

DLI Board Meeting

August 8, 2024 | 11:30 am

112 S. Washington Square, Lansing, MI 48933

Members Present: J. Estill, N. Thompson-Frazier, J.V. Anderton, K. Dorshimer, J. Flores, J. Hinze

Not Present: K. Tomac, J. Pugh, J. Durham

Board Advisors Present: None

Board Advisors Absent: Jeffrey Brown, Samantha Benson

Staff Present: C. Edgerly, J. Reinhardt, M. Gonzales

Agenda

1. Call to Order: Meeting called to order by J. Estill at 11:32 a.m.

2. Citizen's Comments (items not on the agenda) – None

3. Correspondence: None

4 Consent Agenda Approvals:

- **Agenda**
- **Committee Reports**
- **Monthly Financials**

J.V. Anderton motioned to approve consent agenda. Motion seconded by J. Flores. Motion passed unanimously.

5. Old Town Updates: J. Hinze reported for Old Town that Jazzfest was held in August. Numbers were down for attendance and for sales for most retailers during the festival. Discussion held.

6. Reports:

- **Director's Report:** Edgerly reported the City is asking for feedback on what to do with historic bricks in the roadway of 200 and 300 blocks of S. Washington Sq. C. Edgerly gave a brief recap of the historic bricks, SHPO and the Army Corp.'s assessment period as well as the last downtown business owner meeting. Board is asked to provide an email with feedback or complete the survey.

Mario reported on Evening of Excellence plan and reminded everyone we would like them to attend.

- **President's Report:** J. Estill provided quick updates included information on the inaugural Big Red Ball.

7. Action/Discussion Items

- **PSD Boundaries:** PSD Boundaries discussion was held regarding the possible expansion of PSD District A and District B boundaries and what to project. Board discussion took place regarding the purpose of the expansion, most affected property owner considerations, reasons for OTCA looking to expand their boundaries, what is the financial gain and added services with

proposed expansion, etc. J. Estill shared reminders of how the assessment increase was met, and that we need to take into consideration the push back that was received. We are also waiting on educated projection numbers based on the maps that were submitted.

JV expressed concern regarding the boundary expansion and whether some of those areas are actually fitting when you're calling it a "principal shopping district".

Additional discussion took place and the board will discuss further once we have projected financial impacts and the next meeting to continue discussion in August. OTCA also collects dues.

- **CSO Street Reconstruction:** C. Edgerly reported on project. Conversations and meetings are being scheduled with mayor's office but nothing on the calendar yet. Concerns from business include losing foot traffic from offices and then residential. They'd feel more comfortable if they had more residents, or a higher concentration of daily workers.
No action needed – staff just wanted to highlight and share conversations and updates taking place.

A reminder that DLI was awarded a LEO Talent Investment grant has to be used through extension to 2026. J. Estill questioned whether DLI needs to put forth a cohesive opinion or individual opinions for the bricks and overall streetscape? Is DLI prepared to do marketing and support to help float the businesses on the impacted blocks? Will city help with funding? Edgerly would prefer both individual opinions and a cohesive DLI plan.

- **Michigan Main Street Accreditation:** C. Edgerly reviewed the important dates included in her monthly directors reports for Michigan Main Street and Main Street America visits and accreditation. Please mark your calendars as August 23rd MEDC MMS , SHPO and CAT team reps coming to downtown and Old Town for a tour.

The deadline is approaching for Community Assessment Worksheet scores needed from the board members to be completed for accreditation. Due date August 20th to send your scoring to Cathleen, or you can give it to her today.

- **Big Red Ball:** This black tie first annual fundraiser will be held in Atrium Building. December 7, 2024. The sponsorship goal is \$80,000 goal, we have already raised over \$20,000 in sponsorship. Shared initial planning and working with event design team over the past few months and we look forward to making this a memorable and fun event that provides needed funding for DLI to offer innovative and important support programs for the downtown.

8. **Closed Session:** Board members went into closed session for the Executive Director's annual review at 12:42 p.m.



9. Adjourn DLI Board Meeting: JV motioned to adjourn closed session at 1:01 p.m. and enter back into open session. Motion passed unanimously. Motion to adjourn the August DLI Board meeting at 1:01 p.m. by J.V. Anderton. Motion passed unanimously.

Board Members:

- Jen Estill, *President*
- J.V. Anderton, *Vice President*
- Julie Durham, *Treasurer*
- Jennifer Hinze, *Secretary*
- Nikki Thompson-Frazier, *Member*
- Board Advisors: Jeffrey Brown, Sam Benson
- Keri Tomac, *Member*
- Joshua Pugh, *Member*
- Karl Dorshimer, *Member*
- Jesse Flores, *Member*

