

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.