



Saginaw Street Corridor Improvement Authority Board of Directors Monthly Meeting

Thursday, February 27th, 2025 – 3:00 PM

M3 Group

221 W. Saginaw St.

Lansing, Mi 48933

AGENDA

1. Call to Order
2. Approval of the Saginaw St. CIA November Meeting Minutes (11.21.25) -
Action
3. Approval of the Saginaw St. CIA 2025 Meeting Schedule- **Action**
4. Vote on the 2025 Board Member Officers Positions- **Action**
5. Discussion on the 2025 Annual Budget/ Spending Plan
6. Marketing RFP Update- **Action**
7. Other Business
8. Public Comment
9. Adjournment



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

November 25th, 2024

M3 Group

221 W. Saginaw St. Lansing, MI 48933

Members Present: Tiffany Dowling, Laura Stoken, Diane Sanborn,
Peter Morman

Members Absent: Benjamin Brewer

Facilitator Present: Kahleea Washington (Lansing EDC)

Guests Present:

Public:

Recorded by: Kahleea Washington (Lansing EDC)

Call to Order/ Roll Call

Approval of Meeting Minutes - Action

MOTION: Stoken

YEAS: Unanimous

Approval of Marketing RFP- Action

Chair Dowling recused herself for this item, and Treasurer Sandborn led the meeting for this agenda item

Washington presented the new Marketing RFP, highlighting the new and changed elements of the RFP.

MOTION: Sandborn motioned to approve the proposed Marketing RFP, seconded by Stoken

YEAS: Unanimous

Update on BWL Bill: Chair Dowling updated the board on her work with BWL. We are still waiting to receive an example bill for the project, but she will send it to the board when it arrives.

Update on Board Membership:

Kahleea notified the board that the mayor had identified a potential new board member to represent Sparrow. Washington plans to recruit board members by contacting other businesses along the corridor.

Other Business

Washington updated the board on the pre-development activities at the former GM site at the entrance of the corridor.

Public Comment

Dianna Hartwell introduced herself to the board and informed them of the new daycare facility she plans to open on the corridor in 2025.

Adjournment

Secretary Sandborn adjourned the meeting at 11:54

X

Tiffany Dowling
Chairperson, Saginaw St. Corridor Improvement Authority



Saginaw Street Corridor Improvement Authority 2025 Board Meeting Schedule

M3 Marketing Group

221 Saginaw St. Lansing, MI 48933

3:00 P.M.

February 27th

March 27th

April 24th

May 22nd

June 26th

July 24th

August 28th

September 25th

October 23rd

November 20th

December 11th



****Location and dates may change****

Saginaw Street Corridor Improvement Authority

Board Member 2025 Position Election

Position: Chairperson

☐ Candidate: Tiffany Dowling

☐ Candidate:

☐ Write in:

Position: Vice Chairperson

☐ Candidate: Peter Morman

☐ Candidate:

☐ Write in:

Position: Treasurer

☐ Candidate: Diane Sandborn

☐ Candidate:

☐ Write in:

Position: Recording Secretary

☐ Candidate: Laura Stoken

☐ Candidate:

☐ Write in:

Saginaw St. CIA

Total Budget: \$222,196 (\$136,171 in capture and \$86,025 in ARPA)

Spending Goal (75% of total budget): \$167,000

Spending Categories:

Aesthetic and Design	\$70,000	42%
Economic Reconstruction	\$25,000	15%
Marketing and Promotional	\$60,000	36%
Organizational	\$12,000	7%

Aesthetic and Design:

- Signage (\$5000)
- Art installations (\$35,000)
- Lighting installation (\$10,000)

Economic Reconstruction

Marketing and Promotional

- Marketing services (\$55,000)
- Printing needs (\$500)

Organizational