

DLI Board Meeting

January 9, 2025 | 11:30 am
215 S. Washington Square Ste. 100, Lansing, MI 48933

Attendees

Board Members: J. Estill, J. Pugh, K. Dorshimer, A. Rusek, J. Durham, K. Tomac, J. Flores
Board Members Not Present: N. Thompson-Frazier, J. Hinze
Board Advisors Present: None
Board Advisors Present: S. Benson
Staff Present: C. Edgerly, M. Gonzales, J. Reinhardt

Minutes

1. Call to Order: Meeting called to order at 11:36 a.m.

2. Citizen's Comments (items not on the agenda) – None
The public may comment for up to three minutes.

3. Correspondence: None

4. Consent Agenda Approvals

- Agenda January 9, 2025
- Minutes from November 14, 2024
- Committee Reports
- Monthly Financials – J. Durham

Motion to approve the consent agenda by K. Dorshimer. Second by A. Rusek. Motion passed unanimously.

5. Old Town Updates: N/A

6. Reports

- Director Report – C. Edgerly updated the board that our City Council liaison will be Council member Peter Spadafore. An update was also given regarding DLI's Main Street Accreditation & Technical Service update, Frost Fest,
- President's Report: Reviewed

7. Action/Discussion Items

– **New Board Member:** A. Rusek of Foster Swift was introduced and welcomed as a new DLI Board member.

– **Big Red Ball Recap:** M. Gonzales recapped the outcomes and feedback from the inaugural Big Red Ball. An overall event report and marketing reports was included in the Board packet for review, some highlights include the net revenue of \$40,000+, we sold out the event from our original cap, with 279 attendees. In-kind sponsorships from media and event management partners also helped.

We had 7 different Downtown businesses featured with active involvement at the event, diverse business owners and enterprises, and over 40 sponsors. A re-cap meeting was held and we will kick-off planning between April-May in 2025. Some additional improvements include more public statements about the WHY for DLI and for the event, if you have additional feedback, please feel free to pass that on to staff.

J. Pugh added that throughout the year we should do a better job of telling our Why throughout the year, help build with our diverse stakeholders a better understanding of the work that DLI does, our roles, values, purpose, etc. Also let's create a more comprehensive list of who should receive comp tickets, who could sponsor, etc. and how to maximize potential as well as revenue in the future.

– **Board Conflict of Interest Renewal, Roles and Responsibilities:** J. Estill reviewed with the Board the annual conflict of interest policy as well as what we as board members commit to as active volunteers on the DLI Board. Reviewed the mission, vision, roles of staff and roles of Board, help talk about the organization, share our experiences and work happening here. J. Estill asked everyone to sign their conflict of interest and turn it into her to have on file. C. Edgerly will follow-up with those who couldn't be here.

– **Draft FY 2026 Budget:** C. Edgerly and J. Durham reviewed the line-item draft budget to be presented to the City and City Council. There were some items highlighted to keep in mind for when CSO Street reconstruction takes place. The budget process begins now- and continues until Council approves the City budget in May 2025. Board discussion took place regarding **edits and alterations including** Advent House and DEI Work under Misc. expenses, Questions regarding maintenance contract and salt. Board members brought up the possibility of a grant writer and reporter, etc in regard to staff capacity and any additional needs. M. Gonzales also brought up AmeriCorps members and other options for building grant and fundraising position. DLI applied for a CEDAM member, and we were turned down due to there being no other Lansing applicants – and CEDAM looks for numerous fellows in multiple areas.

9. Adjourn DLI Board Meeting (Motion Required for Adjournment):

Motion to adjourn at 12:37 p.m. by J. Durham. Second by K. Brown.

Board Members:

- Jen Estill, *President*
- Josh Pugh, *Vice President*
- Julie Durham, *Treasurer*
- Jennifer Hinze, *Secretary*
- Nikki Thompson-Frazier, *Member*
- Board Advisors: Jeffrey Brown, Sam Benson
- Keri Tomac, *Member*
- Alex Rusek, *Member*
- Karl Dorshimer, *Member*
- Jesse Flores, *Member*

