



Saginaw Street Corridor Improvement Authority Board of Directors Monthly Meeting

Thursday, August 17, 2023 – 3:00 PM
M3 Group Conference Room
221 W. Saginaw St.
Lansing, MI 48933

AGENDA

1. Call to Order/ Roll Call
2. Approval of SSCIA Meeting Minutes (July 20, 2023) – **Action**
3. Review of Prosperity Grant
4. Landscaping Update
5. Ground-Breaking of West Pointe Condos
6. Discussion about Marketing and Promotion
7. Other Business
8. Public Comment
9. Adjournment



**Saginaw Street Corridor Improvement Authority
Board of Directors Monthly Meeting**
Thursday, July 20, 2023 – 3:00 PM

Members Present: John Shaski, Laura Stoken, Tiffany Dowling, Diane Sanborn, Benjamin Brewer

Members Absent:

Facilitator Present: Alex Watkins (Lansing EDC)

Guests: Aurelius Christian (Lansing EDC)

Public: Stephen Bezold

Recorded by: Alex Watkins (Lansing EDC)

Call to Order/ Roll Call

Chair Dowling called the meeting to order at 3:10 p.m. Roll call was called by Watkins and recorded for public record.

Approval of SSCIA Meeting Minutes (June 15, 2023) - Action

MOTION: Sanborn moved to approve the SSCIA Meeting Minutes from June 15, 2023. Motion seconded by Brewer.

YEAS: Unanimous. Motion Carried.

Resolution for Landscaping Project – Action

MOTION: Sanborn moved to approve the resolution for the landscaping project. Motion seconded by Brewer.

YEAS: Unanimous. Motion Carried.

Amendment of FY 2024 Budget

MOTION: Brewer moved to amend the FY2024 budget. Motion seconded by Sanborn

YEAS: Unanimous. Motion Carried.

Review of Project Matrix and Inventory

Bezold shared that the Planning Office is currently undergoing updates to its master plan. Following its completion, they are going to develop neighborhood plans and will include inventory mapping of sidewalk repairs, trees, buildings in need of façade updates, and much more. Starting this for the SSCIA will help with that process. Dowling shared using the inventory mapping tool can be leveraged with communications tools. Bezold shared that they are seeking ridership data from CATA. Further discussion on ridership data informing decisions.

Discussion about Marketing & Promotions

Dowling gave an overview of the goal of creating more promotions. Dowling further explained the process of engaging corridor stakeholders, assembling a committee, seeking an intern and crafting a communications plan. Discussion continued around the branding process. Discussed next steps of being putting together committee, scoping out an intern.

Other Business

None.

Public Comment

None.

Adjournment

Chair Dowling adjourned the SSCIA Board of Directors Meeting at 4:02 pm.

X

Tiffany Dowling
SSCIA, Chair