Andy Schor, Mayor

Lansing Gateway Corridor Improvement Authority

Board of Directors Monthly Meeting

Tuesday, March 21, 2023 – 3:00 PM
Peckham Inc.
3510 Capital City Boulevard
Lansing, MI 48906

AGENDA

1. Call to Order/ Roll Call
2. MSU Practicum Students Project Update Presentation
3. CEDAM Fellow Update
4. Lansing Gateway Marketing Efforts Discussion
5. Other Business
6. Public Comment
7. Adjournment

Andy Schor, Mayor

Lansing Gateway Corridor Improvement Authority
Board of Directors Annual Meeting
Tuesday, February 21, 2023 – 3:00 PM

Members Present: Robert Benstein, Bob Vanarkel, Jo Sinha, Diane Hartwell, Steve Bohnet

Members Absent: Alicia Gonzales

Facilitator Present: Aurelius Christian (LEDC)

Guests Present:

Public: Simon Verghese

Recorded by: Aurelius Christian (LEDC)

Call to Order/ Roll Call

Benstein called the meeting to order at 3:03 p.m. Roll call was called by Christian and recorded for public record.

Approval of Lansing Gateway CIA Meeting Minutes (January 17, 2023) - Action

MOTION: Sinha moved to approve the Lansing Gateway CIA Meeting Minutes from January 17, 2023. Motion seconded by Bohnet.

YEAS: Unanimous. Motion Carried.

MSU Practicum Students Introduction

Verghese gave an update on the practicum projects detailed the specific parcels and the scope of the practicum project. Sinha asked if the survey respondents need to live here. Verghese answered that they can be visitors, or residents.

CIA Board Basics

Christian is putting together a resource guide for the Board, covering the background components of the Corridor, protocols for the Board, and other resources for the Board. Christian mentioned having training sessions with other CIA Board members or subject matter experts.

Bohnet asked about the title of the Board and the geographic name of this Authority as opposed to other CIA's with more descriptive names. Aurelius explained the legal name of the Authority is "Lansing Gateway Corridor Improvement Authority" which should be used for official use cases. For other use cases adding "(N. Grand River Ave Corridor)" to the name is appropriate.

Christian further explained that he can setup informational meetings to equip the Board members with the knowledge and resources they need. Benstein asked for a copy of the legislation establishing the authority. Christian stated he will add it to the resource guide.

Approval of Lansing Gateway CIA Bylaws – Action

Christian explained the changes and corrections that were made from the last meeting to the Bylaws.

MOTION: Vanarkel moved to approve the Lansing Gateway CIA Bylaws, as proposed. Motion seconded by Sinha.

YEAS: Unanimous. Motion Carried.

Memorandum of Understanding for ARPA Funds – Action

Christian introduced the MOU and explained it is the process for spending the ARPA Funds. He further explained that the LEDC is the fiduciary of the funds and that they will make sure the CIA is in compliance with reporting requirements for the use of the ARPA Funds. Christian explained that most use cases of the funds can be satisfied with a resolution, and if needed, a sub-recipient can be put in place to use the funds.

Sinha asked further about process of LEDC administering the funds. Christian explained how the funds would be spent and that the LEDC would hold the funds and disburse them at the discretion of the CIA Board.

MOTION: Sinha moved to approve the Memorandum of Understanding for ARPA Funds, as proposed. Motion seconded by Vanarkel.

YEAS: Unanimous. Motion Carried.

Approval of MSU Practicum Expense Resolution – Action

Christian explained that this resolution is for the CIA to approve covering the expenses of the MSU Practicum. Peckham will contribute $1,000 and this resolution is to approve $4,000 of the CIA's allocated ARPA Funds.

MOTION: Bohnet moved to approve the MSU Practicum Expense Resolution, as proposed. Motion seconded by Hartwell.

YEAS: Unanimous. Motion Carried.

Approval of CEDAM Fellow Expense Resolution – Action

Christian explained the details of the CEDAM Fellowship and that they will have the goal of putting together the Development and Finance Plan. This fellow will work closely with the LEDC as a full-time staffer for the purposes of assisting the CIA over a 15-month period.

The total cost of the fellowship is $10,000. The City of Lansing is contributing half of the cost, contributing $5,000 towards this expense. This resolution is for the CIA to approve spending the other half of this cost, for a total spent by the CIA of $5,000.

Christian further explained that the application for that position is open and will close near the end of March.

MOTION: Vanarkel moved to approve the CEDAM Fellow Expense Resolution, as proposed. Motion seconded by Bohnet.

YEAS: Unanimous. Motion Carried.

Mission Statement Discussion

Christian explained the background of having a mission statement. Christian further explained that due to the open meetings act, deliberation must take place during the CIA Meeting.

Bohnet inquired about the correct name and boundaries of the CIA for the mission statement. Christian explained the boundaries and Bohnet further explained the purpose of this statement. Discussion followed on how best to describe the boundaries in the mission statement.

Discussion ensued about the specific wording of the mission statement and further about changes to Bohnet's proposed mission statement. Bohnet inquired about building a Facebook page for the CIA and engaging the community for feedback on its initiatives. Bohnet inquired about the contact information for the CIA. Christian responded that he will look into it. Vanarkel proposed having an email for people to reach out to. Discussion followed about different channels to advertise CIA marketing materials, including using an Instagram account to post photos of the Corridor. Christian explained how the City of Lansing has been involved with assisting other CIAs creating marketing materials.

Christian discussed the option for the CIA to create a logo and brand identity for the Authority. Bohnet inquired about the availability of a graphic designer to assist with putting together marketing materials. Christian explained that the City of Lansing Communications Department can assist with putting together materials.

Benstein discussed the wording of the mission statement that would tie in the name, boundaries, and role of the CIA. Discussion ensued about using the word "promote" rather than "preserve".

Bonhet stated he will change the wording per this discussion. Bohnet explained that the Facebook page would be a good resource to invite people to these meetings. He further discussed the pros and cons of inviting people to the CIA meetings.

Other Business

The Board discussed an easier way of accessing the facility for the board meetings.

Public Comment

None.

Adjournment

Benstein moved to adjourn the Lansing Gateway CIA Board of Directors Meeting at 3:52 pm.

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Robert Benstein, Chair
Lansing Gateway CIA