



DOWNTOWN MANAGEMENT BOARD

Business Relations Committee

MEMBERS

Chanelle Crouch
Justin Hewson
Thomas Muth
Audrey Yonkus
Cory Quinn
Meegan Holland

SYNOPSIS

January 24, 2020 – 1:00 p.m.

Conference Room A, 410 Abbot Rd.

Staff Liaison

Amy Schlusler
(517) 319-6931
McKenna Dixon
(517) 319-6923
Mia Rubin
(517) 319.6910

Present: Justin Hewson, Meegan Holland, Chanelle Crouch, Audrey Yonkus, Cory Quinn

Absent: Thomas Muth

Guests: Ines Anoman, Justin Drwencke

Staff Members Present: Amy Schlusler-Schmitt, Mia Rubin

City of East Lansing
DEPARTMENT OF
PLANNING , BUILDING
AND DEVELOPMENT
410 Abbot Road
East Lansing, MI 48823

(517) 319-6930
www.cityofeastlansing.com

1) Call to Order

The meeting began at 1:06 p.m.

2) Public Comment

None.

3) Discussion of Community Events

a. Follow-Up to Winter Glow

Drwencke shared with the committee that he and DMB staff had been brainstorming ways to enhance the 2020 Winter Glow event next December. Drwencke informed the committee that staff is planning to expand the time of the event to 2-7 p.m., while also expanding on the music performance and include an interactive element to the event. The Jingle Jam tent can be placed outside of the Albert Avenue Garage, allowing more opportunities for entertainment/vendors in the street area. The Business Relations committee was supportive of expanding the event and creating an interactive element as well.

b. Jazz Festival

Drwencke shared the site plan for Jazz Festival, including street closures extending to the 200/300 block. Drwencke plans to take the site plan to City Council on February 11 for approval. Drwencke requested the \$500 budgeted to support the Festival. Committee members were supportive of requesting the funds before the full board during the February 4 meeting.

DOWNTOWN MANAGEMENT BOARD

Business Relations Committee

c. Summer Concert Series

Drwencke introduced a sponsorship opportunity to underwrite for Star Farm's performance on July 10 for the Summer Concert Series. The committee discussed using this opportunity to discuss other Summer events to the public before the performance, as well as encourage businesses to stay open longer during the entire series. The committee also discussed partnering with Harbor Bay to combine the event with a Center City Grand Opening (as all restaurants might be open by then). The committee agreed to make a recommendation to the full board for a \$2,200 sponsorship for the Summer Concert Series.

4) 2020 Business Relations Calendar Schedule

Schlusler presented the Business Relations calendar schedule, which outlines which meeting dates the committee should be discussing each event. Schlusler pointed out that staff should begin planning for a Spring Downtown Cocktail Soiree and requested feedback on possible venues. Committee expressed interest in a few restaurants, which staff agreed to reach out to soon. The committee also discussed the Izzo Legacy 5K Race and how they want to utilize that event to draw people downtown.

There being no further business, meeting adjourned at 2:18 p.m.