



Andy Schor, Mayor

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

October 23, 2025

M3 Group

221 W. Saginaw St. Lansing, MI 48933

**Members Present:** Tiffany Dowling, Laura Stoken, Peter Morman

**Members Absent:** Diane Sanborn

**Facilitator Present:** Kahleea Washington (Lansing EDC)

**Guests Present:** Paul Schmidt, Megan Flemings (M3 Group)

**Public:**

**Recorded by:** Kahleea Washington (Lansing EDC)

**Call to Order/ Roll Call:** 3:00 PM

Chair Dowling called the meeting to order, followed by roll call

**Approval of the Saginaw St. CIA Meeting Minutes (6.26, 7.24, and 8.18.2025)-  
Action**

Motion: Stoken, Support:

Passes unanimously

**Approval of Mowing Expense- Action**

Washington briefed the board on the joint mowing effort for the CIAs and the resolution presented.

**Discussion on Art Installations**

The board reviewed the draft guidelines of their mural program and proposal from the arts council. Members suggested improvements for the guidelines to make the program align more with its vision. Chair Dowling and other member

plan to take a closer look at the guidelines and provide direct suggestions before the next meeting.

- Adding other art initiatives
- Opening it to all types of businesses and properties on the corridor
- Basic guidelines for the art project

**Updates on the Marketing Effort:**

Megan from M3 presented on the marketing campaign showcasing graphics, mock materials, and social media ads.

The board discussed the launch timeline of the campaign.

**Adjournment:** 3:41 PM

Motion: Morman

  
x \_\_\_\_\_  
Tiffany Dowling

Chairperson, Saginaw St. Corridor Improvement Authority