



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

Present: J. Anderton, J. Tischler, K. Dorshimer, J. Hinze, T. Carter

Not Present: J. Estill

Staff: C. Edgerly

⌘ **MINUTES**

- I. Call to Order: J. Anderton Called the meeting to order at 5:30 p.m.
- II. Citizen's Comments (items not on the agenda) *The public may comment for up to three minutes.*
- III. Action Items: DLI Rebrand
J. Anderton reviewed the sub-committee's review process evaluating all DLI rebrand proposals that were submitted. We had over 20 proposals submitted. While select staff and J.V. Anderton sat in on the review committee's evaluations, they did not have a vote. Only official sub-committee members had a vote. Based on the sub-committee's individual scoring evaluations, the vote was unanimous to select Redhead Creative Consultancy as the agency to lead DLI's rebrand.

Motion by J. Hinze to award the DLI rebrand contract to Redhead Creative Consultancy. Second by J. Tischler. Motion passed unanimously.
- IV. Other New Business: None
- V. Adjourn DLI Board Meeting (*Motion Required for Adjournment*) Meeting adjourned at 5:52 p.m.