



S. MLK Corridor Improvement Authority

Board of Director's Meeting

Thursday, February 24th, 2022 – 11:00 AM

UA Local 333 Board Room

5405 S Martin Luther King Jr Blvd, Lansing, MI 48911

Mask Requirement:

Face coverings are required by all Board Members, staff,
and members of the public at this meeting.

AGENDA

1. Call to Order / Roll Call
2. S. MLK Meeting Minutes Thursday, December 9th, 2021 (Action)
3. 2022 Board Meeting Schedule (Action)
4. Election of Officers (Action)
5. Proposal of Sub-Committees (Action)
 - a. Aesthetic & design committee
 - b. Marketing & promotions committee
 - c. Volunteer & membership committee
 - d. Budget & finance committee
6. Development Projects Matrix (Discussion)
7. Development and Finance Plan Schedule (Discussion)
8. Community Input Survey Update
9. Public Comment
10. Adjournment



**S. MLK Corridor Improvement Authority
Board Meeting Minutes
Thursday, December 09, 2021 – 1:00 PM
LEAP Office
1000 S. Washington Ave. Ste. 201
Lansing, MI 48910**

Members Present: Don “Moose” Sober, Price Dobernack, Mike Skory,
Amanda Defrees

Members Absent: Nikki Soldan (excused), Alexis Carnegie-Dunham
(excused)

Facilitator Present: Torrell Christian (LEAP), Kambriana Gates (LEAP)

Public:

Recorded by: Torrell Christian

Call to Order/ Roll Call

Chair Dobernack called the meeting to order at 1:26 p.m. Roll call was called by Christian and recorded for public record.

S. MLK Meeting Minutes Thursday, September 16, 2021 (Action)

MOTION: Skory moved to approve the S.MLK CIA Meeting Minutes from September 16, 2021, as presented. Motion seconded by Sober.

Christian took a roll call vote, record as:

Chair Dobernack – Yea
Treasurer Sober – Yea
Member Skory – Yea
Member Defrees – Yea

YEAS: Unanimous. Motion Carried.

2022 Board Meeting Schedule and Election of Officers

Christian explained that the draft 2022 meeting schedule will be approved at the January meeting.

Development and Finance Plan Timeline Discussion

Christian created a timeline for the development and finance to be approved which was shared with the Board. Christian highlighted the dates for approval of the board. Chair Dobernack asked if the board can review the draft of the plan in January.

Review of Projects

Christian reviewed the draft projects. Chair Dobernack identified clean-up efforts as the main issue that should be focused on. Skory mentioned that marketing is important but first cleaning the corridor is important. Christian will connect with Brain McGrain to talk about the clean-up efforts on the corridor. Chair Dobernack and Sober brought up the idea to host a community input meeting to connect with business owners as well as residents.

a. Logan Square

Christian explained the importance to focus on Logan Square and the focus the LEDC Site Committee has given to the site. Chair Dobernack inquired about what businesses are interested in the property. Defrees suggested focusing on how the development looks and focusing on what can also be an asset to the community. Chair Dobernack suggested having Adam Hussain attend a meeting to discuss the site. Skory added the goal could be to make this area lively and attractive with art and interactive events there. Defrees will reach out to Kathie Dunbar about the farmer's market and will report back to the board.

Fall Neighborhood Grants

Chair Dobernack added community clean-up in Logan Square could be an option. Defrees added that Adam Hussain has organized multiple neighborhood cleanup opportunities. Chair Dobernack added that we can apply for a grant that will focus on the four corners. Chair Dobernack suggested that Christian reach out to the shops on that corner to be involved with community projects as well. Skory suggested for everyone to drive through the area to see other suggestions.

Other Business

None.

Public Comment

None provided.

Adjournment

Chair Dobernack adjourned the S.MLK CIA Meeting at 2:07pm.

X

Price Dobernack
S. MLK CIA, Chair



Andy Schor, Mayor

S.MLK CORRIDOR IMPROVEMENT AUTHORITY 2022 BOARD MEETING SCHEDULE

Lansing Economic Area Partnership (LEAP)
1000 S Washington Avenue, Suite #201
Lansing, Michigan 48910

1:00 PM

February 16th, 2022 **

March 17th, 2022

April 21st, 2022 ***

May 19th, 2022

June 23rd, 2022

July 21st, 2022

August 18th, 2022

September 15th, 2022 ***

October 20th, 2022

November 17th, 2022

December 15th, 2022

***Annual Board Meeting *** Informational Meetings per 2018 PA 57 1000 S Washington Avenue,
Suite #201, Lansing, MI 48910 Phone: 517.702.3387 Fax: 517.702.3390*

Description of Sub-Committees

Aesthetic & design committee: this committee focuses on clean-up efforts and projects related to the beautification of the corridor.

Marketing & promotions committee: this committee focuses on the identity of the corridor, the promotion of businesses along the corridor, and creating & implementing a marketing plan.

Volunteer and Members: this committee focuses on the recruitment, retention, and delegation of volunteers and members for the completion of projects.

Budget & finance: this committee focuses on the monitoring of the budget and expenditures as well as researching opportunities for funding of projects i.e grants.

are subject to change without further amendment to this Plan. These dates and estimates may vary because of private investment decisions, financing opportunities, market shifts or other factors.

TABLE 1: DESIGN PROJECTS ANTICIPATED

Project	Estimated Cost	Estimated Completion
Short-Term Projects (2020-2024)		
Purchase and install bike racks, especially near transit stations such as bus stops	\$2,000	1-2 years
Purchase and install trash / recycling receptacles and benches to facilitate use of public transit stations such as bus stops	\$2,000	1-2 years
Explore possible traffic calming measures at key intersections / traffic study	\$5,000	2-5 years
Purchase and install flower planters	\$2,000	1-2 years
Create strategy for vacant parcels along Saginaw	\$3,000	1-2 years
Partner with H, Inc to install native landscaping along Oakland Avenue	\$1,500	2-5 years
Partner with MDOT to explore options for a west-bound bicycle lane to pair with the Saginaw Street lane headed east	\$1,500	2-5 years
Medium-Term Projects (2025-2029)		
Install street banners	\$5,000	2-5 years
Install wayfinding signage, with a focus on guiding residents and visitors to transit stations such as bus stops	\$10,000	2-5 years
Plant / replace street trees	\$5,000	2-5 years
Explore alternatives for City Owned Parking Lot	\$15,000	2-5 years
Increase transparency in storefront windows	\$20,000	2-5 years
Administer traffic calming measures	\$25,000	2-5 years
Create additional pocket parks / green space	\$20,000	2-5 years
Work with local artists to install more public art	\$10,000	2-5 years
Long-Term Projects (2026-2030)		
Ornamental street lighting	\$50,000	8-15 years
Incentivize developers to build infill mixed use buildings	\$25,000	8-15 years
Bury above ground utilities	\$500,000	8-15 years
Reduce lanes on Saginaw and Oakland or convert to two-way streets	\$300,000	8-15 years

TABLE 2: ECONOMIC RESTRUCTURING PROJECTS ANTICIPATED

Project	Estimated Cost	Estimated Completion
Short-Term Projects (2020-2024)		
Continue strategic business recruitment and retention activities	\$5,000	2-5 years
Create inventory of existing businesses	\$1,000	Ongoing
Plan and implement business open house program	\$1,500	Ongoing

Market corridor's commercial real estate opportunities	\$2,000	1-2 years
Provide technical support for existing businesses	\$10,000	1-2 years
Medium-Term Projects (2025-2029)		
Secure and build out business incubator space	\$50,000	8-15 years
Recruit grocery store / food market	\$20,000	8-15 years
Develop revolving business micro-loan fund	\$50,000	8-15 years
Long-Term Projects (2026-2030)		
Explore strategic property acquisition and renovation	\$5,000	8-15 years
Partner with Ingham County Land Bank on property redevelopment	\$150,000	8-15 years
Purchase and demolish vacant properties beyond reclamation	\$200,00	8-15 years

TABLE 3: ORGANIZATION PROJECTS ANTICIPATED

Project	Estimated Cost	Estimated Completion
Short-Term Projects (2020-2024)		
Enhance fundraising and grant-writing efforts	\$1,500	1-2 years
Invest in volunteer recruitment and retention / recognition	\$2,000	Ongoing
Initiate panhandler support / public outreach campaign	\$1,000	1-2 years
Coordinate efforts with Lansing Community College	\$1,000	Ongoing

TABLE 4: PROMOTIONS / MARKETING PROJECTS ANTICIPATED

Project	Estimated Cost	Estimated Completion
Short-Term Projects (2020-2024)		
Redevelop website	\$5,000	1-2 years
Update business directory	\$2,500	Ongoing
Pursue cooperative advertising	\$5,000	2-5 years
Improve external communication tools (e-newsletter)	\$1,500	Ongoing
Medium-Term Projects (2025-2029)		
Develop visitor brochure		
Plan special events and festivals	\$25,000	2-5 years

OTHER SOURCES OF FINANCING

As noted in Section 621.2 (i), the CIA expects to finance these activities from one or more of the following sources:

1. Future tax increment revenues
2. State or Federal grants
3. Special assessments as may be approved by the City of Lansing
4. Interest on investments
5. Donations received by the CIA
6. Proceeds from any property, building or facility owned, leased or sold by the CIA

DRAFT S.MLK CIA Projects

Design Projects

- Install Curbside Plantings
- Place trash/recycling receptacles on sidewalk
- Plant street trees
- Sidewalk enhancement and repair
- Install Banners
- Enhance bus stops/shelters and public benches
- Install Wayfinding Signages
- Install historic markers and promote historic initiatives
- Work with local artists to introduce more public art
- Create safer crosswalks with signals
- Repurpose vacant lots and large parking areas into a green space or community
- Create a Façade Improvement Program

Economic Restructuring Projects

- Create inventory of existing businesses
- Strategic business retention initiatives and recruitments
- Market commercial real estate opportunity
- Plan business meet and greet events
- Provide technical support for existing businesses
- Recruit new construction and development projects
- Convert vacant property to commercial or mixed use
- Work with local landbank on property redevelopment
- Feasibility study of repurposing the train tracks south of Victor Avenue
- Work with city to understand current zoning need for properties

Organization Projects

- Invest in a volunteer recruitment/management/recognition
- Develop a corridor maintenance Plan
- Hire outside consultants for any other activities
- Increase neighborhood communication

Promotions and Marketing Projects

- Create a general marketing and promotion strategy
- Create a business directory
- Create a commercial area map of marketing
- Develop a website, social media, and online presence
- Plan community events and a community garden to enhance engagement
- Develop a newsletter
- Recruit a USPS full service location, internet café, and performance space
- Work and partner with Business Association

Development & Finance Plan Timeline

