

Old Town Commercial Association
Meeting of the Board of Directors
Tuesday, August 8 – 5:30 PM
Temple Lofts Conference Room | 502 E Cesar Chavez Avenue

Beth Herendeen, President	<u>X</u>	Chad Jordan, Director	<u>X</u>
Daniel Rials, Vice President	<u>X</u>	Amanda Hadley, Director	<u>X</u>
Samantha Benson, Secretary	<u>X</u>	Bradly Rakowski, Director	<u>X</u>
Jacob Horner, Treasurer	<u>X</u>	Vacant	—
Kat Palmer, At-Large	<u>X</u>	Vacant	—
		Vacant	—
Vacant (OTCA Executive Director)		—	
Cathleen Edgerly, DLI Executive Director; Advisor		<u>X</u>	

Our Mission: To maintain a vibrant business community in Lansing’s historic Old Town district by providing services and opportunities that foster economic growth and community engagement.

PAUSE – PARAPHRASE – POSE A QUESTION

MEETING AGENDA

Meeting Called to Order:

Public Comments – *limited to three minutes*

Approval of Agenda: Jacob moved to adopt the agenda, Kat seconded. All in favor, motion passed.

Approval of July Minutes: Kat asked if we had determined who falls into the coding 6048 (consulting), it was determined that Shawn and Jenea fell under this category. Sam will amend the July minutes to include this clarification.
Jacob motioned to approve the July minutes, Kat seconded. All in favor, motion passed.

Consent Agenda:

Approval of July/August Committee Reports

At the September board meeting, both August and September Org/Promo minutes will be reviewed so current month Sam will ask Ben for July minutes of the Design committee meeting. Board will need to review Clair’s contract at the next board meeting.

Kat motioned to approve the consent agenda, Daniel seconded. All in favor, motion passed.

Daniel moved to add introductions to the agenda, Amanda seconded. All in favor, movement passed.

Treasurer’s Report:

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- Presented by Jacob; not a lot of movement in July. Jacob would like to connect with Ben to discuss the ARPA funds as they stand and how they're recognized in the financial report. A few expenses are over budget at the moment, with board approval (Wild Apricot consultation, website improvements. Under for wages at the moment due to Robert's departure but contracting is a bit higher due to Ben Dowd's contract for administrative work.
- Still in process: working to diversify money in savings account at the moment.
- Daniel: to clarify contracting services, Shawn (CEDAM) has been assisting us with CRM cleanup. Ben was previously on contract to help Robert with administrative work, but with Robert's resignation Ben's contract was amended so he could help the organization until a new Executive Director was brought on.
- Daniel offered more clarification if needed, all are welcome to reach out if there are any questions.
- Eric's question to the board: what income stream do we have to show to the new Executive Director to explain how we are bringing funds in? Is it solely event-based revenue?
 - Jacob explained that the PSD covers expenses for the year outside of wages for Executive Director, events will need to be workshopped to increase revenue
- Eric asked if it was worth having an Executive Director if we're essentially breaking even
 - Daniel confirmed that to be a Main Street organization, we are required to employ a full-time Executive Director
- Jacob: the events still bring in a substantial amount of funds; it will be necessary to have a full-time exec director to make sure all programs can run smoothly
- Eric: a good metric to consider is "how many days cash on hand?", set a goal of X amount of days
- Eric's recommendation to consolidate financial report timelines (annual vs. YTD)
- Not recommended to base ED salary by commission, but instead by bonuses each quarter from successful metrics

Downtown Lansing, Inc. Update: Cathleen provided

City of Lansing Update:

Director's Report:

Strategic Plan Update

Sub-Committees Update:

- | | |
|--------------------------|----------------------------------|
| ✓ Website and Membership | ✓ Silver Gala (set next meeting) |
| ✓ Membership Meetups | ✓ Fundraising and Fund |
| ✓ Executive Committee | Development - N/A |

- **Website update - Daniel:** InVerve is working on the website currently, payments are based on progress of the project. A Technical Assistance grant was awarded by MEDC to the OTCA,

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they are working on processing funds currently. InVerve is in the beginning stages of checking out the backend of the site. Most common delay is organization providing content for uploading to site. Preference is to have the website public by October, Daniel will keep the Board updated.

- **Membership - Daniel:** During COVID the OTCA board “turned off” memberships, when it was turned back on memberships didn’t quite match up and many were not accounted for. We’re essentially working on cleaning the database back up; Bradley has been working his way to the merchants for feedback and any questions we can answer. About 7-8 years ago merchants stopped receiving invoices but many are open to receiving in the future.
 - Eric asked how long we propose this fix will take; this is the top priority fix for the organization
 - Jacob pointed out that there’s a separate issue of donations being considered as memberships
 - Daniel proposed that all merchants/members “reapply”, which might be a quicker approach; the issue is, this may create 80 new profiles but we’re still unsure.
 - Eric recommended a push for “last quarter” ask for donations and memberships.
 - Need to show the value of donations and memberships
 - Revenue-based membership vs. number of employees vs. level-based\
 - A committee will be starting soon; need to make it happen fast; next meeting to discuss memberships will be scheduled following board meeting
- **Membership meetups - Beth:** two have been held so far, looking for the next location. Next event will take place in late October, ideas for locations: Rhea’s courtyard (spring/summer is possible); Turner-Dodge House; Preuss Pet’s.
- **Executive Committee:** Chad recommended better note-taking procedures going forward, keeping the rest of the committee in the loop following these meetings. Minutes will be captured following each meeting and sent to the Board
- **Silver Gala:** Wednesday 8/23 or Monday 8/28 for next meeting; Beth has been working with Dawn at Elderly to help raise funds for Silver Gala and OTCA; Bradley has been working to secure more sponsorships as well

Old Business:

Executive Director search status

- Next round will take place next week (Monday, 8/13 and Wednesday, 8/15); board is asked to review recordings available and provide feedback
- Need to clarify 5-6 panel interviewers (Laura Krizov, Ben Dowd, Beth Herendeen, Chad Jordan, fifth and/or sixth community member) - Karen Stefl, Jamie Schriener, potentially Rick Preuss
- Sam will approach Karen and Jamie and ask if she is available to sit in on next interview round
- Board to send top 6 picks for candidates by EOD Wednesday, 8/9

Americorps update (Daniel)

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- See Daniel's email, within board packet; member will be attending orientation mid-September

Parking updates - N/A; Chad reported the addition of a parking meter in Lot 17 (off Washington); Walker Consultants is working on assessment city-wide, answers and results are pending the completion of this assessment

Main Street Accreditation - Self-Assessments due August 25th

New Business:

Voting in 3 new Board Directors

- Daniel nominated Rick Preuss to the Board of Directors, Kat seconded. All in favor, nomination passed.

Evening of Excellence - August 17

- Cathleen touched on this in her DLI update, see earlier notes.

Fall cleanup - October 7, tentatively - Design committee working on

Update on Bradly's merchant outreach

- in process; Rick offered his time and efforts if Bradly would like assistance

Give/Get for the month of July - Kat will work on updating the spreadsheet for September, Sam will send the spreadsheet around in the meeting recap; Sam will confirm what day this is due every month

Promises & to-do's from community meeting 7/27

- Jacob: request to rewrite/amend bylaws, an ad-hoc committee will need to be put together
- Jacob: grant for ARPA funds- org received \$100k in ARPA funds, \$70k will be used for sustaining the organization, \$30k will be granted to our merchants/businesses
 - Kat brought up using the \$30k for "free memberships" to reset the memberships of all businesses; this would be difficult to justify for businesses who are in need of the funds; Jacob's idea is that we take the membership idea out of the \$70k, but it still needs to be discussed.
 - A meeting is needed to discuss how this grant is created, administered, and any stipulations
 - Silver Gala can contribute to the grant (initially discussed)

Strategic Plan and workshopping next year's programs/events (prior to budgets in Nov)

- Strategic Plan is slightly off task, Board will set up a workshop event to discuss and plan

Beth: Mark Chamberlin has been working on a physical shopping map for tourists to use as they explore the district

- Chad asked if this is a good use of our time and resources to work on this map that will constantly be changing
- Is there enough of an ask to have a printed map at all businesses, updated consistently?

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- Chad: if Jackson's printing offer is unlimited, how can we best utilize this without going overboard?
- Kat: map is set up to look like a mailer, we could send this out to those outside of the district

Jacob motioned to approve procurement of liquor license for Silver Gala (Saturday, October 14th from 6PM-10PM at the R.E. Olds Museum in Lansing). Kat seconded, all in favor and motion has passed.

Old Town Upcoming Events

- ArtFeast – August 19
- Arts Night Out - September 8
 - Artist needed for
- Cesar E Chavez Fiesta - September 14/15/16?
- BluesFest - September 14, 15, 16

Adjournment: Bradley motioned to adjourn the meeting at 7:51PM; Kat seconded. All in favor, meeting adjourned.

*Next OTCA Board Meeting to be held on Tuesday, September 12, 5:30 pm,
in the Old Town Commercial Association office.*