



EAST LANSING AGENDA

Downtown Management Board Marketing Committee Meeting

12:00 PM - Thursday, June 4, 2026, immediately following Downtown Management Board meeting

Mash East Lansing (212 Albert Ave, East Lansing, MI 48823)

Public Comment - Email: mapostle@cityofeastlansing.com

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1. CALL TO ORDER	
1.1. Roll Call	
1.2. Approval of the agenda	
1.3. Approval of the minutes	2 - 3
DMB MC Meeting Minutes 5-7-26	
2. COMMUNICATIONS	
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3. BUSINESS AGENDA	
4. ANNOUNCEMENTS / COMMITTEE MEMBER COMMENTS	
5. ADJOURNMENT	

**CITY OF EAST LANSING
DOWNTOWN MANAGEMENT BOARD
MARKETING COMMITTEE
MEETING MINUTES
Thursday, May 7, 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 May 7, 2026, at 1:12 p.m., in Conference Room A of East Lansing City Hall, 410 Abbot Road, with the following members present:

Board Members Present: Justin Hewson, Makayla Kribs, Jen Hayes, Maria Presocki

Board Members Absent: Rudy Richmond

Staff Present: Matthew Apostle, Nicole Anthony

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 April 2, 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 discussed the newly-launched Downtown EL Store. He stated it will be promoted using Gary Caldwell Productions for videos and social media marketing. Hayes inquired about downtown business owners helping promote the new merchandise as well. Presocki discussed brand kit ideas to send local influencers and well-known former Spartans to assist in promotions.

Apostle updated the committee on upcoming events, including Drag Night and EL Pride. Downtown Summer Sound new logo was presented, with the committee offering suggestions for adjustments.

Apostle also confirmed that there is electricity on the Marriott Plaza for the Outdoor Fitness event. Event names were discussed, focusing on Downtown Stretch.

Item 3 **Discussion Items**

3.1. Discussion of Downtown Management Board Branding

Apostle presented newly-revised Downtown EL logos from last meeting's suggestions. The committee believes it's still too busy. Presocki presented a mockup of a logo idea.

Hewson motioned, Kribs seconded, for staff to create an RFQ for contract services for brand marketing assistance.

ALL YEAS

MOTION CARRIED

Item 4 **Announcement/Board Member Comments**

No announcements

Item 5 **Adjournment**

Hewson adjourned the meeting at 1:41 pm.



Downtown Management Board **AGENDA ITEM REPORT**

To: Downtown Management Board
Subject: Communications from staff
Meeting: Downtown Management Board Marketing Committee - 04 Jun 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:

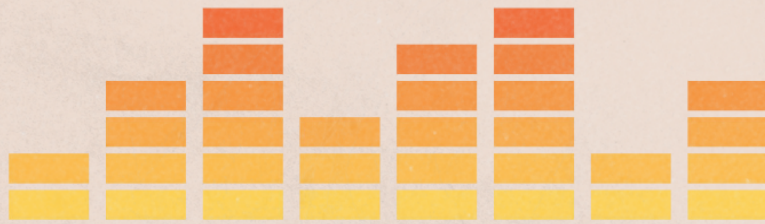
- Downtown Summer Sound
- Downtown Stretch
- DMB Branding: Request for Quotes
- Collaboration with property owners to promote vacant downtown properties

ATTACHMENTS:

[DOWNTOWN SUMMER SOUND](#)

[DOWNTOWN STRETCH](#)

FREE GIVEAWAYS, LIVE MUSIC, YARD GAMES



DOWNTOWN *Summer Sound*

FRIDAY'S | ANN STREET PLAZA

MAY 22ND

JULY 24TH

JUNE 5TH

AUGUST 7TH

JULY 10TH

AUGUST 21ST

CONCERTS HELD BETWEEN 6:00 & 8:00PM

DOWN4OWN STRETCH

SCHEDULE OF EVENTS

JUNE 7	YOGA STATE	JULY 19	RECHARGED PILATES
JUNE 14	YOGA STATE	JULY 26	YOGA STATE
JUNE 21	YOGA STATE	AUGUST 2	RECHARGED PILATES
JUNE 28	RECHARGED PILATES	AUGUST 9	YOGA STATE
JULY 5	YOGA STATE	AUGUST 16	YOGA STATE
JULY 12	YOGA STATE	AUGUST 23	YOGA STATE
		AUGUST 30	YOGA STATE

recharged
pilates

YOGA STATE
MIND • BODY • SOUL

PLEASE NOTE: EACH DOWNTOWN STRETCH EVENT WILL
BEGIN AT 10:00 AM AT THE MARIOTT ELEVATED PLAZA.