



**Michigan Avenue Corridor Improvement Authority  
Board of Director's Meeting  
Friday, March 20, 2026 – 8:30 AM  
Foster Community Center  
200 N. Foster Ave., Room 211  
Lansing, MI 48910**

**Members Present:** Jon Lum, Katherine (Katie) Hubbard, L. Peter Clark, Jeffery Hank

**Mayoral Designee:**

**Members Absent:** Tim Daman (excused), Elaine Barr (unexcused)

**Facilitator Present:** Kahleea Washington (LEDC)

**Public Present:** Matt Jones (ANC), Jennifer Loman (Soloh Focus), Amiee Evans (LEDC)

**Recorded by:** Katherine (Katie) Hubbard

**Call to Order/Roll call**

Chair Lum welcomed everyone and called the meeting to order at 8:32 a.m.

**Approval of January 16, 2026, MACIA Meeting Minutes – Action**

**MOTION:** Clark; Motion seconded by Hank

**YEAS:** Unanimous. Motion carried.

**Approval of the FY 2026-2027 Budget – Action**

**MOTION to approve preliminary budget:** Hubbard; Motion seconded by Clark.

**YEAS:** Unanimous. Motion carried.

**Public Comment**

**Consideration for Contractor Proposal – Action**

- a. Ethan Schmitt lives and works on the Eastside for ANC. Vested interest. Very familiar with our work and the Eastside Neighborhood.
- b. Jennifer suggested that the Board consider an annual contract with 3-month increments for reassessment, and the option for either party to terminate the contract with 30-days notice.
- c. Discussion of possible revisions to the contract

**MOTION to approve the contract, giving Chair Lum the authority to negotiate and execute the agreement:** Clark; Motion seconded by Hank

**YEAS:** Unanimous. Motion carried.

## **Updates on CIA Projects**

### **Corridor Banners**

- a. Jennifer Loman with Soloh Focus presented to the Board regarding her recommendations on the corridor banners. Jennifer has office space in Capital Imaging and has previously designed/installed banners. Jennifer brought lots of questions and ideas to propose to MACIA.
- b. Jennifer pointed out that they are a variety of pole sizes along the 2000 block of MI Avenue. The group discussed using the 12' light posts and possibly pursuing a double-sided design and alternate installation.
- c. Bo with Capital Imaging had quoted print costs for ~24 banners: \$3,200 - \$5,100 depending on size. 24x36 was the size that was recommended for the 12' poles.
- d. BWL quote for installation included up to 50 poles.
- e. Jennifer's quote for the banner design was \$750-\$1,500 – depending on scope of project and design specs.
- f. Chair Lum clarified that the goal of the corridor banners would be to promote the businesses along the Avenue. Others agreed that a simple design with limited messaging, such as a QR code to link to website, may be best.
- g. Jennifer also expressed interest in working with the MACIA Board for additional deliverables and branding. She is also willing to work with our contractor to assist with getting our website updated and/or branded. She outlined the process as: Phase 1. Ideation – name, tagline, color palate. Phase 2. Brand deliverables – assets, logo, key messaging. Phase 3. Hand-off
- h. Jeffery Hank expressed support for reviewing a more comprehensive proposal from Jennifer and mentioned that hiring a contractor and working to bring an event to the avenue, the timing may be ideal for exploring additional services (branding).
- i. Chair Lum mentioned that we may want to consider if we'd like to have more cohesion with other three CIA's or if we want to pursue our own branding. He recommended moving forward with the banners initially and suggested that we could discuss it further and possibly pursue a brand campaign down the road once we have some initial deliverables (website, banner).

### **Discussion on 2026 Spending Plan**

- a. Kahlea reviewed the plan. Most ARPA dollars go towards the Block 1200 plan. These funds expire at the end of this fiscal year (June 30).
- b. No action but several in the group expressed support for the outline of spending.

### **Adjournment**

Chair Lum adjourned the Michigan Avenue Board of Director's meeting at 9:50 a.m.

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Jonathan Lum, Chair  
Michigan Avenue Corridor Improvement Authority