



**Saginaw St. Corridor Improvement Authority
Board of Directors Monthly Meeting**

April 4, 2024 @ 3pm

M3 Group

221 W. Saginaw St. Lansing, MI 48933

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

Members Absent: None

Facilitator Present: Alex Watkins

Guests Present: Steven Bezold, Kahleea Washington, Kenwon Simpson

Public:

Recorded by: Alex Watkins

Call to Order/ Roll Call: Dowling called meeting to order at 3:05 pm. All board members present for quorum.

Approval of Meeting Minutes –

MOTION: to approve amended board meeting minutes from January by Stoken, Second by Brewer

YEAS: Unanimous

RFP and Marketing Plan Review and Marketing Committee Updates-Action

Stoken gave a high-level overview of the Marketing Committee and the Saginaw CIA Marketing Plan. Stoken answered questions about what the objective of the group is, future Key Performance Indicators as well as the expectations of the marketing group. Dowling recommended tabling the vote on the Marketing RFP until the next meeting.

Interactive Map Presentation (Steve Bezold)

Bezold reviewed the updated sitemap for Saginaw St. Bezold reviewed the story board format, the different demographic maps, explanation and history of the Saginaw St. CIA, online map as well as links to BS&A website. Looking forward to sending a copy of the site map link to the board.

Beautification Project Update

Brewer spoke about confirming the date of the flower delivery. After group discussion it was determined that flowers would be delivered to Brewer's home on May 3rd or 10th.

Downtown Placemaking Project (Kahleea Washington)-Action

Washington talked about how her placemaking project was being moved from the Lansing Gateway Corridor to the Saginaw St Corridor. The location of the public art is at the corner of Grand Ave and Saginaw St. There was some discussion about what type of art should be at this location. Washington has plans for the city name LANSING to be spelled out, but a final decision will be made at the next CIA meeting.

MOTION: to approve proposed project on Saginaw St. from Washington by Brewer.

YEAS: Unanimous

ARPA Funding Discussion

Washington talked about her placemaking project for public art as a part of ARPA funding.

Other Business N/A

Public Comment N/A

Adjournment Meeting adjourned at 4:15, Motion by Sanborn and seconded by Shaski.

X

Tiffany Dowling

Chair, Saginaw St. Corridor Improvement Authority