Downtown Lansing Inc.

DLI Board Meeting

September 19, 2024 | 11:30 am
112 S. Washington Square, Lansing, MI 48933

Members Present: J. Estill, J. Hinze, K. Dorshimer, J. Flores, J. Pugh, J. Durham
Members Absent: K. Tomac, N. Thompson-Frazier, JV Anderton
Board Advisors Present: None
Board Advisors Absent: Jeffrey Brown, Samantha Benson
Staff Present: Mario Gonzales, J. Reinhardt, C. Edgerly, S. Voss
Guests Present: None

Agenda

1. **Call to Order:** J. Estill called the meeting to order at 11:36 a.m.

2. **Citizen's Comments:** None.

3. **Correspondence:** None.

4. **Special Guests:** None

5. **Consent Agenda Approvals:**
   - Agenda approved: J. Flores moved, 2nd Dorshimer, approved.
   - Minutes from August 8, 2024
   - Committee Reports
   - Monthly Financials

6. **Old Town Updates:** J. Hinze reported for Old Town that Bluesfest is this weekend and that fall clean-up the 2nd Saturday of October.

7. **Reports:**
   - Director's Report: Edgerly reminded the board to mark their calendars for the Main Street America Accreditation on November 13th. Edgerly will send out an email with all suggested services.

   Update on Dr. Bailey scheduling. Updates will be provided when dates are available.

   DLI has a new intern this Fall semester, Ms. Keyana Pugh was welcomed to the team.

   Mario provided an update on the Placer AI Data and Analytics. We received a grant and was able to use the Placer data in the grant application. Software also helps with sponsorships and marketing plans. Mario is currently working on updating the DLI boundary lines within the system to be more accurate. Discussion held on how to differentiate workers in downtown v actual visitors.

- Presidents Report: Recommendation as the subcommittee met and reviewed projections from the assessor is that the PSD District A boundaries should not be altered at this time due to the projections for the potential increase in revenue being similar to the required addition in services provided. Discussion took place regarding full cost of additional services. OTCA will continue to look at expanding the District B boundaries.

8. Action/Discussion Items

- **Strategic Plan:** J. Estill reviewed the Strategic Planning process and what was approved in July. Interesting questions brough up included asking ourselves what isn't working from policy perspective that is keeping DLI and our Downtown from achieving the goals. J. Durham said there were good examples at Main Street Conference. Example: zoning. J. Pugh asked if there were opportunities and what our role was to intercede in planning and approval processes of City zoning and planning codes. Can we ask to be included in future. Edgerly reported that she regularly serves as the advocate and voice for downtown in terms of policies being presented, etc. providing information and feedback from community.

  The board also discussed how can we encourage neighborhoods and planning to solicit more robust public opinion? Discussion held on measuring the social impact – new approach to advocate? Pugh expressed lack of city-wide advocacy for subsidies, allocations, etc. Planning for traffic calming measures, and more walkable city. MDOT – police enforcement isn't available. Saginaw/Oakland, Saginaw/Cedar/Oakland. Support corridor work to slow traffic down. Overall, it is our job to understand the policies and changes and have a position on them.

  The Board also discussed addressing a new Advocacy goal to make an amendment to plan. Land Value Tax would be an issue. Julie Brixie. Incentivize property owners to use blighted property. As Board, need to review quarterly and provide feedback. Make trackable projects for each objective with milestones and deadlines, resources.

- **TIFA:** K. Dorshimer provided a history of the Tax Increment Authority using private investment to finance public assets that encourage additional private investment. They are currently on 5th amended plan which includes new city hall, Lansing Center and parking ramps, performing arts, etc. The purpose of TIFA is to fund public facilities in downtown area to encourage public growth and job creation. $2.5 million annually pays off Lansing Center debt. Over the years because of property values etc. funding went from 5.5 to 2.5 m annually with City backing of bonds. TIFA boundary is pretty similar to the PSD A District boundaries

  Based on current TIFA plan, the TIFA board and staff are hoping to fund new projects/assets. Basic ask to SOM is to capture tax funding to move forward with spaces that SOM vacated. May be able to amend plan to work on combined goals as to what is best for downtown. Discussion held on how other states and how they capture. TIFA Act describes what planned structure are. Timeline: Sarah Anthony holding meeting for this item – possibly after 1st of year with TIFA Board.

  - **Big Red Ball:** Mario updated on general layout, flow and finalized plan on feedback with planning committee. Working with Message Makers to do a story-telling project for fundraising. Food for invite is in works to use downtown businesses. Hinze suggested using Twiggies too for set-up and some rental needs.

  Sponsorships still needed for two $10,000 donors.

Shakayla indicated 94 tickets sold. Encouraging all Board members to buy tickets to support and attend this event.

Middle Village Cohort: J. Reinhart reported one withdrawal from program for personal family issues. One may leave early to open her own store. Need to make sure remaining business are supported while participants are growing/moving on from the program. Planning for holiday season. Revamping the review and approval process for merchants next year based on feedback, lessons from past cohorts and other accelerator programs. LEAP program helping with pathway moving forward. S. Zoss helping with marketing. The future plan for the 2025 cohort is laid out in packet. Julie looking for committee or sub-committee members to help review applications and select accelerator participants. on accelerator. J. Hinze as a retailer volunteered to help.

8. **Closed Session:** Board members went into closed session for the Executive Director's annual review at 12:42 p.m. Closed session ended at 12:52 p.m.

9. Adjourn DLI Board Meeting: Motion to adjourn the DLI board meeting at 12:58 p.m. by K. Dorshimer. Second by J. Pugh.

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*