Saginaw Street Corridor Improvement Authority

Board Meeting

Thursday, December 12th, 2019 – 3:30 PM
LEAP Board Room | 1000 S. Washington Avenue Suite #201

AGENDA

1. Welcome and Call to Order
2. Approval of SSCIA Meeting Minutes (October 2019) – Action
3. Meeting Schedule 2020 – Action
4. SOCA and SSCIA Partnership Discussion
5. Form Based Code Presentation
6. Development Plan and Finance Plan 2020
7. Board Positions and Elections 2020
8. Other Business
9. Public Comment
10. Adjournment
Members Present: Jonathon Lukco, Sean Hammond, Diane Sanborn, Jessica Yorko, Jim Houthoofd, Claire Corr
Members Absent: Tiffany Dowling
Facilitator Present: Hannah Bryant (LEAP)
Guests: Matthew Oudsema (CATA)
        Kai Christiansen (CATA)
        Andrew Kilpatrick (City of Lansing)
        Bill Rieske (City of Lansing)
        Sarah Mullkoff (Resident)
Public: Cynthia Petrilli (Resident)
Recorded by: Claire Corr

Welcome and Call to Order

Chair Lukco welcomed everyone and called the SSCIA meeting to order at 3:36 p.m. The meeting initiated with the introduction of the board members and guests. Hammond proposed additional topics to the agenda for discussion.

MOTION: Hammond moved to add his letter of resignation and form-based code Resolution under Agenda item 7: Other Business. Motion seconded by Yorko.
YEAS: Unanimous. Motion carried

MOTION: Lukco moved to strike Agenda Item 5: Sub Committees and table for next meeting. Motion seconded by Corr.
YEAS: Unanimous. Motion carried

Approval of SSCIA Informational Meeting Minutes (Action)

MOTION: Lukco moved to approve the SSCIA Informational Meeting Minutes from the August 27, 2019 meeting, as presented. Motion seconded by Hammond
YEAS: Unanimous. Motion carried.
Future of Saginaw Street Corridor

CATA shared that they support efforts to improve transit amenities near bus stops as well as their concerns with additional amenities. CATA wants to be informed of what the public wants along Saginaw. CATA appreciates being invited to the table for discussion. Lukco shared there is great importance to build relationships now versus when the SSCIA is ready to execute improvements.

Kilpatrick provided an overview of Saginaw Street and MDOT’s priorities. Kilpatrick will send Bryant a recent scoping documentation from MDOT.

Rieske provided an overview of the Form Based Code (FBC) and explained the current patterns compared to the FBC. Rieske will be giving a thorough presentation at the next meeting.

Cynthia Petrilli lives within the district and shared her questions and concerns with the Authority regarding the letter sent. Yorko explained the letter had to be mailed to all residents within the SSCIA (500 feet north and 500 feet south of Saginaw Street) to announce the desire to make public improvements along the corridor.

Updated Survey Results Discussion

Yorko reviewed the survey results with those in attendance. She suggested to keep the survey open for a period so those constituents who have not taken the survey can participate. Lukco thanked Yorko for her time and dedication to the survey.

Subcommittees

Tabled.

CED Network – Lansing Corridor Improvement Authorities

Bryant reminded the group of the upcoming Community Economic Development meeting scheduled for Tuesday, November 12, 2019 at 8:00 a.m. The meeting will be held at CEDAM located at 1118 S. Washington Ave, Lansing, MI.

Other Business (Action)

Hammond submitted his resignation from the SSCIA due to increasing time commitments. The board thanked him for his service.

MOTION: Sanborn moved to table Hammond’s letter of resignation until the end of the meeting, giving Hammond the opportunity to fully participate in the remainder of the business. Motion seconded by Lukco.

YEAS: Unanimous. Motion carried
Public Comment (Action)

Cynthia asked when SSCIA will begin working on improvements. Yorko explained we are working on the TIF, scope of our mission, etc. Residents and commercial owners would not see any immediate work.

Back to Other Business

**MOTION:** Yorko motioned to have a Special Meeting on Thursday, December 12, 2019 at 3:30 p.m. at the LEAP office. Motion seconded by Hammond.

**YEAS:** Unanimous. Motion carried

**MOTION:** Lukco moved to accept Hammond’s resignation from SSCIA. Motion seconded by Yorko.

**YEAS:** Unanimous. Motion carried

Adjournment

There being no further business, Chair Lukco declared the SSCIA meeting adjourned at 4:53 p.m.

________________________________________
Jonathan Lukco, Chair
Saginaw Street Corridor Improvement Authority
SAGINAW STREET CORRIDOR IMPROVEMENT AUTHORITY

2020 BOARD MEETING SCHEDULE

Lansing Economic Area Partnership (LEAP)*
LEAP Boardroom
1000 S Washington Avenue, Suite #201
Lansing, Michigan 48910

3:30 PM Thursday, January 16, 2020 **
5:30 PM Thursday, February 20, 2020 ***
3:30 PM Thursday, April 16, 2020
3:30 PM Thursday, June 18, 2020
5:30 PM Thursday, September 10, 2020 ***
3:30 PM Thursday, November 19, 2020

*Location subject to change w/notice
**Annual Board Meeting
*** Informational Meetings
Saginaw Oakland Commercial Association
Connecting businesses and neighbors from the Pointe to Pennsylvania

Strategic Plan 2024
Approved Fall 2019

This plan sets out 5 year goals for Saginaw Oakland Commercial Association (SOCA) and a strategy for making them real before Dec 2024. It will be revisited and revised Summer 2024. It’s designed to help the board, stakeholders and potential members to see the “big picture”.

SOCA has a long history in the community. Over the years, the business membership organization has made an impact. Through many unfortunate circumstances, SOCA fell on difficult times between 2016 and 2019. According to the small but mighty five-member board, the organization is resurrecting itself and has plans for the future:

Saginaw Oakland Commercial Association Mission Statement:

SOCA connects residents, businesses and networks to beautification and placemaking opportunities from Pennsylvania to the Pointe.

This mission is aimed at providing guidance for the organization. When working on SOCA projects, the board, committees and volunteers should see themselves in this mission.

1. Focus on:
   a. Understanding our relevancy- based on Summer 2019 survey results and monthly newsletter feedback
   b. Building a board of 8 members who want to recruit their successor and are comfortable raising money to reach our short and long-term goals.
      i. Organization Committee - MC
   c. Invoice 25 members on an annual basis and track their payments / social engagement quarterly (using google suite, mailchimp, & quickbooks)

2. Achievable goals:
   a. Short Term (6-12 months)– Survey, Relevancy, Building up the board, Building up members
      i. Conduct annual survey of at least 30 business owners to help determine exactly what the membership needs or wants from the organization
      ii. Hold two to three annual events that bring at least 30 people together for beautification, placemaking, networking, comradery and – most of all – fun
         1. Starting Jan 2020: monthly meet & greet / network events @ Harry’s. Cherie Morehouse & MC (Paul)
         2. Spring (annually) SOCA in Bloom clean-up & planting along Saginaw with volunteers
         3. Fall (annually) & Oct 12, 2019, work with Capital Area Housing Partnership for the Neighborhood Empowerment Center clean up day.
   b. Long Term (2-5 years)- Zeroing out current debt aka financial solvency, Starting to fundraise to have a positive balance in the bank
      i. Financial Solvency strategy includes
         1. Developing an annual budget,
2. Adopting a fundraising strategy that would include in-person events and mail to increase funds,
3. Leverage networks of Saginaw Corridor Improvement Authority board members to reduce SOCA debt, and
4. Increase annual membership to 75 members.

3. Marketing and Member stakeholder communications
   a. Mission: when working on SOCA projects, the board, committees and volunteers should see themselves in our mission
      i. SOCA connects residents, businesses and networks to beautification and placemaking opportunities from Pennsylvania to the Pointe.
   b. Tagline of SOCA: Connecting businesses & neighbors from the Pointe to Pennsylvania.
   c. Value of SOCA: Connections among businesses and neighborhoods
      i. Placemaking and beautification
      ii. Fun events
      iii. Resources
   d. Messaging:
      i. As a membership organization, SOCA connects local businesses and neighborhood associations to meet needs that provide impact from Penn to the Pointe.
      ii. SOCA will send a monthly newsletter to all members and other subscribers with updates on activity, announce events, and introduce businesses to the community.
   e. The organization has multiple stakeholder groups:
      Business Members (and payment structure):
      ___ Non-Profits / Start-Up Business ($50)
      ___ 1-3 employees ($75)
      ___ 4-10 employees ($125)
      ___ 11-20 employees ($250)
      ___ 21-30 employees ($375)
      ___ 31 or more employees ($500)

      Adjacent Association Networks:
      1. Westside Neighborhood Association
      2. Walnut Neighborhood Association
      3. Northwest Initiative (nonprofit)
      4. Advent House & churches
      5. Saginaw Oakland Improvement Authority
      6. Old Oakland Neighborhood Association
      7. Downtown Neighborhood Association

      Resident neighbors: The two distinct stakeholder groups are businesses and residents. Resident neighbors will not be paid members but will reap the benefits of the organization’s work. They will help build the value of the organization’s brand.