



Saginaw Street Corridor Improvement Authority Board of Directors Monthly Meeting

Thursday, July 24th, 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 June Meeting Minutes (6.26.25) - **Action**
3. Update on the SSCIA Budget
4. Discussion on Art Installations
5. Updates on the Marketing Effort
6. Other Business
7. Public Comment
8. Adjournment



Andy Schor, Mayor

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

June 26, 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; Paul Schmidt

Public:

Recorded by: Kahleea Washington (Lansing EDC)

Call to Order/ Roll Call: 2:59 PM

Approval of the Saginaw St. CIA Meeting Minutes (5.22.25) -Action

- a. **SSCIA Monthly Board Meeting Minutes**
- b. **SSCIA Informational Meeting Minutes**

Motion: Morman Seconded by Stoken

Updates on the SSCIA Marketing Efforts- M3 Group

Stoken provided an update on her work with M3 on the brand and logo effort.

Angela from M3 presented the proposed brand and logo options for the corridor.

Board members discussed the logistics of a possible event in the fall.

Chair Dowling offered to look into the process of adding a mural to MDOT property.

Discussion on the FY 2025/2026 Spending Plan

The board supported the idea of adjusting their spending plan to align with the fiscal year. The CIA will update their number to reflect the capture gained in the last fiscal year.

Other Business

Chair Dowling discussed the authority's participation in a magazine article in 517 Magazine. The board developed a better understanding of what they need to do for the upcoming article.

Public Comments

NA

Adjournment: 3:57

Motion: Stoken

X _____
Tiffany Dowling

Chairperson, Saginaw St. Corridor Improvement Authority

Saginaw Street. CIA Budget Summary (July 2025)

Fund Type	Amount	Allocation
Current Fund Balance	\$ 144,247.99	General Budget
FY 2024-2025 Capture	\$ 181,666.00	General Budget
General ARPA Funds	\$86,025.00	General Budget
Total	\$ 411,938.99	

Aesthetic and Design	\$ 185,372.55	45%
Economic Reconstruction	\$ 61,790.85	15%
Marketing and Promotional	\$ 148,298.04	36%
Organizational	\$ 16,477.56	4%