the sheds to be a little further concrete pads than desired for ADA accessibility but several sheds are having ramps added.

J. Reinhardt asked for help from the committee for a decorating day, and went over themes for each weekend and non-profit partnerships.

- **Project Recommendations for Upcoming Year to discuss**
 - i. **ARTery Alley art:** J. Hurt shared a poetry art installation that could be done in the alley. Dennis shared chalkboard idea similar to



Design & Public Spaces Committee

Meeting October 26 ,2023

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whiteboard concept K. James saw through at the start of the pandemic.

- ii. **Kiosks** Use as community communication, billboards, etc. Need creative approach to replace these and retrofit or create something new.
- iii. **History/Architectural/Art Walks:** Photo opps with rotating statues and revolving installations similar to ARTprize, etc. Talk with Harrison, Bob and Val Marvin regarding architectural, art and history walks. How to incorporate interactive online self-guided walks. Tie in the Historical Society too. Follow-up with Bob and Bill about this.
- iv. **Outdoor Seating:** See notes from above and committee member input.
- v. **Interior & Exterior Rehab grants:** looking at funding sources and partnerships with LEDC and property owners.
- vi. **Poetry on sidewalks:** Tie in with Love Lansing or Love Letters to Lansing themes. Also maybe musical or other interactive elements. Jeremy and Nancy DeJoy could help with this if funding can be secured.
- vii. **Murals and other art/public space installations:** Again, interactive when possible and tie into street reconstruction to keep intrigue and people coming downtown. Also think about winter lit up installations.

Committee discussed how to accomplish these projects and break up the work.

-Jeremy would like to help with bike and poetry related projects.

-Discussed bike and scooter parking in mid-block segments of S. Washington Sq. Should also be near bus stop and parking garages, shelters for bikes near parks, etc.

- Paint the entire street and intersections – coordinate with the Arts Council for Arts



Design & Public Spaces Committee

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Night Out next Summer-Fall. Businesses and all ages could get involved.

- East Lansing Albert Alfresco inspiration for Downtown Lansing.

C. Edgerly to bring back everyone's feedback from what's captured from those who couldn't join. Committee members present would like to do sub-committees. Staff to provide direction with top 3-4 priorities and then DPS members will form sub-committees.

5. **Other New Business:** None

6. **Adjourn:** Meeting adjourned at 4:58 p.m.