



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

April 25, 2024 @ 3pm

M3 Group

221 W. Saginaw St. Lansing, MI 48933

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

Members Absent: Diane Sanborn

Facilitator Present: Alex Watkins

Guests Present:

Public:

Recorded by: Alex Watkins

Call to Order/ Roll Call: Dowling called meeting to order at 3:02 pm. All board members present for quorum.

Approval of Meeting Minutes –

MOTION: to approve amended board meeting minutes from April 4th by Stoken, Second by Shaski

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.

Shaski motioned to Brewer second

Marketing RFP

Motion brewer

Second Stoken

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

M3 group is owned by MSU FCU,

\$5000 from Robin in Neighbor hoods

Want to keep the sign Lansing

Talk about something that is community engaging for the project

Motion stoken

Second: Shaski

Street toppers, Marketing budget, sign, the rest allocated to marketing fund.

More funding for mural.

3:39

Motion

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