



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

Thursday, November 20th, 2025 – 1:00 PM
UA Local 333 Plumbers and Pipefitters
5405 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 (10.16.25)-
Action
3. Updates on Corridor Projects- K. Washington
 - a. Marketing Efforts
 - b. Bus Shelter Art
 - c. Corridor Maintenance
4. Consideration for a Corridor Services Agreement- **Action**
5. Next Year's Meeting Schedule
6. Public Comment
7. Other Business
8. Adjournment



Andy Schor, Mayor

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

October 16th, 2025

UA Local Plumbers and Pipefitters
5334 S Martin Luther King Jr Blvd
Lansing, MI 48911

Members Present: Amanda Defrees, Kristina Schmidgall, Don
"Moose" Sober, Dustin Howard

Members Absent: Mike Owsley

Facilitator Present: Kahleea Washington (Lansing EDC)

Guests Present:

Public:

Recorded by: Kahleea Washington (Lansing EDC)

1. Call to Order/ Roll Call: 1:02 AM

2. Approval of S. MLK Jr. CIA Meeting Minutes (9.18.25)- Action

Motion by Howard and seconded by Schmidgall

Passed unanimously.

3. Updates on Corridor Projects- K. Washington

a. Marketing Efforts

Washington thanked the board for selecting their logo via email since the last meeting. She confirmed that the domain and hosing platform subscription has been purchased. Inerve should have some website proofs by the end of the year.

b. Bus Shelter Project

Washington provided updates to the board from CATA on the status of the project. CATA had to replace one of their bus shelter before installing the artwork.

c. Corridor Maintenance

The authority discussed increasing the street sweeping when more activity is happening on the corridor. The group wants additional sweeps after Halloween and during early spring/ summer. Then they can plan the community cleanup in between the sweeps.

The board also discussed ways to connect with business owners to participate more in community initiative and better maintain their lots. They discussed obtaining social media specifically Facebook to be able to connect more with business owners and the community.

4. Public Comment

NA

5. Other Business

The authority talked about extending their service agreement with Paul Anderson. They would like him to provide a summary of his accomplishments over the year and a new proposal.

Washington thanked Kristina for representing the board at the CED Network presentation on CIAs.

Before adjourning, the authority reviewed the last two meeting dates of the year and canceled the December meeting.

6. Adjournment

Meeting adjourned at 1:31 pm

X _____
Amanda Defrees

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



2025 Summary of Work with the MLK Community Improvement Authority

Prepared by: Paul Anderson, Executive Director, Southwest Action Group (SWAG)

Role: Consultant & MLK CIA Marketing Committee Member

Date: October 2025

Overview

Throughout 2025, my work with the MLK Community Improvement Authority has centered on supporting board engagement, business recruitment, and marketing strategy. The focus has been on strengthening the CIA's visibility along the corridor, deepening relationships with local businesses, and aligning outreach efforts with the broader vision of equitable, community-centered redevelopment.

Key Areas of Contribution

1. Business Recruitment & Engagement

- Conducted direct outreach to existing and prospective business owners along the MLK Corridor to encourage participation in the MLK CIA.
- Facilitated introductions and one-on-one meetings with entrepreneurs to explain the mission, benefits, and opportunities of CIA involvement.
- Gathered input from business owners to help the board better understand corridor challenges and priorities.
- Helped identify potential new partners and voices for board and committee participation, particularly among minority- and women-owned businesses.

2. Marketing & Communications Support

- Served on the **MLK CIA Marketing Committee**, helping develop and refine messaging to increase awareness of CIA initiatives.
- Provided consultation on branding strategy and community-facing communications.
- Contributed to content curation and storytelling to highlight progress along the corridor and reinforce the CIA's role as a catalyst for revitalization.

- Supported the design and dissemination of outreach materials promoting business engagement and upcoming corridor projects.

3. Community Visibility & Representation

- Represented the MLK CIA at community events and meetings to maintain visibility and strengthen partnerships.
- Supported alignment between CIA messaging and broader city or corridor initiatives to ensure consistent representation across platforms.
- Offered photography and documentation services for select community clean-ups and events to enhance visual storytelling and marketing efforts.

Impact Highlights

- Expanded awareness of the MLK CIA among corridor businesses and stakeholders.
- Strengthened collaboration between marketing, outreach, and community partners.
- Contributed to more consistent branding and visibility for the Authority's activities.
- Helped lay the groundwork for continued business recruitment and engagement in 2026.



Proposal for Consulting & Outreach Community Development Services

To: MLK Community Improvement Authority (MLK CIA)

From: Paul Anderson, Executive Director, Southwest Action Group (SWAG)

Date: 9/11/2025

Overview

This proposal outlines consulting and outreach-based community development services to strengthen engagement, visibility, and collaboration along the MLK Corridor.

Annual Compensation: \$12,000

Estimated Time Commitment: 15–20 hours/month

Reporting: Quarterly updates to the MLK CIA Board

Scope of Services

Consulting & Advisory

- Provide ongoing strategic consulting to support corridor development, engagement, and outreach.
- Assist with planning, messaging, and coordination of CIA programs and events.

Outreach & Engagement

- Conduct direct outreach to corridor businesses and community partners.
- Facilitate listening sessions, one-on-one meetings, and small business engagement.
- Support data collection and feedback to inform CIA initiatives.

Connections & Partnerships

- Link entrepreneurs and businesses to funding and technical resources.
- Strengthen collaborations with partner organizations and city departments.

Visibility & Storytelling

- Support placemaking and public space activation projects.
- Curate and develop digital content for the MLK CIA website.
- Provide photography and documentation for community events such as corridor clean-ups and activations.

Experience

As Executive Director of SWAG, I've led key initiatives including:

- **Pleasant Grove School Redevelopment:** Transforming the site into a mixed-use neighborhood hub.
- **Thriving Communities Program:** Advanced pedestrian safety, engagement, and planning along MLK Blvd.
- **SW Thrive Program:** Delivered entrepreneurship training, mini-grants, technical assistance, and secured additional funding for participants.
- **Neighborhood Roundtables:** Strengthened collaboration among neighborhood leaders.
- **MLK CIA Marketing Committee:** Enhanced corridor branding and community outreach.

Goals (2025–2026)

- Expand outreach and visibility of MLK CIA programs.
- Strengthen business and resident engagement along the corridor.
- Support equitable, community-centered development and storytelling.