

LBID MEETING MINUTES

Thursday, January 20, 2022 | 8:30 am | Via Zoom

Present: Dale Sexton, Brian Menges, Megan Eubank, Kathryn Bornemann, Karla Pettit

Absent: Tyler Erickson, Kristen Galbraith

Also present: Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** – *Motion by Kathryn/Second by Megan/Approved Unanimously.*
- B. **Ordering more Snowflakes** – Holiday Lights Committee and TBID approved splitting the cost of ordering more snowflakes three ways with LBID. Decision was to stay with white snowflake lights for the 2nd order one foot smaller and different design so it will look classy, consistent, nondenominational, and timeless both before and after Christmas. We have the opportunity to purchase 2 and get 1 free so will order 26 3-foot diamond style snowflakes and receive 39 so will be able to decorate most the historic lampposts. This is partially in response to downtown business owners requesting more lights downtown. Request to have as many of the snowflakes on each street facing the same direction as possible taking into account safety, visibility and building infrastructure. *Motion by Karla/Second by Kathryn/Approved Unanimously.* Discussed possible meeting with various groups to discuss more downtown décor in the future. Will communicate with Bob Ebinger of URA to discuss shared projects and goals.
- C. **Light Up Livingston and Winter Events** – All is Bright open late Thursday nights, the suggestion of Dan Riverside Hardware, was not successful, Catherine Lane’s Open House and Dale’s Men’s and Women’s nights seem to go well, probably too many shopping nights. If Light Up Livingston switches to Small Business Saturday we can cross promote shopping before the event. Discussed Jan-Feb slow shopping season, possibly a date night in conjunction with Valentine’s Day and Valentine’s gift shopping, some Downtown destination winter event.
- D. **Flower Contract** -In order to keep all the baskets up (instead of reducing the number) with the costs nearly doubling, discussed an adjustment to the contract with the Board and downtown business volunteers to help with removing them, to reduce annual costs by about \$2,200- *Motion by Megan/Second by Brian/Approved.* Also discussed hardware consistency to minimize labor.

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- E. **Additional Discussion Items from Board Members** – Megan Eubank discussed Wishberry Hollow Fairy Village, which was very successful last summer, possibly migrating to downtown. Discussed logistics, locations, business participations, starting at Depot Park, possible vandalism, banners and funding.

Update on Business Items of Interest

- A. **Executive Director Report** – Discussed junction box art project, Kris is working with Storrs and Laura at the Frame Garden, and possibility to reopen if submissions aren't complete. Sent letter to 150+ businesses about C-PACE program. Will defer to Joanie Kresch for further communication. RERC grant proposal submitted by PCEC to pay for Downtown and Recreation development community feedback process. Downtown Plan had project displaying creative reuse/development plans from MSU architecture students in December. Discussed City's early planning for large downtown complex with rent-controlled apartments, parking and retail space and how ARPA would play into that workforce housing response. Next meeting we should look at annual budget for priorities.
- B. **Additional New Business from Board Members** – N/A

Public Comment on any Public Matter Not on the Agenda – N/A

Next Meeting Date and Agenda February 17, 2022

9:25 Adjourn

Minutes respectfully submitted by Kris King

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