

DLI Board Meeting

February 13, 2025 | 11:30 am
215 S. Washington Square Ste. 100, Lansing, MI 48933

Our Mission

Downtown Lansing Inc. is dedicated to making Lansing a place where people want to be, by encouraging its businesses, neighborhoods, and stakeholders to build a dynamic culture known for its vibrancy, sustainable growth, and business friendly environment rebranding initiative.

Agenda

1. Call to Order

2. Citizen's Comments (items not on the agenda)

The public may comment for up to three minutes.

3. Correspondence: (Element Massage, Linn & Owen)

4. Consent Agenda Approvals

- Agenda February 13, 2025
- Minutes from January 9, 2025
- Committee Reports
- Monthly Financials – J. Durham

5. Old Town Updates

6. Reports

- Director's Report
- President's Report

7. Action/Discussion Items

- Updated Draft FY 2026 Budget
- Advent House update
- Middle Village 2025 Cohort
- Frost Fest
- Committee projects for FY 2025

8. Adjourn DLI Board Meeting (Motion Required for Adjournment)

Board Members:

- | | |
|---|---------------------------------|
| • Jen Estill, <i>President</i> | • Keri Tomac, <i>Member</i> |
| • Josh Pugh, <i>Vice President</i> | • Alex Rusek, <i>Member</i> |
| • Julie Durham, <i>Treasurer</i> | • Karl Dorshimer, <i>Member</i> |
| • Jennifer Hinze, <i>Secretary</i> | • Jesse Flores, <i>Member</i> |
| • Nikki Thompson-Frazier, <i>Member</i> | |
| • Board Advisors: Peter Spadafore, Sam Benson | |

Date Sent

Yesterday 04:07pm

Parent

■ Element Massage

From

Colton Hughes > colton@massagelansing.com



To

Audrey Brayton > audrey@downtownlansing.org

Cathleen Edgerly > cathleen@downtownlansing.org

Julie Reinhardt > julie@downtownlansing.org

Mario Gonzales > mario@downtownlansing.org

Shakayla Zoss > shakayla@downtownlansing.org

Hello DLI,

I know it has been a crazy few weeks for me so I can only imagine that it has been for you as well. Everything is happening very fast and it's easy to feel that things are out of our control. I hope that you all have been able to find time for solace.

I considered writing this as a hand-written letter but I wanted to make sure we are all on the same page. It's become apparent that there is still confusion with what LANTERN is. When I met with Julie back in October, after our initial small business meeting, I felt like I was transparent about my intentions. Later, when Bry and I met with Cathleen and Jen to propose a neutral third-party mediation to build trust between DLI and Downtown small businesses, it became evident that more clarity was needed.

LANTERN stands for the Lansing Area Nexus for Trading Entrepreneurial Resources & Networking. It is a small business support group designed to connect owners, foster collaboration and provide a space where we can learn from each other while exploring actionable ways to support Downtown Lansing. Our meetings were not meant to be an antithesis to Business Huddles but a Taco Bell Fourth Meal for those like me who can't make it for breakfast or dinner. We host monthly meetings to brainstorm collaborative promotions, build relationships and share resources. While I've personally funded much of LANTERN, I offer optional subscription tiers for those who want to support our efforts. We are guiding each other through the darkness of small business.

I'm uniquely positioned to take on this role because of the flexibility my business affords me being by appointment only. As the owner of Element Massage I've had the privilege of meeting with other business owners over the years, exchanging advice and discussing shared challenges. I felt like I was repeating the same things to different people regularly. These one-on-one interactions inspired me to bring people together to strengthen our collective success. I believe that everyone has a unique skill set that they can bring to the table to help others grow.

I have cultivated a ton of friendships in Downtown Lansing! I see its potential - and I know that our time is coming. I want all of them to be here when it comes. But I've also seen businesses struggle and even close. I know of at least five considering leaving due to financial challenges. That's why I am trying to do my damndest to ensure that I do everything within my power to help keep my friends here. That's why LANTERN was formed.

I felt that through supporting DLI's efforts, I could make things better. I do my best to donate my money to initiatives in hope that it spills back into making Downtown prosper. I have given my time as a volunteer and effort to show that I care about our city and district. I even vouched for

one of my best friends for a job there because I thought he would be a great addition to the team and he could help make a difference.

But over the years, there were several times that I had introduced ideas to the Promotions Committees that didn't garner interest. I brought up making a small business map before and twice suggested the concept of the Snowfolk Showcase for Winterfest. Because no interest was shown, I decided to make them happen on my own. I was not looking to add another hat to my head as I already have my hands full as it is, but I feel like I need to do this for my community. It is not to interfere with your operations nor was it to make it look like you all might not be doing your job.

LANTERN is the result of who I am, the opportunities that I saw to improve the small business scene and the volunteer work that has made me a recognizable figure in Downtown Lansing. When I put my passion into something, my whole heart and soul follows. People have placed their faith in what I am doing to help them to succeed. LANTERN is not about competition or critique - it's about filling gaps and empowering others to take an active role in improving Downtown. I say (and have regularly reinforced) that we are LANTERN, not "TORCH", so that we can focus our energy in a positive way forward.

That said, I've heard concerns from other business owners, residents and former staff members about Downtown operations. While LANTERN is not behind these criticisms, I feel a responsibility to listen and seek solutions. This is why we proposed mediation - to build trust and foster open communication between DLI and small businesses. I assumed the survey last week was a step in the right direction but when I shared it with LANTERN to remind them to use it, many didn't even receive it. While the issues I have experienced are mild compared to others, there is enough of a pattern to make me question what is really going on and whether I should continue investing in DLI.

We both share the same streets, the same building and hopefully the same goals. I am not looking to be hostile or defensive with DLI but I do wish for more transparency, authenticity and accountability. If you have any questions or concerns about LANTERN, I encourage you to reach out to me directly and I will give you my honest response. Know that I am not looking to make anyone's job more difficult but only to help Downtown. I suggest that you also share this with your board members so that they understand, too.

I look forward to hearing your thoughts.

Thank you,
Colton Hughes

Element Massage LLC
215 S. Washington Sq. Ste A
Lansing, MI 48933
517.618.1610
massagelansing.com

From: Colton Hughes <colton@massagelansing.com>

Sent: Thursday, January 23, 2025 11:55 PM

To: Edgerly, Cathleen <Cathleen@downtownlansing.org>

Cc: Gonzales, Mario <Mario@downtownlansing.org>; Zoss, Shakayla <Shakayla@downtownlansing.org>; Brayton, Audrey <Audrey@downtownlansing.org>; Reinhardt, Julie <julie@downtownlansing.org>

Subject: RE: [EXTERNAL] In regards to LANTERN

Hi DLI and Happy Friday,

I wanted to reach back out and with an addendum to my letter. Life and the world has been stressful, I haven't been sleeping well and I've been rushing some things before my brain can catch up with my heart. I have been feeling regretful for not including the good things that DLI has helped me with. I want to give credit where credit is due as it's only fair! I forgot to make a compliment sandwich and so here is the other piece of bread:

Connect. The love that I have for Downtown Lansing wasn't something I always had - it was inspired in part by DLI. While I have spent many years being mandated to do community service in my life, volunteering for your non-profit was the first time I ever did so on my own accord. My business arrived in the Atrium in late 2016. I never looked around or knew anybody Downtown outside of the small bubble within my suite. I used to have a lot of people around me at Taco Bell and they were like my family. When I started my own business, it was just me one-on-one with a client (or one-on-none if I put them to sleep.) Following the pandemic, I had a yearning for my interactions but didn't know anyone on Washington Sq. But then I somehow came into contact with DLI and started to meet my community. I suddenly saw Downtown in a way that I hadn't before.

Nurture. Being on the Promotions committee for a few years now, I have gotten to help in different ways and felt like I was making an impact. Whether I was helping plant flowers, clean up the streets, pouring cocoa or collecting Hungry, Hungry Hippo balls, I took pride in what I was helping to create. I looked forward to passing out event flyers to everyone (except the Peanut Shop guy who doesn't have room for posters but I would offer it anyways) In 2022, I had set out to be my very best self as I sought to regain my drivers license and after hearing about the Volunteer of the Year's existence, I had a physical goal. Ultimately, I was awarded it and people recognized me around town because of it. I was starting to meet more influential people who were never even on my radar before. Because I won this award, it gave me renown. I would go around to see everyone for "Wednesday Friendsday" and check in on them. We would talk about business and I would share advice with them or come up with ways to improve foot traffic. These conversations were the start of LANTERN.

Innovate. And obviously the biggest boon that DLI endowed me with was my Small Business Support Grant. With \$50,000 I was able to make Element go from a decent operation to a destination in Downtown Lansing. It was the fuel that my creative fire needed to craft my space into an experience that is a blend of nature, tranquility, efficiency

and technology (speaking of which, I was able to update my POS system thanks to the tech grant that preceded the big grant). I would have made Element look pretty good but with the money allocated to me, I was able to make something really cool. It is a place that people want to work and spend their free time at. I was able to hire 8 people in the last two years, creating jobs and increasing profits - which I do my best to pour back into our Downtown district and local shops.

All in all, I am sorry if my messaging seemed brash the other day. I think I am just passionate and I hope you understand a little better as to why that is now. I don't want to lose what I've built and I stand by my words that I will do whatever is within my power to make things work to the benefit of our community.

Thank you for hearing me out,
Colton

Cathleen, this is Stew. I emailed this to LSJ today. They will probably toss it but if you would have any use for it readdressed, please let me know:

Stewart Powell
1882 N Markey Rd.
Houghton Lake, MI 48629
Oh: (517) 719-8187
Email: linnowen@sbcglobal.net

opinions@lsj.com

Dear Editor,

I am compelled to respond to an article regarding Downtown Lansing Inc and its importance and effectiveness. The recent article suggests poor performance and guidance in assisting new businesses to establish and flourish.

I was the owner of linn & Owen Jewelers until I retired and closed the shop in early 2024. The one-hundred-seven year old business would still exist if not for my advancing age. Over the forty-nine years I spent in the business, I felt that DLI under Cathleen Edgerly's direction became a phenomenal success story. Cathleen and her assistant, Julie Reinhardt, and all of the staff created unprecedented positive opportunities to hopeful entrepreneurs with little or no support through any other venue. DLI carried downtown through Covid, while continuing to navigate the complexities of construction and multiple obstacles to this day. I consider them to be an enormous benefit to downtown.

It is a statistical, albeit sad, fact that eighty percent of start-up small businesses fail within a few years. I believe that DLI's record is far better than that. I don't personally believe that the owners of failed businesses interviewed provided a fair representation of DLI. For example: I had reason to walk a few blocks on a regular basis. One of the failed businesses interviewed was closed on my excursions more often than not during normal business hours. The sign in the window read, "Sorry, we're stoned." I felt the sign was not appropriate, and you actually have to be open to conduct business.

Some businesses fail because their product just is not right for their audience. My business required constant restructuring to meet the changing climate.

One business owner blames DLI and the lack of receiving a grant for their failure. The grant offered was in fact a "reimbursement" grant. That is, you had to have an operating business and qualifying expenses that you've paid in order to be reimbursed. If you didn't have an operating business, you could not qualify for the grant. I was a fortunate recipient of one of those grants, yet I left money on the table because I did not have enough qualifying expenses for which I could be reimbursed.

The same person blames DLI for a loan of thirty-thousand dollars that was to be spent opening their new business. The business was never opened but the thirty-thousand dollars is gone and they've filed bankruptcy. I don't believe blaming DLI is appropriate.

When I arrived downtown to open my business in the morning on most days, the staff at DLI had already been at meetings and working for hours. When I closed up shop to go home in the evening, the staff at DLI had meetings and agendas to complete before their day could come to an end. This is a truly devoted staff of people working exceptionally hard to make Downtown Lansing a wonderful place to be.

Sincerely
Stewart Powell

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*



January 2025 – EV/Business Development Virtual

Attendees: Julie, Mario, Alan, Erin, Cathleen, Paul, Melik, Marcus

1.) DLI updates

Transparency around Neva Lee's comments, city council meetings, upcoming articles
93% of the businesses who received the grants are still in business

Middle Village starting new cohort

Take feedback and comments into consideration from MV

Cathleen is available for further questions and discussion

2.) Other Committee Updates

Frost Fest – Mario volunteer job descriptions and will start recruiting for that in partnership with 5:01. 3/1 date at Rotary Park, 3-6pm. VIP at 2pm Partnering with Lansing Shuffle

The Brrr Crawl: Saturday 2/8 – call tomorrow for planning. 30-40 attendees

This Thursday at 3pm Business Huddle at Sweet Encounter

3.) Upcoming grand openings, volunteer opportunities, etc:

-New restaurant, Lalafish, in Lansing Shuffle at 11am. Also owns Kin Thai. Free food and drinks for the ribbon cutting

-Jollaf, opening in March. Afro-Caribbean concept, on Washington Sq.

-Confirmation development out of Flint, Eden Rock and GTP locations.

4.) Any new recruitment leads or other existing business updates:

Kositchek's Updates? Staying in contact with David and his team. Working through the rebuild still, intend to reopen. Do have a temp site for their loyal customer.

5.) Discussion about Recruitment Day upcoming for Flint businesses –

-Super excited about the welcome and the resources available, to get in contact with necessary partners, they want to recruit from Flint for us because of positive relationship and experiences

-Julie will go and meet businesses in late Flint, talk about what can be done in Lansing

-Flint recruiting day back in Lansing (March)

-Invite realtors to open up available properties, guide to see office space, retail space, and also highlight the residential

-LEDC, Chamber, LEAP, planning dept, city, anyone who is part of the process to help get a business to open

-End with cocktails with the mayor, swag bag as a takeaway

6.) Other Discussion:

-Marcus has attended event like this in Hastings. Have the numbers and the conversations before the actual tours

- good feedback from the realtors and want to open them
- we have the CMA, and the placerAI data, what other kind of data are important to them?
- packet of materials as take aways
- if this works well we can replicate the process
- tried to do it in reverse with the city contacts, so hoping this will be easier for the Lansing partners to support
- Show engagement and be unique in welcoming new neighbors to our neighborhood.
- Email Julie if you are interested in participating in this project as a subcommittee.

DLI staff is sending this quarter's Michigan Main Street office hours lunch break style presentations

7.) Estimate of committee volunteer January hours (so far):13

Meeting adjourned at 3:55 p.m.

Organization Committee

January 8, 2025, Minutes

8:00 a.m. via Zoom

Present: Melissa, Alexander and Laura

Staff: Cathleen, Shakayla and Mario

Minutes

1. Call to order:

2. Approval of September Meeting Minutes: Approved by Melissa

3. Volunteer Hours: The team will ask via email

4. Communication Team:

- **MERCHANT NEWS: (ARTICLES DUE FRIDAY, Jan. 24)**
 - CSO Parking Meeting Recap (Cathleen): Last meeting, we had city staff in attendance to talk about parking updates and recommendations that will go to council next month.
 - Business Huddle
 - Uber Eats & Door: Encourage Downtown Lansing businesses to sign up through the apps so.
 - Midtown Brewing: February Business of the Month (Jay will write this)
 - Criag Corey for March Business of the Month
 - Save the Dates: Frost Fest and Brrr Crawl (Mario)
- **E-NEWS - (ARTICLES DUE FRIDAY, Jan. 24)**
 - Volunteer of the Month: Could highlight BrrrCrawl planning team
 - Midtown Brewing: February Business of the Month (Jay will write this)
 - Dear Downtown Letter: DLI will circle back with committee
 - How to Celebrate Valentines with your Partners or Friends in Downtown Lansing (Ask Chioma to write)
 - Save the Dates: Frost Fest and Brrr Crawl (Mario)
 - Recap of MLK Day of Celebration and Service: Alexander

5. Social Stats:

- Impressions: 101,536
- Engagements: 5,518
- Engagement Rate: 5.40%
- Change in Page Likes: 11
- Post Reach: 14,423

Instagram

- Impressions: 26,173
- Engagements: 567
- Engagement Rate: 2.20%
- Story Impressions: 5,734
- Change in Followers: 4
- Post Reach: 15,227

LinkedIn

- Impressions: 1,416
- Engagements: 139
- Engagement Rate: 9.80%
- Post Clicks: 92
- Audience Growth: 10
- Unique Impressions: 758

6. DLI Updates (staff):

- Promo: Promo is working on planning on Frost Fest 2025: March 1 and BrrrCrawl (TBD). For marketing,
- All committees: More information to come on a all committee meeting.
- Business Development: We're still building out our business development campaign to help recruit and retain businesses based on the top 10 businesses identified in our CMA.

7. Save the Date for these Important Events:

Frost Fest 2025: March 1 and BrrrCrawl (TBD)

8. New Business:

9. Adjourn:



Organization Committee

February 5, 2025, Minutes

8:00 a.m. via Zoom

Present: Mario and Shakayla

Staff:

Agenda

1. Call to order:

2. Approval of January Meeting Minutes: Will do via email

3. Volunteer Hours: Follow up email

4. Communication Team:

- **MERCHANT NEWS: (ARTICLES DUE FRIDAY, Feb. 21)**
 - CSO Parking Meeting Recap (Cathleen)
 - Business Huddle
 - Criag Corey for March Business of the Month (Alex)
 - Save the Dates: Bunny Hop on the Square & Capital Lawn Easter Egg Hunt (Mario)
- **E-NEWS - (ARTICLES DUE FRIDAY, Feb. 21)**
 - Volunteer of the Month: Julie may have a good volunteer of the month idea
 - Spring Cleanup: Julie
 - Business of the Month
 - Dear Downtown Letter:
 - Save the Dates: Bunny Hop on the Square & Capital Lawn Easter Egg Hunt (Mario)

5. Social Stats:

Facebook

- Impressions: 101,536
- Engagements: 5,518
- Engagement Rate: 5.40%
- Change in Page Likes: 11
- Post Reach: 14,423

Instagram

- Impressions: 26,173
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LinkedIn

- Impressions: 1,416
- Engagements: 139
- Engagement Rate: 9.80%
- Post Clicks: 92
- Audience Growth: 10
- Unique Impressions: 758

6. DLI Updates (staff):

- All committees
 - DLI hosted a volunteer open house last week. DLI's making the goal to host one every quarter to help drive volunteer participation.
 - If you know someone who is interested in volunteering, please send them to Mario.
 - Design and Public Spaces:
 - Business Development: We're still building out our business development campaign to help recruit and retain businesses based on the top 10 businesses identified in our CMA.
 - Promo: is working on our BrrrCrawl that is happening this Saturday at 4 p.m. We need volunteers to greet crawlers, hand out punch cards and sign punch cards at each entrance. Promo is also planning Frost Fest for March 1 with Lansing 5:01. We need help with promotion and volunteers for the day of!
- Board Updates: Annual report is available in the office! Also

7. Evening of Excellence Brainstorm

- Alex mentioned that It Takes a Village theme to promote Downtown Lansing and Middle Village
- The team will continue to brainstorm ideas for Evening of Excellence, which is held on the first Thursday in August.
- Passed themes have been Vibrant Visions, Downtown Stars, Downtown Champions, Downtown Rockstars, Downtown Superheroes
- Additional ideas: Board Game theme like connect 4 to play on Downtown Lansing and connection or a futuristic theme like Back to the Future.



8. New Business: We Need Volunteers!

9. Adjourn:



Promotions Committee

January 8, 2025 at DLI Office | [Virtual Link](#)

Present: TBD

Staff: Shakayla Zoss, Mario Gonzales

Agenda

1. Call to order/Approval of November minutes

2. DLI Updates

3. Volunteer Hours from December

4. Projects

A. BIG RED BALL RECAP

- Event debrief.

B. BRRR CRAWL PLANNING

- Planning updates.

C. FROST FEST UPDATES

- Event updates and brainstorm.

5. Volunteer tasks throughout the month:

- Attend, take photos, and promote Downtown Lansing activities/events
- Actively participate in events we discussed above.
- Marketing team to help with social posts for events, lead and help with all aspects of planning and production of events, fundraising etc.
- Post & Tag your photos using #GrubLansing #ShopLansing #LiftUpLocal
- Be sure to follow DLI on LinkedIn and add your committee involvement to your profile!
<https://www.linkedin.com/company/downtown-lansing-inc/>

6. Upcoming dates & Other Committee Projects to note:

- TBD

7. Adjourn:

Promotions Committee

January 6, 2025 at DLI Office | [Virtual Link](#)

Present: Hannah, Melik, Keri

Staff: Shakayla Zoss, Mario Gonzales

Agenda

1. Call to order/Approval of November minutes

2. DLI Updates

- All committees: DLI is planning an all committee open house meeting. The date hasn't been finalized yet but it's a meeting to invite new community members to volunteer and learn about what all of our committees are doing.
- Organization: Org is focused on our monthly newsletters and creating content for both.
- Business Development: We're still building out our business development campaign to help recruit and retain businesses based on the top 10 businesses identified in our CMA.
- Design and Public Spaces: Working with the city for the CSO project and ideas for the streetscapes. Also working on an app in partnership with the historical society to better connect our downtown.

3. Volunteer Hours from December: Will send via email.

4. Projects

A. BIG RED BALL RECAP

- The event was sold out. We discussed feedback from our promo team about how they'd like to see more storytelling during the event to better showcase what DLI does as an organization.

B. BRRR CRAWL PLANNING

- Committee discussed what they did and didn't like about last year's event. We discussed potentially breaking the crowd up to not overwhelm the bars. We'd like to also have each bar owner speak and introduce their business, what they have going on, etc.
- Mario and Kerri will connect separately to go over event details.

C. FROST FEST UPDATES

- Frost Fest has been moved to March 1 Tentatively Saturday, February 22nd from 3-7 PM, activating Rotary Park area.
- Lansing 5:01 is coordinating vendor tables if folks are interested.
- We need volunteers day of the event to help support. Mario is putting together a list of volunteer descriptions.

5. Volunteer tasks throughout the month:

- Attend, take photos, and promote Downtown Lansing activities/events
- Actively participate in events we discussed above.
- Marketing team to help with social posts for events, lead and help with all aspects of planning and production of events, fundraising etc.
- Post & Tag your photos using #GrubLansing #ShopLansing #LiftUpLocal
- Be sure to follow DLI on LinkedIn and add your committee involvement to your profile!
<https://www.linkedin.com/company/downtown-lansing-inc/>

6. Upcoming dates & Other Committee Projects to note:

- TBD

7. Adjourn:

Design & Public Space Committee

January 30, 2025 4pm. at DLI Office | Virtual

<https://us02web.zoom.us/j/84544209652?pwd=BEhdiYH7DNpSabkBmHNGqZo1ZPlgZ0.1>

January Meeting Minutes

Chair: D. Louney

Staff: Julie Reinhardt

Present: D. Louney, C. Edgerly, J. Reinhardt, Kat G., Rayce O, Danielle E., Cara

Agenda

Call to order: 4:02

Approval of Meeting December minutes: Bob Motioned/Kat Seconded

Volunteer Committee Hours from Last Month:

Board & Committee Updates: Cathleen made herself available to discuss current press related to claims made by former business. Updated group on Middle Village and Macotta Club projects as well as Frost Fest.

Sub-Committee Action/Discussion Items

- Beautification
 - **CSO Streetscape redesign for Washington Sq** (Dennis/Bob)
 - Current subcommittee: Dennis, Bob, Chelsea (LEDC)
 - Bob gave an update on the 3 plans that are being worked on by Smith Group and gave a brief overview of the pros and cons of each
 - Rayce and Kat are both interested in joining subcommittee
 - **Adopt-A-Spot** (Dennis)
 - Seeking Committee Volunteer to support Dennis
 - Dennis Updated group on project including electronic reach out
 - Staff will supply this group with plant suggestions and care advice
 - Rayce and Kat are both interested in joining subcommittee
- Art & Architecture:
 - **Walking Tours:** (Valerie)
 - **Current subcommittee:** Valerie, Bob
 - Historical Society is going to be housed in the Carriage House on LCC property
 - **Guided tour/asset map:** Dennis, Kara
 - Cara gave an update on the GSI mapping app that is being built
 - Julie explained marketing uses upon completion of mapping

- **Busking:** (Bob)
 - DLI would like to be responsible for permitting buskers (currently \$200) so that permit cost less and DLI can drive activity
 - Bob explained DLI website portal for artists, musicians and creatives to register and submit payment information
- **Tenant Improvement Grant Program** (Julie)
 - Julie gave an update on 3 current awards and the potential uses for new businesses as they look to move within district A of downtown.
 - Invited committee members to join review committee
- **Sign Committee:** (Bob)
 - Bob gave an update on sign committee requirements and its purpose to help businesses create an elevated sign design for their benefit as well as downtown's
 - Seeking additional Committee Volunteer to support Bob

Additional Discussion Items: Julie and Dennis will reach out to arrange subcommittee meetings. Julie will add descriptions of subcommittee meetings to aide in recruitment process for members.

Motion to Adjourn: 4:59 Bob motioned/Rayce seconded



Budget vs. Actuals

July 1, 2024-January 31, 2025

Distribution Account

	Statement of Activity	Actual	Budget	% of Budget
Income				
Assessment Transfer Income	\$ -	0	467,000	0.0%
Business Development.	\$ 208.28	5,609.28	12,000.00	46.7%
Design & Public Spaces.		3,200.00	107,000.00	3.0%
Grant Income		2,500,000.00	1,095,000.00	228.3%
Middle Village	\$ 350.00	112,950.00	100,000.00	113.0%
Misc Income		14,522.00	1,000.00	1452.2%
Organization.		7,906.17	5,000.00	158.1%
Promotions.	\$ 2,500.00	52,281.26	63,000.00	83.0%
Operations Transfer	\$ -	0.00	85,000.00	0.0%
Total for Income	\$ 3,058.28	\$2,696,467.71	\$1,935,000.00	139.4%
Expenses				
Business Development	\$ 21.19	25,304.63	522,200.00	4.8%
Business - Match on Main		25,000.00	0.00	100.0%
Design & Public Spaces	\$ 35,002.23	99,610.15	250,000.00	39.8%
Information Technology	\$ -	35,804.69	35,000.00	102.3%
Middle Village Micro Market	\$ 4,881.34	21,774.36	100,000.00	21.8%
Misc. Operating	\$ 114,571.11	452,350.85	483,850.00	93.5%
Organization	\$ 261.20	18,916.75	85,984.00	22.0%
Personnel	\$ 34,380.67	197,663.18	426,510.00	46.3%
Promotions	\$ 37,449.91	68,705.01	90,000.00	76.3%
Total for Expenses	\$ 226,567.65	\$945,129.62	\$1,993,544.00	
Net DLI General Fund Balance	\$ (223,509.37)	\$1,751,338.09	-\$58,544.00	
Fund Balance	\$ 2,761,645.67	1,233,816.95	561,913.00	219.6%
Net Balance	\$ 2,985,155.04	\$2,985,155.04	\$503,369.00	593.0%

FEBRUARY 2025 DIRECTORS REPORT

Upcoming Events: Please mark your calendars and plan on attending, volunteering, or supporting the following upcoming events:

- **BrrrrrCrawl:** Thursday, January 9 at 3:30 p.m.
- **Business Development Committee Meeting:** Tuesday, February 11 at 3:00 p.m. at the DLI office
- **Promotions Committee Meeting:** Wednesday, February 12 at 4:00 p.m. at DLI office
- **Middle Village Galentine's Day Celebration:** Thursday, February 13 starting at 5:30 p.m.
- **Monthly Business Meeting/Forum:** Thursday, February 20 at 3:00 p.m. at Jalapenos. This month we'll be looking at various sidewalk and street redesign options with SmithGroup to coordinate with the CSO Street reconstruction.
- **Downtown Business Huddle:** Thursday, February 20 at 4:00 p.m. at VegHead
- **Design & Public Spaces Committee Meeting:** Thursday, February 27 at 4:00 p.m. at the DLI office
- **Frost Fest:** Saturday, March 1 from 3:00–6:00 p.m. (VIP entry at 2:00 p.m.). Tickets are required please help promote and purchase your presale tickets today!

Main Street America Capitol Hill Day: February 4–6, Executive Director Cathleen Edgerly was honored to be invited to join Main Street America and Michigan Main Street on Capitol Hill as we met with Michigan's congressional offices to advocate on behalf of Main Streets and downtowns across the state. We met with 6 different congress members and Cathleen was asked to take the lead for 5 out of the 6 meetings. We were honored to be one of only a few local main street organizations invited to advocate in D.C.

DLI Concerns Outreach & Follow-Up:

Over the last month DLI staff responded to numerous requests from a City Pulse reporter regarding concerns from Downtown businesses, as well as statements from former DLI employee against our organization. These concerns were brought up following an earlier Neva Lee's story and numerous social media posts. The concerns were then also shared at City Council on January 13 during public comment. Below is a timeline of responses, as well as follow-up action that DLI is taking to fine tune our process flows, documentation practices, communications, etc.

December–January: Social media posts and concerns from Neva Lee's were shared.

Friday, January 3: Tyler from City Pulse reaches out regarding Neva Lee's complaints.

Monday, January 6: Cathleen does a phone interview with Tyler @ City Pulse responding to claims.

Tuesday, January 7: Cathleen responds to follow-up confirmations from Tyler @ City Pulse.

Wednesday, January 8: City Pulse runs Neva Lee's story.

Friday, January 10: Cathleen and Jen met with Clover Joy and Colton from Element Massage, both also from LANTERN, following an email stating downtown business owners had concerns and a request for mediation to build trust amongst business owners and with DLI. Following the meeting Cathleen had ongoing conversations via email with them to share follow-up efforts that DLI had instituted, offered to bring in Dr. Tonya Bailey, DEI expert that DLI has been working with over the past two years. We received continued requests for mediation and Cathleen expressed a willingness to have a facilitated conversation

FEBRUARY 2025 DIRECTORS REPORT

and time to invite all business owners together, find a space that had the capacity for this, as well as have an additional in-person meeting to share steps our organization has taken over the past month before we organized a larger all-business facilitated meeting. We would like any additional board feedback for ideas on how to proactively make our team available and address concerns as they happen, continue to grow our relationships with all downtown businesses, as well as get feedback on a facilitated conversation.

Sunday, January 12: Tyler @ City Pulse contacts Cathleen regarding a follow-up story regarding multiple former Downtown business owner and employee concerns.

Monday, January 13:

- Monday morning: Cathleen sends responses to Tyler @ City Pulse addressing concerns.
- Monday morning: Cathleen discusses concerns, policies and recent focus on DLI with all DLI staff. Offering staff a chance to share feedback, voice frustrations, etc.
- Monday afternoon: Cathleen responds to and addresses concerns from MEDC and Michigan Main Street staff via phone.
- Monday evening: Neva Lee's and a few former Middle Village participants speak at Monday's Council meeting regarding their concerns with DLI

Tuesday, January 14:

- Tuesday morning: Cathleen sends email to DLI board about the upcoming story.
Cathleen emails all of City Council and Mayor's office with responses to concerns, offering to help answer additional questions. No questions received.
- Tuesday afternoon: Tyler reaches out to Jen @ Redhead, as well as Cathleen at @DLI regarding potential conflict of interest concerns with the DLI rebrand. Cathleen and Josh Pugh draft responses to concerns and send both a statement as well as a timeline of the transparent RFP process for DLI's rebrand. This was sent within 2 hours of receipt of concerns.

Wednesday, January 15: City Pulse runs follow-up story

- Wednesday morning: Cathleen begins phone calls to partners including program sponsors, Chamber, Choose Lansing, LEAP, LEDC.
- Wednesday morning: Cathleen addresses concerns in person with Organization and Promotions Committees
- Wednesday afternoon: Josh Pugh emails full board, Mayor, and DLI Council appointee Peter Spadafore.
- Wednesday afternoon: Cathleen expresses concern with how her interactions and communications were handled with Tyler @ City Pulse. Tyler admits that he also disagreed with the article stating that DLI did not respond to inquiries regarding conflict of interest.

Thursday, January 16: Cathleen addresses concerns in person at Downtown Business Huddle, CSO Business owner meeting, and with the City of Lansing Development team.

Friday, January 17: Cathleen continues to address concerns and answer questions with partners and offers to help provide additional answers as needed.

Wednesday, January 22: DLI received Fox 47 interview request regarding concerns shared in the City Pulse article. Cathleen responds and provided information that same day.

FEBRUARY 2025 DIRECTORS REPORT

Thursday, January 23: DLI staff received an interview request from Sarah Atwood at the LSJ regarding City Pulse story and allegations against DLI. Cathleen holds an interview with Sarah and followed up with written breakdown of key takeaways and links to information Sarah requested.

Thursday, January 23–Saturday, January 25: Cathleen provides updates about upcoming stories to DLI Board, Mayor Schor, Lake Trust, legal and all staff. Shakayla notified Marketing team with City administration.

Thursday, January 30: Cathleen to have a meeting with MEDC leadership regarding programs, projects and concerns shared in City Pulse.

Ongoing over the next 3–6 months:

- Communications with Downtown Businesses: Currently DLI staff send out monthly merchant e-news, coordinate monthly Downtown business huddles as well as monthly in-person business meetings regarding the upcoming CSO Project, new developments downtown, etc. To further improve communications, we send out re-cap emails to our business owners following the CSO meetings and are looking to add at least one more timely email communication per month to keep our business owners and property owners informed. We plan to meet with our CRM software specialist to track and document this outreach and continue to track our ongoing outreach efforts throughout the year.
- Mini communications strategies for 2025 year to better tell DLI's story and highlight the work we do, projects we lead, our basic foundation, etc.
- Look into PR and communications firms in addressing proactive communications and response strategies to connect DLI with community and stakeholders.
- Research professionals and services who help agencies with processes, documentation, and reporting to ensure we are using our CRM program effectively, better managing our process flows and where gaps need to be addressed, improved records and documentation for all of our programs and outreach.
- Switch from emailed merchant newsletters to hand-delivered merchant newsletters.

QuickBooks Online and Monthly Financials: We have been working with Maner Costerisan over the past couple months to set-up our monthly financials and all accounting in QuickBooks online. This system is now fully active with the ability for DLI to send out invoices directly from the system, better prepare monthly financial reports, and have the monthly financials reconciled by an outside agency.

Annual Budget: Following this month's DLI Board meeting, we will update our budget numbers pending Board approval, in the City's BS&A system to have the annual DLI Budget prepared for Council and our presentation of our annual budget this Spring.

DLI FY 2026 Draft Budget

			2025 Budget	2025 YTD	2026 Budget
Ordinary Income/Expense					
	Income				
		Assessment Transfer Income	467,000.00	0.00	491,000.00
		Business Development.			
		Business Huddle	2,200.00	800.00	2,200.00
		Business Development. - Other	10,000.00	5,000.00	5,000.00
		Total Business Development.	12,200.00	5,800.00	7,200.00
		Business Match on Main	25,000.00	0.00	25,000.00
		Design & Public Spaces.			
		Adopt-a-Spot	1,000.00		0.00
		Alleys and Park Activations	29,000.00		5,000.00
		Business Extention Permit Fees	0.00		100.00
		Clean Sweep	2,000.00		2,000.00
		Community Seating & Art	10,000.00		25,000.00
		Downtown Decorations	50,000.00		50,000.00
		Downtown Flowers & Hang. Bask.	10,000.00	500.00	10,000.00
		Vacant-Community Spaces	0.00		0.00
		Design & Public Spaces. - Other	0.00	500.00	0.00
		Total Design & Public Spaces.	102,000.00	1,000.00	92,100.00
		Grant Income	2,500,000.00	2,500,000.00	1,870,000.00
		Middle Village	50,000.00	126,600.00	80,000.00
		Misc Income	1,000.00	0.00	1,000.00
		Operations Transfer	85,000.00	0.00	85,000.00
		Organization.			
		Evening of Excellence	5,000.00	3,500.00	5,000.00
		Total Organization.	5,000.00	3,500.00	5,000.00
		Promotions.			
		Event Income	60,000.00	45,230.00	110,000.00
		Total Promotions.	60,000.00	45,230.00	110,000.00
		Total Income	3,307,200.00	2,555,530.00	2,685,300.00
		Expense			
		Business - Match on Main	0.00	25,000.00	0.00
		Business Development		3,990.00	
		Business Huddle	2,200.00	400.00	2,200.00
		Recruitment & Retention	430,500.00	14,290.00	610,000.00
		Downtown Digital Dollars	5,000.00	5,000.00	5,000.00
		Total Business Development	437,700.00	23,680.00	617,200.00
		Middle Village Micro Market	37,000.00	16,172.00	72,000.00
		Design & Public Spaces			
		Grants	430,500	2,000	200,000.00

DLI FY 2026 Draft Budget

			2025 Budget	2025 YTD	2026 Budget
		Art & Alleys	9,000	3,750	75,000.00
		Downtown Decorations	3,000	3200.84	6,000.00
		Flowers & Hanging Baskets	10,000	8,754	10,000.00
		Clean Sweep	1,000	0	1,000.00
		Perennials	10,000	29,225	10,000.00
		Downtown Lighting	150,000.00	0.00	150,000.00
		Irrigation	1,000.00	1,000.00	1,000.00
		Mulch	0.00	0.00	10,000.00
		Outdoor Seating	15,000.00	0.00	15,000.00
		Park & Public Space Enhancements	40,000.00	300.00	75,000.00
		Trash Can Repair & Replacement	500.00	0.00	500.00
		Total Design & Public Spaces	670,000.00	48,229.47	553,500.00
		Information Technology	35,000.00	35,805.00	36,500.00

		Misc. Operating			
		Copy Charges		430.55	1,000.00
		Insurance	32,000.00	14,532.95	38,400.00
		Janitorial	450.00	180.00	450.00
		Membership Fees	700.00	350.00	700.00
		Monthly Maintenance	420,000.00	201,001.50	432,600.00
		Office Repairs	2,500.00	0.00	2,500.00
		Office Supplies	4,799.74	2,723.00	8,000.00
		PDS District B Grants	33,000.00	31,600.00	40,000.00
		Phone	2,000.00	300.00	2,000.00
		Rent	32,891.80	11,500.00	37,156.00
		Salt	20,000.00	7,219.00	21,000.00
		Equity & Inclusion Strategy and Support		25,000.00	25,000.00
		Legal & Financial	5,349.10	25,000.00	25,000.00
		Total Misc. Operating	553,690.64	319,837.00	633,806.00
		Organization			
		Annual Meeting	5,000.00	5,500.00	5,000.00
		Annual Reports	500.00	0.00	300.00
		E-Newsletter	841.00	421.60	940.00
		Professional Development	15,000.00	2,610.00	15,000.00
		Public Relations	2,000.00	150.00	2,500.00
		ReBrand	30,000.00	754.00	0.00
		Website hosting and Maint	2,402.64	1,035.00	2,700.00
		Organization - Other	1,000.00	0.00	1,000.00
		Total Organization	56,743.64	10,470.60	27,440.00
		Personnel			
		Fringe Benefits	23,000.00	10,548.97	26,000.00
		Salaries	420,000.00	141,595.18	432,600.00
		Total Personnel	443,000.00	152,144.15	458,600.00

DLI FY 2026 Draft Budget

			2025 Budget	2025 YTD	2026 Budget
		Promotions			
		Event Expenses	43,000.00	64,600.00	110,000.00
		Holiday Marketing and Pop-ups	10,000.00	1,120.00	15,000.00
		Marketing Expenses	37,000.00	615.00	50,000.00
		Promotions - Other	47.12	0.00	100.00
		Total Promotions	90,000.00	66,335.00	175,100.00
		Total Expense	2,993,134.28	672,673.22	2,574,146.00
		Net Ordinary Income	314,065.72		111,154.00
		Other Income/Expense			
		Other Income			
		Fund Balance	561,913.00		500,000.00
		Total Other Income	561,913.00		500,000.00
		Net Other Income	561,913.00		500,000.00
			875,978.72		611,154.00



743 N. Martin Luther King Blvd., Lansing, MI 48915 517-485-4722 www.adventhouse.com

February 5, 2025

AHM Street Outreach Activity/Outcome Report to Downtown Lansing Inc.

GOAL: Advent House Ministries, Inc. (AHM) Street Outreach Program has provided a team of trained street outreach specialists to serve the Downtown Lansing area for the past year. The goal of this service has been to identify issues of homelessness and follow up with interventions to address and resolve those issues.

STAFF: Our team includes 1 FT Street Edward Allen – Downtown and Michigan corridor Lansing; 1 PT CATA New Outreach Staff: Elton Johnson (paid through contract with CATA); 1 PT CATA & 1 FT CADL Outreach Staff: Mark McIntyre (paid through contract with CATA and Capital Area District Library [CADL]). CATA and CADL Outreach Staff are located on-site at those locations; Lansing Downtown staff is mobile in the Downtown/Michigan corridor area.

METHOD: Street Outreach Team engages individuals/families who are found to be street homeless with the following services:

- Safety assessment for street homelessness situation
- Provision of necessary items for health and well-being (i.e. food, water, warm clothing, blankets, etc.), including evaluation of immediate physical/mental health issues with referral to medical or mental health assistance
- Referral to and assistance accessing shelter and housing resources

PERSONS SERVED – 10-01-2024 through 01-31-2025: Our Team has served the following number of individuals/families:

- 73 individuals in the Downtown Lansing/Michigan Corridor area
- 27 of those individuals frequented the Downtown Lansing business area during this period - 4 of those individuals were assisted in obtaining and maintaining permanent housing

BUSINESS CONTACTS: The Street Outreach Staff person has maintained regular contact with Downtown Lansing businesses and assisted with various situations, as needed. In addition, 2 new businesses have been added to a contact list for regular engagement and a consistent relationship has been maintained with larger retailers, such as the downtown Meijer location. In the Downtown Lansing area, the street outreach staff has come across new locations at times with the same current or previous contacts as a result of the contacts being moved along.

STABILIZATION OF PEOPLE IS IMPORTANT:

CODE BLUE: In the month of January 14 & 15, January 18-24, the city of Lansing declared a Code Blue due to extremely cold temperatures. Additional shelter space was needed for the homeless community. The City of Lansing and Letts Community Center provided a space for the Code Blue, but needed staffing. Advent House Ministries was able to provide adequate staffing for the duration of the Cold Blue. During that time we provided additional overnight services on average 40 plus individuals. Our street outreach efforts during this time paid much contribution to the individuals we served at the Letts Community Center by spreading the word and letting them know there was an additional safe and warm place to go during Code Blue.

EMPLOYMENT PROGRAM: Advent House Outreach Program has developed an Employment Program for individuals/parents that are experiencing homelessness looking for employment opportunities which will include the following services:

- Helping program candidate identify skills, trades, and/or previous work experience
- Helping program candidate develop a skills based resume
- Helping program candidate develop a cover letter
- Identify employers (including but not limited to felony friendly employers) - Mock Interviews
- On the job Interactive Conflict Resolution Training Module
- GED Programs (connecting individuals with GED Programs for them to obtain their certification)

Since Advent House has started the employment program we've been able to identify some employers that are willing to partner with us. The employment program has received 20 referrals into the employment program. The employment program has designed an orientation for the employment program. On January 13, 2025, we held our first employment orientation for the program. There were 10 individuals that confirmed their spot for the orientation. Out of the 10 candidates there were 5 that attended the orientation on January 13th.

PIT COUNT: In January The state of Michigan held its annual PIT Count (Point, In, Time) Count of Eaton, Ingham, and Clinton Counties. At this time we can not provide an official count for Ingham County, but when those numbers become available we intend to provide that information as well (these numbers take months to get an official and accurate count).

SUGGESTIONS FORWARD: AHM is able to provide a regular report to all businesses. Setting an agreed upon and reasonable timeframe for reporting will be helpful. A main contact for the Downtown Lansing and Michigan corridor business areas should be identified. AHM can provide a central email for any referrals or concerns, as well as contact information for the Street Outreach staff. Over the past 6 months, two businesses were referred to our program for intervention with a street homeless person or persons. In both cases the business did not contact us directly when the issue was identified but only later when significant safety issues arose and law enforcement had been contacted. Neither of these businesses is located in the Washington or Michigan areas of downtown Lansing; both are east of that area and may not have been

informed directly of the Street Outreach Program. The intervention of the Street Outreach Staff person was effective in both cases.

JANUARY:

- All committee meeting and volunteer recruitment.
- DPS: Work on mapping tool for art, historic tours, historic buildings, parking, etc. (Goal is completion by Spring)
- Biz Development: Downtown Business Huddle

FEBRUARY:

- Promo: BrrrrCrawl
- Biz. Development: Downtown Business Huddle
- Promo: Frost Fest preparations
- Staff: Capitol Hill Day
- Biz. Development: Recruitment Day
- Biz. Development/Middle Village: Pitches & Review Committee for 2025 Cohort

MARCH:

- Promo: Frost Fest, March 1
- Biz. Development: Downtown Business Huddle
- Kareoke Kick-back partnership
- Middle Village: Galentine's Day

APRIL:

- Staff/Board: State of Downtown
- Biz. Development: Downtown Business Huddle
- Promo: Bunny Hop on the Square
- Staff/Board: Main Street America annual conference
- Org.: Volunteer Recruitment Campaign
- DPS: Mapping tool launches
- DPS: Spring/Summer window art

MAY:

- Middle Village: Middle Village Cohort 2025 opens
- Biz. Development: Downtown Business Huddle
- Promo & DPS: 517 Day/ Best of Lansing
- Staff/Board: Budget Presentation to Council

JUNE:

- Org./Biz Development: Resident Recruitment Campaign
- Promo: Pride Partnership?
- DPS: Launch Renegade Women of Lansing art wraps on utility boxes
- Org: Volunteer Recruitment and Retention

JULY:

- Biz. Development: Downtown Business Huddle
- DPS: Lighting Installs
- Org./Biz Development: Resident Recruitment Campaign

AUGUST:

- Org.: Evening of Excellence
- Biz. Development: Downtown Business Huddle
- Org: Annual Sponsorship Campaign launches
- DPS: Outdoor Lighting (continues throughout the year)

SEPTEMBER:

- DPS: Fall window décor
- Biz. Development: Downtown Business Huddle
- Promo: Hispanic Heritage & Lansing Lit.

OCTOBER:

- Promo: Trick-or-Treat on the Square
- Biz. Development: Downtown Business Huddle
- Staff/Marketing: Scare on the Square

NOVEMBER:

- Biz. Development: Downtown Digital Dollars
- Biz. Development/Promo: Holiday Co-Op Campaign
- Promo/DPS: Holiday Window Art
- Biz. Development: Downtown Business Huddle

DECEMBER:

- Promo/Staff: Big Red Ball