Downtown Lansing Inc.

# DLI Board Meeting

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

## Attendees Present:

Board Members: J. Estill, J. Hinze, Jesse Flores, J. Pugh, K. Tomac
Board Members Via Zoom due to weather: K. Dorshimer, S. Rusak, N. Thompson-Frazier
Board Absent: J. Durham
Board Advisors: None present
Staff Present: Cathleen Edgerly, Shakayla Voss, Julie Reinhart, Mario Gonzalez
Guest: Charles Randall, Council Internal Auditor

## Minutes

**1. Call to Order:** Meeting called to order at 11:43 a.m.

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

**3. Correspondence:** Correspondence from Element Massage and Stewart Powell, former Linn & Owen Jewelers owner included in packet for Board review and discussion.

**4. Consent Agenda Approvals**

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

Motion to approve the consent agenda by J. Pugh. Second by J. Flores. Motion passed unanimously.

**5. Old Town Updates:** C. Edgerly shared the updates from OTCA including**:**
**–** Thanks to everyone that came out to our Annual Meeting last week, it was a great time and the support is much appreciated. 10 board members are returning, and we're excited to welcome one new director- Stephanie Peña with the MEDC
-The annual Chocolate Walk is happening February 22, and we've officially sold out at 250 tickets, with 21 participating businesses!
-We're well underway with planning for Lumberjack Festival on March 29, who will run 12-5pm.
-Chengdu Teahouse is looking to open in the next few weeks and we're working with the owner and the Mayor's office to schedule a ribbon-cutting. Invitations will go out to friends, neighbors, and partners as soon as a date is secured.

**6. Reports**

- Director Report – J. Estill reported that J. Reinhardt resigning from DLI. Jule spoke about how much she has enjoyed her time with DLI. She knows the organization will continue to do great work. C. Edgerly spoke to the work done by Julie.

C. Edgerly shared additional updates regarding her advocacy trip for Capitol Hill Day in D.C. with Main Street America. She was 1 in 4 local programs invited and there to represent all Michigan Main Streets. Met with Congress members, highlighted needs of all main streets, need for funding, housing initiatives and specific needs of Downtown Lansing.

Staff has been working with Dr. Bailey to review employee handbook, etc. Parental Leave to be addressed. C. Edgerly will work on update and have draft for formal action next month.

M. Gonzalez reported on the Brr Crawl and has suggestions for next year for more engagement between attendees, feedback from this year's attendees, possibly volunteer roles and even higher attendance.

- President's Report: Wanted to express thanks to all staff and acknowledge efforts and hard work during the past month.

**7. Action/Discussion Items**

- **Draft FY 2026:** C. Edgerly shared the updated draft DLI budget for FY 2026. Edits were made by J. Durham and C. Edgerly based on board input from last month. Discussed an edit for Professional Services under the Misc. budget account. Recruitment and retention had some grant funds that fit Main Street's line item of Design & Public Spaces, but better reflect the small business support of Business Development account.

Design & Public Spaces: The increase in expenses is covered covering from LEO Talent retention grant to bring art, update sidewalks.

J. Pugh motioned to present the proposed budget to the City and City Council with the changes discussed reflected. Second by J. Hinze.

- **Advent House Update:** Advent House update in packet for this quarter. We will proceed with quarterly updates. Still a coalition of property owners, business, etc. collaborating on the agreement. Advent provides the service downtown, as well as a couple other organizations downtown.

- **Middle Village 2025 Cohort:** J. Reinhardt reported that we had 12 applicants. Of all the applicants, there were 4 new potential participants who submitted all required documentation for meeting with Review Committee. The review committee met with and heard business plan from these four cohort applicants on Wednesday, Feb. 12, 2025. Some additional follow-up information is needed from two applicants. Looking at a May date for ribbon cutting.

- **Frost Fest:** M. Gonzales reported putting in a big push for more promo to get more ticket sales. The planning team is working with Lansing Shuffle to help promo and offer specials. Secured ice sculpting, looking for euchre teams and shuffleboard tournament. Lansing 5:01 is leading band, event infrastructure, Michigan brews, etc. Push for cocktails and mocktail options. Volunteers are still needed for the event; Mario will send out link. Attendance goal: 500. Board discussion took place regarding marketing, the need to update registration – not clear where to sign up for add-on like euchre.

- **Committee Projects for FY 2025**: The 2025 projects and programs are provided in packet. J. Estill would like to see each project and how it ties in with Strategic Plan/correlate it. J. Flores suggested including Committee Chairs in this process.

M. Gonzales updated the board that JCI Lansing reached out and asked DLI to take over the Capitol Lawn Easter Egg hunt in conjunction with our existing Bunny Hop event downtown. Evaluating if there is support and interest to work on it. Mario said could ask about working with MSU Greek Life and/or Big Brothers/Big Sister program. Board discussed benefits, as well as need to consider capacity and financial requirements. Staff will look into it further and reach out to some potential partners.

**9. New Business:** J. Estill asked C. Edgerly to provide a summary for the board regarding for run Riverfront Conservancy discussions. C. Edgerly walked the board through early-stage discussions and planning members. Corporate sponsors involved. C. Edgerly feels DLI' involvement is important and fitting because the riverfront connects city across neighborhoods, CMA riverfront recommendations, enhanced public spaces, and how riverfront can be center for development, residential living, placemaking.

**10. Adjourn DLI Board Meeting (Motion Required for Adjournment):**
Motion to adjourn at 12:34 p.m. by J. Flores. Second by K. Tomac.

**Board Members:**

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