



S. Martin Luther King Jr. Corridor Improvement Authority Board of Directors Monthly Meeting

Thursday, August 21st, 2025 – 1:00 PM
La Mulata
5334 S Martin Luther King Jr Blvd
Lansing, MI 48911

AGENDA

1. Call to Order/ Roll Call
2. Approval of S. MLK Jr. CIA Meeting Minutes (7.17.25)- **Action**
3. Updates on Corridor Projects- K. Washington
 - a. Marketing Efforts
 - b. Bus Shelter Art
 - c. Community Cleanup
4. Approval of S. MLK CIA Grant Program- **Action**
5. Pitch Book Site Selection
6. Other Business
7. Public Comment
8. Adjournment



Andy Schor, Mayor

**South Martin Luther King Jr. Blvd. Corridor Improvement Authority
Board of Directors Monthly Meeting**

July 17th, 2025

UA Local 333 Plumbers and Pipefitters
5405 S Martin Luther King Jr Blvd
Lansing, MI 48911

Members Present:

Amanda Defrees, Kristina Schmidgall, Don
"Moose" Sober,

Members Absent:

Mike Owsley, Dustin Howard

Facilitator Present:

Kahleea Washington (Lansing EDC)

Guests Present:

Paul Anderson (SWAG), Breina Pugh (BWL)

Public:

Lansing Councilman)

Yanelis Lopez-Rey (La Mulata), Adam Hussan (City of

Recorded by:

Kahleea Washington (Lansing EDC)

1. Call to Order/ Roll Call

Chair Defrees called the meeting to order at 1:06 p.m. followed by roll call.

2. Approval of S. MLK Jr. CIA Meeting Minutes (6.12.25)- Action

Motion by Schmidgall and seconded by Defrees

Passed unanimously.

3. Updates on Corridor Projects- K. Washington

a. Marketing Efforts

Washington presented the branding and website materials provided by Inerve, the S. MLK CIA's marketing firm. The materials included brand elements and website templates to choose from. Washington will communicate the board's website template choice to Inerve.

b. Bus Shelter Art

Washington updated the board that she is working with the artist and the printers to complete the project. The estimated completion date is early August.

c. Community Cleanup

The board discussed dates to reschedule the community clean up and decided to host it on September 13th from 10 am-12 pm.

The plan is to meet at Logan Square, provide refreshments before

and after the cleanup.

4. Discussion on the BWL project- B. Pugh

Breina Pugh from the Board of Water and Light (BWL) presented on the new power infrastructure being installed along the corridor. The board expressed their concern about the size of the poles and the final look. Ms. Pugh took note of the board's concerns and will bring them to her team.

5. Other Business

Member Moose mentioned finding ways to fundraise for business along the corridor. The conversation led to the board exploring what a business grant program could look like. Washington plans to present a draft grant program for the board to activate at the next meeting.

Another way the board plans to support local businesses is by hosting the board meetings at different locations on the corridor. The August meeting will be held at the La Mulata restaurant, to support that business.

6. Public Comment

Councilman Hussan introduced himself to the group and provided some suggestions to the board based on his interactions with constituents.

7. Adjournment

Meeting adjourned at 1:42

X _____
Amanda Defrees

Chairperson, South Martin Luther King Jr. Blvd. Corridor Improvement Authority

S. Martin Luther King Jr. Corridor Improvement Authority

2025 Branding – Logo Options

Round 3

August 13, 2025



S.MLK CORRIDOR

IMPROVEMENT AUTHORITY

S. MLK Corridor Improvement Authority // OPTION 1

Usage Examples



S. MLK Corridor Improvement Authority // OPTION 1

Competitive Context





S. MLK
CORRIDOR
IMPROVEMENT AUTHORITY

S. MLK Corridor Improvement Authority // OPTION 2

Usage Examples



S. MLK Corridor Improvement Authority // OPTION 2

Competitive Context



S. MLK
CORRIDOR
IMPROVEMENT AUTHORITY





S. MLK
CORRIDOR
IMPROVEMENT AUTHORITY

S. MLK Corridor Improvement Authority // OPTION 3

Usage Examples



S. MLK Corridor Improvement Authority // OPTION 3

Competitive Context



S. MLK
CORRIDOR
IMPROVEMENT AUTHORITY



S. MLK Corridor Improvement Authority // ALL OPTIONS





S. MLK CIA Business Grants Guidelines

PROGRAM OVERVIEW

The South Martin Luther King Jr. Blvd. Corridor Improvement Authority's (S.MLK CIA) Business Grant has been established to provide access to capital for small businesses within the corridor's boundaries. By providing financial resources, this grant opportunity is dedicated to supporting projects that strengthen businesses' sustainability along the corridor.

PROGRAM OBJECTIVE

The core objective of the **S. MLK CIA Business Grants** is to support businesses within the S. MLK CIA boundaries by providing access to capital. This financial support is intended to fuel projects that not only foster immediate business sustainability but also propel substantial growth.

ELIGIBLE EXPENSES

Eligible expenses include the following:

- Inventory and supplies
- Exterior improvements
- Software subscriptions
- Marketing and advertising
- Equipment purchases
- Health and safety measures
- **Match dollar for other grants**

AWARD AMOUNT

Grant awards will range between \$1,000 and \$10,000. Award amounts will be based on the strength of the project proposal, project impact, demonstrated need, and available funds. All awards will be determined at the sole discretion of the S. MLK CIA.



Awards are provided on a competitive basis due to limited resources. In order to be considered for the **S. MLK CIA Business Grants**, applicants must meet **each** of the eligibility criteria described below:

Small business:

- Small businesses are defined as firms with a size of 50 employees or less and total gross revenue per year of \$1.5 million or less.
- **For-profit** business based in the City of Lansing's South Martin Luther King Jr. Blvd. Corridor boundaries. To identify if your business is located in the corridor's boundaries, visit: <https://www.lansingmi.gov/corridor>
- Must not be one of the following business types:
 - Check cashing/payday advance
 - Adult stores/services
 - Packaged Liquor retailer
 - Store that sells firearms
 - Marijuana operations of any kind
 - **Nonprofits**



APPLICATION PROCESS

- **Submission:** Businesses must submit a complete application, including a project proposal, detailed project budget, financial statements, and additional information as requested.
- **Review:** A panel of reviewers will evaluate each eligible and complete application based on the criteria outlined below.
- **Interview:** Shortlisted applicants may be invited for an interview to provide additional information or clarification.
- **Selection:** Grants will be awarded based on the application's score and available funding.

- **Award Process:** Upon selection, awardees will be notified and sent Grant Agreements providing terms and conditions of receiving the grant funds.

APPLICANT EVALUATION

Businesses will be evaluated on the following criteria:

- **Project Plan:** Clarity and completeness of the project plan.
- **Sustainability/Growth:** How the project aligns with long-term business sustainability and the likelihood of the project leading to business growth.
- **Capacity & Expertise:** Demonstrated capacity to execute the project efficiently. Demonstrated qualifications and experience of the project team.
- **Financial Stability:** Evidence of financial stability and responsible resource management.
- **Compliance:** Evidence of ability to adhere to program regulations and guidelines in the use of funds.

*Applicants may be asked to provide basic financial information to provide early indication of financial feasibility.



REQUIRED DOCUMENTATION

- Completed project description and budget worksheet
- City of Lansing Department of Treasury & Income Tax Taxpayer Information Verification Form
- City of Lansing Litigation Affidavit
- Proof of Residence in the city of Lansing, if the business operates from a home-based address. (Rental lease, bank statement, utility bill, etc.)
- Proof of Business Operating within the S. MLK CIA boundaries, if business is brick and mortar. (Lease, Deed, etc.)
- **Most recent income statement**
 - **3 months of bank statements**
 - **Most recent two years of tax returns, if available**
- Business Organizing Documents (articles of incorporation)
 - Operating Agreement, if applicable
- Business Plan

HOW TO APPLY

To apply for the S. MLK CIA Business Grants complete the grant application found at www.lansingedc.com/enhance-grants-program. **Download, complete, and upload the appropriate documents with your submission.**

DISCLAIMER

The Lansing EDC reserves the right to accept or reject any or all Proposals, waive any formalities or minor technical inconsistencies, or delete or modify any item/requirements from this document when deemed to be in Lansing EDC's best interest. The Lansing EDC also reserves the right to make the final determination of any person's or organization's eligibility and/or qualifications for program benefits, and to make allocation of program benefits as it may, in sole discretion deem appropriate.