



**Michigan Avenue Corridor Improvement Authority
Board of Director's Meeting
Friday, April 10, 2026 – 8:30 AM
Foster Community Center
200 N. Foster Ave., Room 211
Lansing, MI 48910**

Members Present: Jon Lum, Katherine (Katie) Hubbard, L. Peter Clark, Jeffrey Hank, Tim Daman, Elaine Barr

Mayoral Designee:

Members Absent:

Facilitator Present: Kahleea Washington (LEDC)

Public Present: Ethan Schmitt (ANC), Jennifer Lohman (Soloh Focus)

Recorded by: Katherine (Katie) Hubbard

Call to Order/Roll call

Chair Lum welcomed everyone and called the meeting to order at 8:32 a.m.

Approval of March 20, 2026, MACIA Meeting Minutes – Action

MOTION: Clark; Motion seconded by Daman

YEAS: Unanimous. Motion carried.

Public Comment

Approval of the FY 2026 Spending Plan – Action

MOTION to approve preliminary budget: Daman; Motion seconded by Barr.

YEAS: Unanimous. Motion carried.

Consideration for Contractor Proposal – Action

- Chair Lum provided an update on termination criteria as well as an update on the revised contractor agreement. If approved, Ethan would be paid through the Allen Neighborhood Center, which would be reimbursed by the City.
- Jeffrey Hank brought up all of the business vacancies along Michigan Avenue and expressed interest in working together as a Board to help decrease vacancies.

MOTION to approve preliminary budget: Hubbard; Motion seconded by Barr.

YEAS: Unanimous. Motion carried.

Consideration of the Corridor Banner Proposal

- Jennifer Lohman (Soloh Focus) presented three Pole Banner Campaign concepts; each with both single-sided and double-sided design options. She clarified that 18x36 is recommended size for the banners.

- 6 months is the longest that we can keep them up.
- Chair Lum expressed a desire to be able to remove/store the banners so that we might be able to use them for more than one year.
- Jennifer will incorporate a QR code that will link back to our website.
- We discussed having the website match the banner campaign.
- Ethan asked about getting Brand Standards/color palate to be able to tie into the website and other deliverables.
- Jennifer recommended that we create Branding – standards, color palate, typography, etc. and update the website to match the banners/branding and possibly print vinyl decals to distribute.
- Jennifer will provide additional proposal/quote for branding.
- Kahleea will work with BWL to get an updated quote on installation.

Member Barr expressed support for the second design, and Member Daman seconded.

The group voted to move forward with that design.

Chair Lum will continue working with Soloh Focus to finalize the design and payment.

Adjournment

Chair Lum adjourned the Michigan Avenue Board of Director's meeting at 9:44 a.m.

L. Peter Clark, Vice Chair
Michigan Avenue Corridor Improvement Authority