



Saginaw Street Corridor Improvement Authority Board of Directors Monthly Meeting

Thursday, June 26th, 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 (5.22.25) **-Action**
 - a. SSCIA Monthly Board Meeting Minutes
 - b. SSCIA Informational Meeting Minutes
3. Updates on the SSCIA Marketing Efforts- M3 Group
4. Discussion on the FY 2025/2026 Spending Plan
5. Other Business
6. Public Comment
7. Adjournment



Andy Schor, Mayor

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

May 22, 2025

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: M3 Group: Angela Winkler, Megan Fleming,
Ashlyn Vos

Public: Dena Sanders, Bob Pena, Chuck Abraham

Recorded by: Kahleea Washington (Lansing EDC)

Call to Order/ Roll Call: 3:04 PM

Approval of Meeting Minutes - Action

MOTION: Stoken, Second: Sanborn

YEAS: Unanimous

Public Comment

Chair Dowling moved the public comment up in agenda to respect the numerous guest at the meeting. We went around the room and did introductions.

Bob Pena, an involved resident, advocated to the board to consider bicyclist safety and tree preservation as they pursue future initiatives.

Mr. Abraham introduced himself as a real estate investor who owns some properties along the corridor. He informed the board of a potential plan to bring a food truck court to Saginaw St.

Presentation on the SSCIA Marketing Effort- M3

Angela Winkler initiated the Marketing Effort Presentation, updating the board on M3 brand development work for the corridor. M3 plans to have another presentation for the group soon.

Discussion on the 2025 Spending Plan

The board had a brief discussion on the categories of spending plans. They plan to continue the conversation at the next meeting.

Other Business

NA

Adjournment: 3:56 PM

X

Tiffany Dowling
Chairperson, Saginaw St. Corridor Improvement Authority



Andy Schor, Mayor

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

May 22, 2025

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: 3:57 PM

Washington provided updates on the SSCIA.

Open Forum for SSCIA Board Member:

NA

Public Comment

NA

Adjournment: 3:57

Motion: Stoken

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

Spending Categories:

Aesthetic and Design	\$70,000	45%
Economic Reconstruction	\$25,000	15%
Marketing and Promotional	\$60,000	36%
Organizational	\$12,000	4%

Aesthetic and Design:\$75,150

- Signage (\$5000)
- Art initiative (\$60,000)
- Landscaping Maintenance: **\$2200.70**
- Graffiti Removal Grant (\$5,000)
- CATA enhancements (\$15,000)

Economic Reconstruction

Marketing and Promotional: \$60,000

- Marketing services (\$55,000) **\$11,850**
- Production (\$5000)

Organizational

- AmeriCorps/ Intern (\$12,000)