



EAST LANSING AGENDA

Downtown Management Board Marketing Committee Meeting

12:00 PM - Thursday, July 9, 2026, immediately following Downtown Management Board meeting

East Lansing City Hall, Room 209 (Conference Room A), 410 Abbot Rd.

Public Comment - Email: mapostle@cityofeastlansing.com

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1. CALL TO ORDER	
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1.2. Approval of the agenda	
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**CITY OF EAST LANSING
DOWNTOWN MANAGEMENT BOARD
MARKETING COMMITTEE
MEETING MINUTES
Thursday, June 4, 2026**

Item 1

Call to Order

1.1. Roll Call

A meeting of the Downtown Management Board Marketing Committee of the City of East Lansing was called to order on June 4, 2026, at 1:06 p.m., in Mash, 212 Albert Avenue, with the following members present:

Board Members Present: Justin Hewson, Makayla Kribs, Maria Presocki, Rudy Richmond

Board Members Absent: Jen Hayes

Staff Present: Matthew Apostle, Nicole Anthony, Nic Ceme-Prefontaine

1.2. Approval of the agenda

Moved by Hewson, seconded by Presocki, to approve the agenda as written.

ALL YEAS
MOTION CARRIED

1.3. Approval of the minutes

Moved by Hewson, seconded by Presocki, to approve the minutes of the May 7, 2026, Downtown Management Board Marketing Committee meetings as submitted.

ALL YEAS
MOTION CARRIED.

Item 2

Communications

2.1. Written Communications

There was no written communication.

2.2. Communications from the Audience

There was no communication from the audience.

2.3. Communications from Staff

Apostle reviewed Downtown Summer Sound graphics with the committee. Downtown Stretch was also noted to be happening soon, verifying that everything is ready for the event.

DMB branding – RFQ for brand development services was sent out last week. Deadline for responses is at the end of June, so quotes will be reviewed by the full Board at their July meeting. Presocki suggested a few production companies she has worked with in the past to inquire with for assistance. Apostle will be sending out the RFQ info for committee members to share.

Item 3

Business Agenda

Hewson discussed vacant business properties in the DMB district, wanting to collaborate with property owners to help promote the spaces. Potential for staging, marketing, etc., discussed, and Richmond gave examples of this in from other Michigan cities. Apostle will be checking with Planning and Zoning on rules and regulations.

Item 4

Announcement/Board Member Comments

Apostle stated that there are a few DMB seats approaching their term limits. This could affect the Marketing Committee roster down the road. More information will be forthcoming.

Item 5

Adjournment

Hewson adjourned the meeting at 1:27pm.



Downtown Management Board **AGENDA ITEM REPORT**

To: Downtown Management Board
Subject: Communications from Staff
Meeting: Downtown Management Board Marketing Committee - 09 Jul 2026
Department: Community and Economic Development
Staff Contact: Matt Apostle, Community & Economic Development Specialist

BACKGROUND INFORMATION:

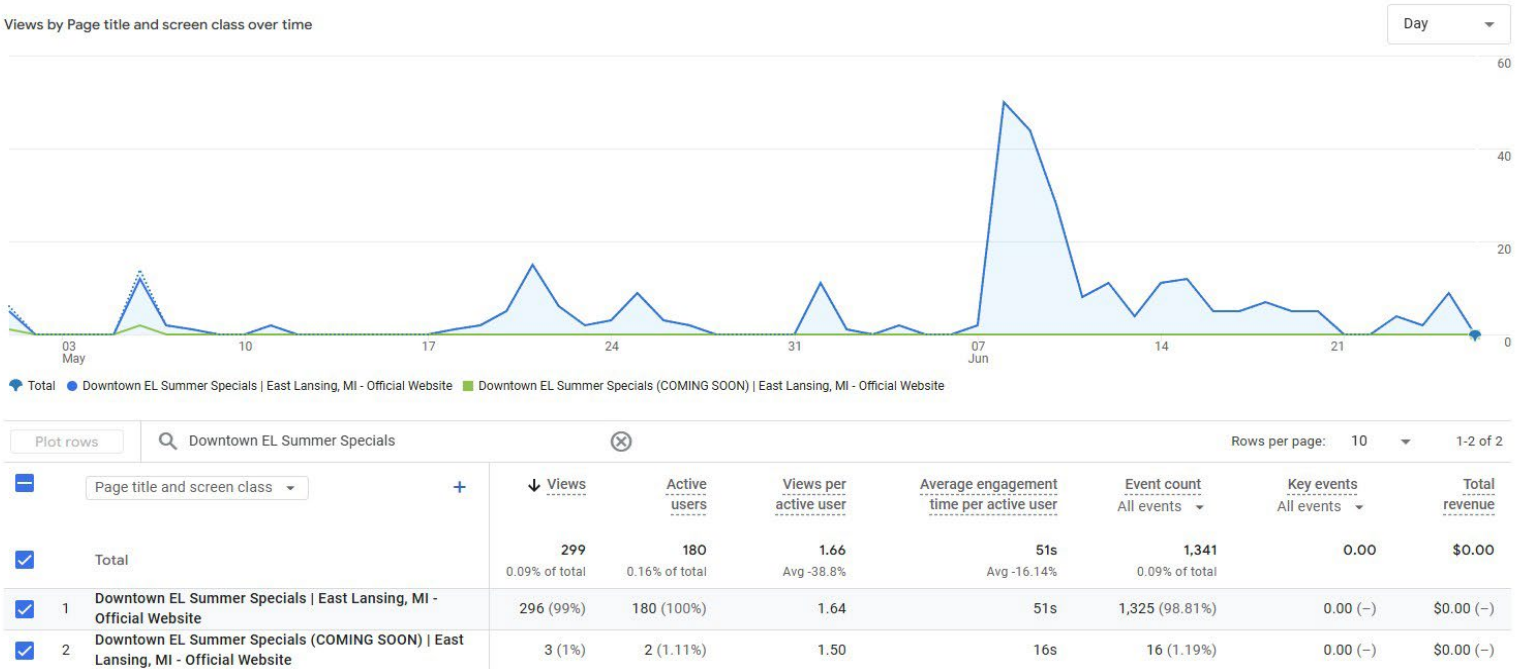
Staff would like to update the Committee on the following topics:

- DMB Online Store
- DMB Merchandise Branding Kits
- Downtown EL Summer Specials
- Promotion of E. Grand River Ave businesses during summer construction road closure
- GLAMom Marketing Partnership
- Video Production Services
- Ideas for advertising vacant properties

ATTACHMENTS:

[Google Analytics Dashboard_Downtown EL Summer Specials](#)

Google Analytics Dashboard for the [Downtown EL Summer Specials](#) page of the City of East Lansing website (May 1, 2026 – June 26, 2026):



Views = total number of views on the webpage

Active users = total number of unique users on the webpage

Event count = total number of actions taken by users on the webpage (clicks, scrolling up or down, etc.)



Downtown Management Board **AGENDA ITEM REPORT**

To: Downtown Management Board
Subject: Consideration of issuing a request for quotes for video production services
Meeting: Downtown Management Board Marketing Committee - 09 Jul 2026
Department: Community and Economic Development
Staff Contact: Matt Apostle, Community & Economic Development Specialist

BACKGROUND INFORMATION:

In the FY2027 Downtown Management Board budget, the Board budgeted \$6,500 for video production services.

As in year's past, staff would like to issue a Request for Quotes for these services in order to move forward with creating new video content during FY2027. In year's past, this RFQ has been issued annually in December or January. However, staff are proposing that this RFQ be released at the beginning of the fiscal year. This will allow staff to work on this project during the fall and winter rather than the spring and summer when most of the DMB's events take place.

After issuing the RFQ and receiving quotes, staff will return to the Board, and the Board will have the opportunity to select a quote.

RECOMMENDATION:

Motion to instruct staff to issue a Request for Quotes for Video Production Services.

ATTACHMENTS:

[RFQ_Video Production Services](#)

**CITY OF EAST LANSING DOWNTOWN MANAGEMENT BOARD
EAST LANSING, MICHIGAN**



REQUEST FOR QUOTE

The undersigned having become thoroughly familiar with and understanding all quote documents attached hereto, agrees to provide the services as specified herein, for the total fees as stipulated herein, subject to negotiation.

I hereby state that all of the information I have provided is true, accurate and complete. I hereby state that I have authority to submit this proposal which will become a binding contract if accepted by the City of East Lansing Downtown Management Board.

I hereby state that I have read, understand, and agree to be bound by all of the terms of this proposal document.

Signature _____ Title _____

Print Name _____ Date _____

Firm Name _____

Address _____

Phone No.: _____

Fax No.: _____

E-mail: _____

Proposal: We propose to furnish all labor, materials, equipment, tools and services required to complete the work in accordance with the specifications and conditions contained herein in consideration of the amounts stated below and agree that this document will constitute the Contract if accepted by the City of East Lansing Downtown Management Board.

**REQUEST FOR QUOTES: VIDEO PRODUCTION SERVICES FOR EAST LANSING’S
DOWNTOWN MANAGEMENT BOARD**

The City of East Lansing Downtown Management Board (DMB) is seeking professional services for the creation of 12 short-form videos for the DMB’s Downtown East Lansing social media accounts. For the purposes of this Request for Quotes, "short-form videos" are 10-45 second vertical videos that engage viewers with a hook, informational message, and an optional call to action. Potential subjects to be conveyed through these short-form videos include:

- Highlighting downtown East Lansing businesses
- Showcasing events and other programming in downtown East Lansing
- Continuing the existing “Humans of EL” series on the Downtown East Lansing social media accounts
- Continuing the existing “Day in the Life” series on the Downtown East Lansing social media accounts
- Telling the story of why downtown East Lansing is a premier place to live, work, play, and invest.

Final video concepts will be determined by the East Lansing Downtown Management Board in consultation with the selected contractor.

The selected contractor must be able to film, edit, and provide satisfactorily finished products as determined by Downtown Management Board staff. All finished products must be provided no later than June 30, 2027.

In addition to your quote, please also provide three (3) short-form video examples that showcase your qualifications for the requested scope of work.

All vendors are encouraged to review the Downtown East Lansing social media accounts (Facebook: Downtown East Lansing; Instagram: @downtowneastlansing) prior to submission.

TIMELINE:

- **QUESTION DEADLINE: FRIDAY, JULY 24, 2026, AT 4 P.M.**
- **RFQ DEADLINE: THURSDAY, JULY 30, 2026, AT 4 P.M.**

QUOTES MUST BE GOOD FOR A PERIOD OF NINETY (90) DAYS.

SUBMISSION: All quote submissions will be accepted via email at nprefont@cityofeastlansing.com. If you have any questions, please contact Nicolas Ceme-Prefontaine 517-319-6907 / nprefont@cityofeastlansing.com.

COST PROPOSAL FOR VIDEO PRODUCTION SERVICES

VIDEO PRODUCTION SERVICES	
ITEM	AMOUNT
Film, edit, and provide 12 satisfactorily finished videos as determined by Downtown Management Board staff. All finished products must be provided no later than June 30, 2027.	
Subtotal	

City of East Lansing Required Contract Terms.

The contractual obligations contained herein are incorporated into the terms of the contract to which they are attached.

Civil Rights Ordinance. Contractor agrees that it will comply with the City's Civil Rights Ordinance, Article II, Chapter 22 of the Code of the City of East Lansing, which in part requires that an employer not discriminate against any employee or applicant for employment with respect to hire, tenure, terms, conditions, or privileges of employment including benefit plan or system, or a matter directly or indirectly related to employment because of religion, race, color, national origin, age, sex, height, weight, marital status, sexual orientation, gender identity or expression, or student status, because of the use by an individual of adaptive devices or aids, or because of an arrest record when a conviction did not result, except as allowed under Section 22-33(b)(6) of Chapter 22. Further, for contracts in which the total contract price will be \$20,000.00 or more, the City's Civil Rights ordinance also prohibits discrimination on the basis of marital status, sexual orientation, or gender identity or expression by the Contractor failing to provide employment benefits for employees with domestic partners that it otherwise provides for the spouse of a married employee. An employer may apply to the City Human Relations Commission for an exemption on the basis that religion, national origin, age, sex, height, weight, marital status, sexual orientation, gender identity or expression, or student status is a bona fide occupational qualification reasonably necessary to the normal operation of the business or enterprise. These requirements of Article II, Chapter 22, shall be considered material terms of this Agreement, and breach of any of these requirements will be regarded as a material breach of this Agreement.

Independent Contractors. The parties agree that Contractor is an independent contractor as that term is commonly used and Contractor's employees are not and shall not be considered subcontractors or employees of the City and has no authority to bind the City in any manner. Contractor shall be solely responsible for the withholding and reporting of all federal, state, and local income and employment taxes. Contractor acknowledges that it is not insured in any manner through the City for any bodily injury, personal injury, or property loss whatsoever.

Limitation of Liability. Except for indemnification pursuant to this agreement, neither party shall be liable to the other, or any of their respective agents, representatives, or employees for any lost revenue, lost profits, loss of technology, rights or services, incidental, punitive, indirect, special or consequential damages, loss of data, or interruption or loss of use of service, even if advised of the possibility of such damages, whether under theory of contract, tort (including negligence), strict liability or otherwise.

Indemnity. Contractor shall, to the fullest extent permitted by law pursuant to MCL 691.991(2), defend, indemnify and hold harmless the City, and its elected and appointed officers, agents, servants, and employees from any and all claims, damages, losses, expenses, liability, judgment, or liens, including reasonable attorney fees and other costs of defense arising out of any acts, errors or omissions or the

discharge, release or escape of contaminants or hazardous substances by Contractor or by anyone acting on their behalf under or in any matter connected with this agreement. Contractor's obligations to indemnify the City shall survive the expiration, non-renewal, or termination of this Agreement.

Insurance Requirements. The Contractor shall not commence work under this contract until they have obtained the insurance required under this paragraph and shall keep such insurance in force during the entire life of this contract. All coverage shall be with insurance companies licensed and admitted to do business in the State of Michigan and acceptable to the City of East Lansing. The requirements below should not be interpreted to limit the liability of the Contractor. All deductibles and SIRs are the responsibility of the Contractor.

1. Workers' Compensation Insurance, including Employers' Liability Coverage, in accordance with all applicable statutes of the State of Michigan.
2. Commercial General Liability Insurance on an "Occurrence Basis" with limits of liability not less than \$1,000,000 per occurrence and aggregate.
3. Additional Insured: The City of East Lansing, all elected and appointed officials, all employees and volunteers, agents, all boards, commissions, and/or authorities and board members, including employees and volunteers thereof shall be named as *Additional Insureds* on an endorsement form of the Commercial General Liability Insurance policy with respect to liability arising out of work or operations performed by or on behalf of Contractor. Coverage shall be primary and non-contributory, and any other insurance the City of East Lansing may have in effect shall be considered secondary and/or excess.
4. Cancellation Notice: Policy(ies), as described above, shall be endorsed to state the following: It is understood and agreed Thirty (30) days, Ten (10) days for non-payment of premium, Advance Written Notice of Cancellation or Non-Renewal shall be sent to the Certificate Holder: (The City of East Lansing, Attention: Matt Apostle, 410 Abbott Road, East Lansing, Michigan, 48823).

Proof of Insurance Coverage: The Contractor shall provide the City of East Lansing at the time the contracts are returned for execution a Certificate of Insurance as well as the required endorsements. In lieu of required endorsements, a copy of the policy sections, where coverage is provided for additional insured and cancellation notice, may be acceptable. If any of the above coverages expire during the term of this contract, the Contractor shall deliver renewal certificates, endorsements, and/or policies to the City of East Lansing at least ten (10) days prior to the expiration date.

Non-Assignment. The parties agree that there shall be no authority on the part of Contractor to subcontract, assign, or otherwise dispose of any portion of the services to be performed herein without the prior written approval of the City. In the event that the City approves a subcontract, assignment, or disposition, Contractor solely shall be responsible for managing, directing and paying the subcontractors or assignees, and the City shall have no obligations whatsoever toward said subcontractors or assignees. Consent to subcontract, assign, or otherwise dispose of any portion of this Agreement shall not be construed to relieve Contractor of any responsibility for the fulfillment of this Agreement.

Acceptance: This proposal is accepted by the City of East Lansing Downtown Management Board

Date: _____

**Annette Irwin, Interim City Manager
City of East Lansing**

Certified As to Sufficiency of Funds:

Date: _____

Audrey Kincade, Chief Financial Officer

Approved as to form:

Date: _____

Elizabeth K. Saarela, City Attorney