DLI Board Meeting
February 8, 2024
11:30 a.m.
DLI Office, 112 S. Washington Sq.

DOWNTOWN LANSING INC.

MINUTES

Present
Board Members Present: J. Estill, K. Dorshimer, J. Hinze, Jesse Flores, J.V. Anderton
Board Members Not Present: J. Durham
Board Advisors: Jeffrey Brown
Staff Present: Cathleen Edgerly, Shakayla Voss, Julie Reinhart
Guest: Rawley VanFossen

I. **Call to Order:** J. Estill called the meeting to order at 11:34 am

II. **Citizens Comments:** None

III. **Correspondence:** None

IV. **Guest:** Rawley VanFossen, introduced himself as the new Director of Economic Planning and Development for the City of Lansing. He reviewed priorities of his and his department, the importance of working with DLI on upcoming projects and including them at the table for downtown conversations and projects. He also would like to learn about DLI and answer any questions from the Board. J. Estill asked about what he thinks should be focus downtown. New development projects and getting funding distributed. How to ensure the dollars are spent appropriately and streamlined with mayor's vision. How city departments should be looking at and being mindful of all businesses downtown with coordination and compliance. He has had some of the same concerns as DLI staff and wants similar solutions: not fellow depts. just pushing projects through.

V. **Consent Agenda:**
February Agenda
Minutes from January
Committee Minutes
Monthly Financials:

J.V. motioned to approve the consent agenda. K. Dorshimer seconded. Motion approved unanimously.

VI. **J. Hinze covered Old Town Updates from the OTCA:** Annual Meeting saw 5 new board members being appointed. Galentine's Day and Chocolate Walk coming up as well as Lumberjack Fest. ARPA funds will be distributed this month to 30 Old Town businesses this week and OTCA will provide quarterly reporting and additional information to C. Edgerly.

VII. **Reports:**

Director's Report: C. Edgerly Reviewed events coming up over the next 4 months. Invited board to attend upcoming Michigan Main Street workshop as well as reviewed that there is the budget for one board member to attend National Conference in Birmingham, Alabama. If interested, please contact Cathleen.

Maintenance RFP – Staff is working on a clear and direct RFP for DLI's annual maintenance contract. This should be included in next month's board packet for review.

Shakala gave a Marketing Update: Reviewed social media numbers and comparison from last month. Discussion held regarding where marketing dollars are being spent and reach for future.

Presidents Report: J. Estill reminded board about the importance of upcoming events and placing them on your calendar to attend. As well as interact with DLI Social media posts. Also, there is homework from Dr. Bailey for the Board to complete and send to C. Edgerly no later than February 22.

VIII. Action/Discussion Items:

Board Conflict of Interest Annual Commitment: J. Estill reviewed the organization's Conflict of Interest Policy, asked fellow board members to review and sign. The DLI Board had just updated their policy last year, but if you notice any edits/clarifications you'd like made, mark it and share and we can incorporate next year.

Board Member Resignation (Tamera Carter): Motion to accept Tamara Carter's resignation from board by JV. 2nd by Jesse. Motion approved unanimously and we wish Tamera the best with her new Council role.

Strategic Action Plan: J. Estill updated the board on the Strategic Action plan process that we went through back in 2021 and 2022. She would like to see the board and staff update and amend this plan with the help of a subcommittee. J. Hinze, J. Estill, J. Flores and J. Brown offered to be part of this along with DLI staff.

IX. **Motion to Adjourn:** J.V. Motioned to adjourn at 12:09 p.m. Second by J. Flores. MOTION Passed unanimously.