



Saginaw Street Corridor Improvement Authority Board of Directors Monthly Meeting

Thursday, May 22nd, 2025 – 3:00 PM

M3 Group

221 W. Saginaw St.

Lansing, Mi 48933

AGENDA

1. Call to Order
2. Approval of the Saginaw St. CIA Meeting Minutes (4.23.25) **-Action**
3. Discussion on the 2025 Spending Plan
4. Presentation on the SSCIA Marketing Efforts- M3 Group
5. Other Business
6. Public Comment
7. Adjournment



**Saginaw St. Corridor Improvement Authority
Board of Directors Monthly Meeting**

April 24, 2025, 3:15 PM

M3 Group

221 W. Saginaw St. Lansing, MI 48933

Members Present: Tiffany Dowling, Laura Stoken, Diane Sanborn,
Peter Morman

Members Absent:

Facilitator Present: Kahleea Washington (Lansing EDC)

Guests Present:

Public:

Recorded by: Kahleea Washington (Lansing EDC)

Call to Order/ Roll Call

3:15 PM

Approval of Saginaw Street February Meeting Minutes - Action

MOTION: Stoken, Seconded by Sandborn

YEAS: Unanimous

Adoption of the FY 2025/26 Budget

The board member asked clarifying questions regarding the budget before approving it.

MOTION: Stoken, Seconded by Sandborn

YEAS: Unanimous

Discussion on the 2025 Spending Plan

Before discussing the 2025 spending plan, Chair Dowling informed the group about the conversations at the CIA chairs' meeting the day before. In that meeting, the idea of hiring someone to work as the executive director to manage all the CIAs was presented to the group. From that, the SSCIA board members discussed whether they wanted to pursue that idea and how that fits into their budget. Then the board decided to take some more time to think about their spending plan and revisit it at the next meeting.

Updates on the Landscaping Project

Washington updated us that the plant professionals were paid, and the project is underway.

She also informed the board that the waiting board member's reimbursement checks are being processed.

Updates on the Marketing Effort

Megan Fleming for the M3 Group provided a brief update on the marketing initiative's progress. The M3 Group plans to prepare a presentation for the board soon.

Other Business

The group discussed board member recruitment.

Public Comment

NA

Adjournment

4:01

X

Tiffany Dowling
Chairperson, Saginaw St. Corridor Improvement Authority

Saginaw St. CIA

Total 2025 Budget: \$222,196 (\$136,171 in capture and \$86,025 in ARPA)

Spending Goal (75% of total budget): \$167,000

Spent as of 5.15.25= **\$38,010.25**

Spending Categories:

Aesthetic and Design	\$70,000	42%
Economic Reconstruction	\$25,000	15%
Marketing and Promotional	\$60,000	36%
Organizational	\$12,000	7%

Aesthetic and Design:

- Signage (\$5000)
- Art installations (\$35,000)
- Lighting installation (\$10,000)
- Landscaping Maintenance (\$2000) **\$1086.10**
- **Graffiti Removal Grant**

Economic Reconstruction

Marketing and Promotional

- Marketing services (\$55,000) **\$9600**
- Production (\$5000)

Organizational

- AmeriCorps/ Intern (\$12,000)

ARPA Expenditures: \$38,010.25 (5.15.25)