

DLI Board Meeting: January 11, 2023

11:30 a.m.

112 S. Washington Sq.

Present:

Board Members: J. Estill, J. Durham, K. Dorshimer, J. Hinze, Jesse Flores, J. Pugh

Board Advisors: Samantha Benson

Staff Present: Cathleen Edgerly, Shakayla Voss, Julie Reinhart

Guest: LPD Community Officer Damon Pulver



- I. Call to Order: The DLI January Board meeting was called to order by J. Estill at 11:32 am
- II. Correspondence and Partner Updates:
Office Pulver attended to give a downtown update. He discussed the homeless encampment under the Shiawassee Bridge as well as addressed concerns with these cold winter months and assistance to individuals in need camped out in doorways, etc. The gentleman that has been regularly outdoors on the 200 block of S. Washington Sq. needed medical assistance and will be in the hospital. Someone from Punks With Lunch was contacted to help with his belongings and Office Pulver is waiting to hear back. There will also be some additional target enforcement at CATA.
- III. Correspondence: None
- IV. Consent Agenda: Motion to approve by J. Flores. Second by J. Durham.
- V. Old Town Updates: S. Benson provided updates regarding the OTCA annual meeting and other upcoming events.
- VI. Reports/Updates:
Director's Report: C. Edgerley reported that Tamara Carter submitted resignation from the DLI Board now that she has been appointed to City Council. Our new council liaison is Jeffrey Brown.

Assessments Update: Council approved changes for moving forward after several conversations with property owners and definitions of services and value.

Ongoing monthly meetings with business owners with street reconstruction have been going well. City engineers involved. The next meeting will be held January 17th at 4pm at Veg Head to focus on marketing and creative campaigns to help businesses during construction.

The MEDC's Match on Main program is put on hold.

Julie and Cathleen traveling to speak at West Coast Urban Forum at the end of February.

President's Report. J. Estill asked all board members to take time over the next month to review our board ByLaws. Noted that page 2 of purpose and reviewed 4.1.10 with a reminder of what we as board members are offering to organization – why are we here and what our purpose is. Seeking 2 new board members.

VII. Action/Discussion Items:

- a. **Draft 2025 FY Budget:** C. Edgerly and J. Durham put together and reviewed a the draft 2025 DLI budget which is attached to packet. Biggest change is rent and spending down the State Funding support. Assessment transfer income will also come into effect with this budget, but we are planning conservatively. The board also reviewed and discussed additional 2024 -2025 highlights. Board members asked C. Edgerly to request an increase for the annual for operations transfer – as best practice to ask each year due to DLI costs increases.

J. Flores asked about increasing marketing downtown between just having local events. Shakayla noted about working on ways to encourage ways to self promote. She is working on tracking progress and bring up marketing budget. Discussion held on what the marketing budget was focusing on and how to increase it. C. Edgerly will work with the Treasurer over the coming months to bring said goal/achievement budget for next few years and what it would take to achieve that.

- b. **Lansing Winterfest:** February 3rd from 11-3 is a community block party. Shakayla reported on events taking place each Saturday in February and will continue emailing and inviting all. Wine about Winter is held today and every Thursday. Galentines day planning a big event for the Shops at Middle Village. Please register for these events or plan to volunteer.
- c. **Updates for Middle Village:** Staff is working on rebrand and launched the new look last month. The Shops at Middle Village also have a new web site now. The next cohort starts this Spring. We will provide more structure to program for cohorts. There are traditionally 6 open spots and so far the program has 7 interested participants. Middle Village was also awarded Small Business Support Track Grant for \$125k per year.
- d. **Maintenance RFP:** contract renewal being put out to bid and will be in board packet to review in February in line with fiscal year and not calendar year.

- e. **Board DEI Session with Dr. Bailey:** J. Estill reminded the board that our DEI session with the full board and staff will take place Monday, January 22nd at 8:30 a.m. at the DLI office.

Motion to enter into closed session by J. Durham and 2nd by J. Pugh.

- VIII. **Closed Session:** DLI Office Lease. The Board motioned to enter closed session at 12:40p.m. to discuss DLI's and The Shops at Middle Village new space.

Board exited closed session and went back into open session at 12:50 p.m. Board authorized C. Edgerly to execute a new lease pending legal review by J. Anderton.

- VIX. **Motion to Adjourn:** J. Estill motioned to adjourn the meeting at 12:51 p.m. Motion seconded by J. Durham. Motion passed unanimously.