



Andy Schor, Mayor

Michigan Avenue Corridor Improvement Authority

Board of Directors Monthly Meeting

Friday, April 10th, 2026 – 8:30 AM

Foster Community Center
200 N. Foster Ave., Room 211
Lansing, MI 48912

AGENDA

1. Call to Order / Roll call
2. Approval of the MACIA Board Meeting Minutes (3.20.26) **Action**
3. Public Comment
4. Approval of 2026 Spending Plan- **Action**
5. Consideration of the Contractor Proposal- **Action**
6. Consideration of the Corridor Banner Proposal- **Action**
7. Other Business
8. Adjournment



**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.

Jonathan Lum, Chair
Michigan Avenue Corridor Improvement Authority

MACIA Spending Plan

2026 Budget Summary

Available Funds

- TIF Revenue (Tax Capture): **\$452,704.31**
- ARPA Funds: **\$63,800.00**

Total Available Budget: \$516,504.31

Proposed Spending Categories

Aesthetic and Design Improvements

These projects focus on improving the **visual character, cleanliness, and placemaking opportunities** along the Michigan Avenue corridor.

- Block 2000 Improvements – **\$72,000**
- Placemaking Initiatives – **\$30,000**
- Corridor Banners – **\$20,000**
- Graffiti Removal Program – **\$10,000**

Category Total: \$132,000

Economic Reconstruction and Vitality

These initiatives support **business stability, entrepreneurship, and economic activity within the corridor**.

- Business Support Initiatives – **\$60,000**

Category Total: \$60,000

Marketing and Promotion

Marketing investments help promote Michigan Avenue as a **destination for businesses, residents, and visitors**, while supporting corridor-wide events and communication efforts.

- Michigan Avenue Event – **\$35,000**
- Graphic Design and Print Needs – **\$3,000**

- Marketing and Communications – **\$20,000**
- Sparrow Preferred Vendor Program – **\$5,000**

Category Total: \$63,000

Organizational and Administrative Support

These resources provide the **capacity needed to manage programs, coordinate initiatives, and implement corridor improvements.**

- Contractor/Employee Support – **\$25,000**
- Administrative Support – **\$15,000**

Category Total: \$40,000

Total Proposed Spending

\$295,000

This spending level represents a significant investment in corridor initiatives while maintaining financial flexibility for emerging opportunities and future projects.

Michigan Avenue Corridor Improvement Authority Agreement for Contractor Services

1. PURPOSE

The Michigan Avenue Corridor Improvement Authority ("Authority") desires to retain **Ethan Schmitt** ("Contractor") to provide administrative, coordination, communications, and community engagement services, and Contractor agrees to provide such services under the terms set forth in this Agreement.

2. TERM

- **Initial Term:** This Agreement shall commence on **May 1, 2026**, and continue for a period of one (1) year.
- **Renewal:** The Authority may, at its sole discretion, renew this Agreement for one additional one-year term upon mutual written agreement.

3. COMPENSATION

- **Base Compensation:** The Authority agrees to pay Contractor **\$25,000.00 per year**.
- **Payment Schedule:** Payment shall be made in equal monthly installments of **\$2,083.33**.
- **Additional Services outside of the scope of this agreement (Fee Required):**
The following services are excluded from base compensation and require written approval and negotiated fees:
 - Creating and maintaining social media accounts.
 - Managing organizational finances.
 - **Complex Grant Writing:** Services for highly involved grants, such as **Federal and State government grants**, shall require additional compensation negotiated separately.
- Services for other Corridor Improvement Authorities.

4. DUTIES AND RESPONSIBILITIES

4.1 Community & Business Engagement

- Plan and conduct yearly listening sessions with business leaders and Eastside community members.
- Coordinate a yearly networking event for Michigan Ave businesses.
- Coordinate tabling at relevant community events (e.g., Eastside Summerfest).
- Coordinate delivery of flyers to businesses.

4.2 Communications & Public Relations

- Update the Authority's website with meeting agendas, minutes, and announcements.
- Create graphics for MACIA-run events and informational materials.
- Serve as the public point of contact and maintain a corridor business contact list.

4.3 Government, Stakeholder Coordination & Grant Writing

- Coordinate communication with the City of Lansing and report annually to stakeholders.
- Attend and support monthly MACIA board meetings.
- **Basic Grant Writing:** Perform "basic" grant writing services for less involved applications as part of the normal fee structure (included in Base Compensation).

5. INDEPENDENT CONTRACTOR STATUS

Contractor is an independent contractor, not an employee. Contractor is not entitled to benefits (health insurance, retirement, etc.) and is responsible for all federal, state, and local taxes.

6. TERMINATION

- **For Cause:** The Authority may terminate this Agreement immediately for negligence, misconduct, or breach.
- **Mutual Agreement:** Both parties may mutually terminate the contract at any point.
- **Without Cause:** Notwithstanding any other provision, the Board shall have the right to **terminate this Agreement without cause** after the initial four (4) month period from the Effective Date, upon a majority vote of the Board.
- **Notice and Cure:** For performance-based issues, the Board shall provide written notice of deficiencies. The Contractor shall have thirty (30) days (the "Cure Period") to remedy the identified deficiencies to the Board's satisfaction. If the Contractor fails to cure such deficiencies, the Board may terminate the Agreement via written notice.

SIGNATURES

MACIA Board President Signature: _____ Date: _____

CONTRACTOR (Ethan Schmitt) Signature: _____ Date: _____