

Old Town Commercial Association
Meeting of the Board of Directors
Tuesday, July 11 – 5:30 PM
Old Town Commercial Association Office (1232 Turner Street)

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>	Bradley 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			—

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: Beth called the meeting to order at 5:34PM.

Public Comments – limited to three minutes - N/A

Approval of Agenda: Amanda motioned to approve the agenda, Chad seconded. All in favor, motion approved.

Approval of June Minutes: Bradly motioned to approve the minutes, Amanda seconded. All in favor, motion passed.

Consent Agenda: Daniel motioned to approve consent agenda, Amanda seconded. All in favor, motion passed.

Approval of June Committee Reports

Org/Promo - Focus on ArtFeast

Design - N/A

EV - N/A minutes; Jacob would like to look into the PSD taxes and what’s collected from the City vs. what is returned to Old Town; idea to form a corridor improvement committee

Treasurer’s Report: Tabled due to outstanding questions

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- Jacob spoke with Cathleen about the ARPA grant, but there are questions about what we can use for the \$60k for OTCA lost revenue; \$100k is in play for the remainder of 2023 and going into 2024; money has to be spent by the end of FY2024
- Ideas for the \$60k OTCA (broad) use for sustainability:
 - Jenea's contract
 - 2024 events
 - Executive Director salary
 - Pay for all businesses 2024 memberships to prove the value of it
- \$30k for the businesses
 - How do we split these grants?
 - How will we facilitate this?
- **TO DO:** Amanda has a contact (Travis) at PNC that can assist Jacob with moving our savings into a money market account
- Keep in mind our financials do not allow much room for paying an Executive Director; Board needs to determine how we approach candidates about this
- **TO DO:** Need clarification on line item 6048 in the financial report; who is covered under Consulting? Is this Jenea, Ben? Jacob will check

Downtown Lansing, Inc. Update: Cathleen was not present, no updates at this time; Beth will be attending the DLI Board meeting Thursday at 11am (time to be verified)

- 7/13 at 3PM DLI will be holding a meeting with the new City parking company to discuss
 - LRCC will be surveying all businesses affected by parking and return the responses to the company to consider

City of Lansing Update: N/A - No City of Lansing update

Director's Report: N/A

Strategic Plan Update

Sub-Committees Update:

- | | |
|--------------------------|------------------------|
| ✓ Website and Membership | ✓ Silver Gala - N/A |
| ✓ Membership Meetups | ✓ Fundraising and Fund |
| ✓ Executive Committee | Development - N/A |

- **Website update:** InVerve has our signed contract; Daniel and Mark Chamberlin will be meeting with them to discuss costs and what Mark can take over (hoping website maintenance and updates can stay internal); updates to come after meeting by 7/18
 - Recommendation: Mark should help train up other OTCA members so it doesn't lay with just one person
 - Hoping to have up and running by Silver Gala

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- **Membership update:** Wild Apricot is making it difficult to pull memberships and keep them updated; a work group may be needed to manually update memberships within the site;
 - We will need an updated list before the Community Meeting; currently there are 30ish paid members
 - Wild Apricot compared to other software for nonprofits;
 - **TO DO:** Daniel will put together a checklist of what comes next in terms of the membership list
 - **TO DO:** Sam/Daniel send membership perk list to the Board for their review

Old Business:

Executive Director search status

- 27 candidates so far, 10-15 serious candidates
 - Daniel's top candidates are Amber Clark (Meridian Township), Jazmin Anderson (DLI), Joy Wells (previous Chamber experience), Najeema Iman (YouShine Events; resume to come)
- Hiring process should be:
 - First round virtual, recorded interviews
 - Second round in-person (two from Board, Ben, MMS, previous OTCA ED)
 - Third round in-person with full board
- Thoughts from the board:
 - Interviewers should be diverse (sex, gender, experiences, race)
 - Young/stepping stone opportunity should not be a red flag
 - Keep the Strategic Plan in mind when hiring
 - They will be working FOR the Board
 - Offer out by mid-August, starting then or by end of August

Parking updates

- None until study is over

Next Merchant Meetup - July 31

- At Ozone's, Beth has created a Facebook event for this

Status of in-process grants, applications (Americorps employee, Match on Main grant, ARPA funds, Website development, any other existing projects)

- AmeriCorps: first interviews will be conducted over the phone beginning week of July 17th
 - Interviews with CEDAM will be July 24-28
 - Offer out by August 11
 - Start date is September 18

New Business:

Approving Jenea's contract (extensions past the initial 90-day trial)

- **TO DO:** Kat work on getting merchant feedback

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- Daniel motioned to extend Jenea’s contract by another 90 days, Bradly seconded. All in favor, motion passed.

Community Meeting - week of July 24th

- Location - Tentatively Crossroads Church, July 27th 6-7:30PM (once Curt confirms)
- Meeting Prep
 - Full January-June Meeting packets by Thursday 7/13
 - Current membership list
 - OTCA Bylaws
 - OTCA Board application
 - **TO DO:** Daniel will pull the membership list
 - **TO DO:** Board meet prior to Community Meeting to make sure all docs are ready, we’re all on the same page
 - **TO DO:** Once space is confirmed, send reports to merchants/residents in question and ask if there is any other information we can provide for the meeting (for the sake of the agenda and everyone’s time)

Agenda:

- Introductions
- Addressing concerns in written letter
- 7-7:30: Open forum for questions (provided ahead of time, if possible)
- **TO DO:** Kat or Beth will post on the Merchant Facebook group

Main Street Accreditation - Self-Assessments due August 25th

- **TO DO:** Beth will send Sam updated self-assessment for the Board to complete
- **TO DO:** Board to complete self-assessment and send back to Sam by August 8th (next board meeting)

Old Town Upcoming Events

- Arts Night Out - July 14
- ScrapFest - July 14-15
- JazzFest - August 3-5
- Arts Night Out - August 4
- ArtFeast – August 19
- Cesar E Chavez Fiesta - September
- BluesFest - 14, 15, 16

Adjournment: Bradley motioned to adjourn the meeting at 7:33PM.

*Next OTCA Board Meeting to be held on Tuesday, August 8, 5:30 pm,
in the Old Town Commercial Association office.*