



Andy Schor, Mayor

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

Thursday, June 27, 2024

M3 Group

221 W. Saginaw St. Lansing, MI 48933

Members Present:

Tiffany Dowling, John Shaski, Laura Stoken,
Benjamin Brewer, Diane Sanborn, Peter Morman

Members Absent:

Facilitator Present:

Alex Watkins (Lansing EDC)

Guests Present:

Public:

Recorded by:

Alex Watkins (Lansing EDC)

Call to Order/ Roll Call

Chairperson Dowling called the June meeting to order at 3:07pm. All members are in attendance and enough members to have quorum.

Approval of Meeting Minutes - Action

MOTION: Brewer motioned to approve minutes from May, Shaski seconded

YEAS: Unanimous

Approval of FY2022/2023 SSCIA Budget Amendment- Action

MOTION: Shaski motioned to approve the amended '23-'24 Budget, seconded
Sanborn

YEAS: Unanimous

Approval of FY2023/2024 SSCIA Budget- Action

MOTION: Shaski motioned to approve the amended '23-'24 Budget, seconded Sanborn

YEAS: Unanimous

Beautification Project Update

Brewer gave an update on the status of the maintenance for the flowers planted at the "Pointe". Talked about hiring a maintenance company to water the flowers and keep the landscaping looking nice. Will come back next meeting with recommendations. Also, talked about reimbursement for expenses the came up day of flower installment. Brewer and Sanborn will get receipts to the Lansing EDC.

Marketing RFP and Plan Update

The RFP received 7 marketing proposals (5 within the state of Michigan and 1 within the city of Lansing). The proposal review committee will consist of the marketing committee and Diane Sanborn volunteer. The next marketing committee meeting is set for Thursday 18th.

Placemaking Project Update

Washington provided the project proof in the agenda packet showing the intended placements of the letters. The Call to Art went out last week and has generated attention and interest with over 50 submissions. Project is expected to be completed mid-August. Exploring lighting options and plan to reach out to BWL engineers. Installation of lighting and first year energy cost is around \$3,000.

ARPA Funding Discussion

The board had discussion on allocation of the ARPA funding:

- \$20,000 place-making project
- \$10,000 advertising funding for marketing group
- \$6,000 physical corridor improvements

\$5,000 Maintenance

\$25 Purchasing gift cards from businesses on the corridor (Irish Pub)

Other Business

N/A

Public Comment

N/A

Adjournment

MOTION: Stoken motioned to adjourn June meeting at 3:57 pm, seconded by Dowling.

X_____

Tiffany Dowling
Chairperson, Saginaw St. Corridor Improvement Authority