

Old Town Commercial Association
Meeting of the Board of Directors
Tuesday, June 13 – 5:30 PM
Board Room - Michigan Historic Preservation Network

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>	Vacant	—
Jacob Horner, Treasurer	—	Vacant	—
Kat Palmer, At-Large	<u>X</u>	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*

Beth mto

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

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

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

Approval of May Committee Reports

Org/Promo - Recap of Chalk of the Town, marketing next steps, planning for the newsletter

Design - Clair poured the concrete for Megan’s garden today, 6/13; the memorial ceremony will be held Saturday, June 24 at 3:30pm.

EV - Jacob is looking to connect with Cathleen on ARPA funds next steps

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Treasurer's Report: Amanda motioned to approve the treasurer's report, Sam seconded. All in favor, motion approved.

Approval of Board Financial Report - team needs to work with PNC to put our savings into a money market account or something that is FDIC-insured; Beth will pass her contact at PNC along to Jacob

Downtown Lansing, Inc. Update: Cathleen was not present, no updates at this time.

City of Lansing Update: No City of Lansing update at this time. Jacob asked where the parking issues stand, Daniel relayed that the City is working on collecting PSD feedback and completing a parking study before next steps. We have our list of requests from the Old Town district but the City will likely not respond until the study is completed. Once the name is released for the company doing the 2-month study, OTCA will work to get their contact information so we can provide our input, suggestions, etc.

Director's Report: N/A

Strategic Plan Update

Sub-Committees Update:

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

- Website and Membership Committee:
 - Daniel has sent RFPs to 8 companies for a new website design, mostly from Old Town businesses. OTCA will need to choose one proposal to move forward with to utilize our Main Street Technical Assistance grant. Jacob asked if this could come out of our ARPA funding, but the board is unsure of the stipulations and terms. The Board is required to choose and approve of a proposal before the end of June.
 - Daniel reported about 31 active memberships as of June, out of about 90 Old Town merchant memberships total. The team will meet with Shawn (Wild Apricot) by the end of June to continue cleaning up the back end of Wild Apricot.
- Executive Committee:
 - Beth went over the timeline of events leading up to Robert's departure; while we were able to retrieve most property, Robert is still a Super Admin for the OTCA Quickbooks stating that he will not relieve the passcode until he receives his last paycheck (already in the works, Kristy has processed his payroll).
 - The statement from the board will go out to the public; Chad's concern with the statement is that we're overstating- Beth, Daniel, and Kat were in agreement.
 - In terms of outstanding grants: Match on Mainstreet has chosen Elderly and Preuss for \$25K grants. Elderly's documents are almost fully completed, Preuss's documents are missing a few steps, Beth will work with them to wrap up

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Old Business:

Committee/structure updates
Parking updates

New Business:

Voting on Bradly Rakowski, Board of Directors seat - **Beth motioned to**
Next Quarterly Merchant Meet-Up – July?

- **Next Merchant Meet-Up needs to be set for Wednesday, July 19th; Beth will reach out to Zoobie's to see if we can set this for their patio, updates to come**

Ben's amended contract

- **Ben sent the executive committee a new contract to assist with the transition between Robert's departure and the onboarding of a new Executive Director.; this will be a massive relief with so many outstanding projects, including the Americorps program/worker and the Match on Main grant**
- **The Board is in agreement that this will be a massive weight of our shoulders, pending terms of work; the Board discussed limiting Ben to 20 hours/week at a maximum**
- **Daniel motioned to approve Ben's contract pending an amendment noting a limitation to his hours worked per week; Jacob seconded. All in favor, motion passed.**

Discussion of Executive Director's resignation, scheduling exit interview

- **The Board would still like to extend an exit interview to Robert to hear his feedback on the role.**
- **Chad asked what we hope to gain from an exit interview with Robert; Beth said she would like to express our appreciation for his work and hear his thoughts on what can be changed about the role.**
- **Chad also asked if we feel like we're opening ourselves up to liability/risk with an exit interview; Beth responded with it being a standard practice to offer an exit interview, Daniel agreed and added that we would like to mend the relationship and give him the space to feel like he can continue to visit Old Town**

Job description for Executive Director position

- **Jacob noted that \$40k is a low salary for what the position requires. The Executive Committee did recommend a salary of __ with a discretionary bonus added onto it. When the position is posted it will not list a pay range to not exclude any candidates.**
- **The job posting will go public by the end of the week of June 12**
- **The board is welcome to edit the job description; Kat will pull together a basic**

Board packet revisions

- **The Board is being asked to sign a revised board agreement, amended from specifically noting volunteer requirements for Blocktober Party/Oktoberfest and Lumberjack Festival to require a more generalized**

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Discussion of board roles and responsibilities; separation between Executive Director description

- The expectations for the next Executive Director will be more clearly defined for better boundaries and work balances
- Multiple businesses within the Old Town community convened and crafted a letter to the Board requesting a community meeting to get answers on Robert's departure and next steps. The letter was distributed to Chad, who will pass it on to Beth on June 14. The board has an open door policy at all times and is very willing to meet with the concerned business owners and neighbors.

Open grants, applications (Americorps employee, Match on Main grant, ARPA funds, any other existing projects)

Silver Gala updates

- Committee is working diligently to keep this rolling, social media reach is in process and a new invitation has been created.
- Liquor license is still needed for the event
- Next meeting will be scheduled before the end of the week

Meeting with Jenea to discuss future social media and marketing strategies and content

- Beth will be setting a meeting with Jenea (and Kat) to discuss next social media steps and a new approach to promote businesses, as well as a bigger push for Silver Gala
- Jenea is creating a new strategy to post more about the merchants themselves and post views of the inside of stores to encourage heavier foot traffic

Adjournment: motioned to adjourn the meeting at

Old Town Upcoming Events

- Lansing Pride Festival - June 17- **volunteers needed, Saturday at 9am and Sunday cleanup**
- Fairytale Festival (Turner-Dodge House) - June 17
- Touch a Truck Family Fun Fest - June 21
- Dedication & ceremony for Megan's Memorial - June 24
- Dam Jam - July 7-8
- Arts Night Out - July 14
- ScrapFest - July 14-15
- JazzFest - August 3-5
- Arts Night Out - August 4
- ArtFeast – August 19

Adjournment: Beth motioned to adjourn at 7:39PM.

*Next OTCA Board Meeting to be held on Tuesday, July 11, 5:30 pm,
in the boardroom of the Michigan Historic Preservation Network*