

1. CALL MEETING TO ORDER
  2. ROLL CALL
  3. MISSION: Set the standard in creating an entrepreneurial culture; be the example for revitalization of our business districts and be the leaders in building sustainable public/private partnerships.
  4. APPROVAL OF AGENDA
  5. CONSENT AGENDA
    - A. Minutes –Meeting November 2, 2023
    - B. Development Projects
  6. COMMUNICATIONS
  7. PUBLIC REMARKS
  8. OLD BUSINESS
  9. NEW BUSINESS
    - A. Lansing 5:01 Regional Marketing Campaign Contribution
    - B. 2024 Goals Action Plan
    - C. 2023-2028 Economic Development Strategy and Implementation Matrix
    - D. 2024 Lunar New Year Celebration Support
  10. TOWNSHIP REPORTS
    - A. Township Board
    - B. Township Manager
    - C. Planning Commission
    - D. Chair
    - E. Staff
  11. COMMUNITY REPORTS
    - A. Meridian Mall
    - B. MABA
  12. OPEN DISCUSSION/BOARD COMMENTS
  13. PUBLIC REMARKS
  14. NEXT MEETING DATE
    - A. March 7, 2024, 7:30am
  15. ADJOURNMENT
-

Development Project Name	Review Category	Project Location	Project Type	Unit #
I Heart Mac & Cheese	New Businesses Opening/ Relocating	Hannah Boulevard East Lansing MI	New Commercial Development	1
Tantay Cuisine	New Businesses Opening/ Relocating	2398 Jolly Road Suite 200	New Commercial Development	1
Planet Fitness	New Businesses Opening/ Relocating	1982 W. Grand River Ave	Existing Commercial Expansion	1
Char's Jerk Chicken & More	New Businesses Opening/ Relocating	1982 W. Grand River Ave	New Commercial Development	1

Development Project Name	Review Category	Project Location	Project Type	Unit #
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American House Meridian	Under Construction	1673 Haslett Road Haslett MI	MUPUD Commercial + Residential	132
Elevation Apartments (Phase III)	Under Construction	2362 Jolly Oak Road Okemos MI	MUPUD Commercial + Residential	66 of 370
Newton Pointe	Under Construction	6276 Newton Rd Haslett MI	MUPUD Commercial + Residential	239
Commons Church	Under Construction	4720 Marsh Rd Okemos MI	Other	1
MSU -Lake Lansing Trail/Pathway (Phase 1)	Under Construction	Township Trail-Lake Lansing North - MSU	Public Park/Public Facility Improvement	N/A

Sierra Ridge(Phase IV)	Under Site Plan Review	Fresno Lane East Lansing MI	Single Family Homes	14 of 99
Hulett Road Estates	Under Construction	3560 Hulett Road Okemos MI	Single Family Homes	6
Copper Creek (Phase III & IV)	Under Construction	Haslett Road/Green Road Haslett MI	Single Family Homes	38 of 98
2755 Grand River	Under Construction	2755 Grand River Ave E.Lansing MI	New Commercial Development	1
Consumers Credit Union	Under Construction	2763 Grand River Ave East Lansing MI	New Commercial Development	1
Sanctuary III	Under Construction	North of Robbins Way - East of Hulett Rd Okemos MI	Single Family Homes	7
Development Project Name	Review Category	Project Location	Project Type	Unit #
Radmoor Montessori	Awaiting Plans	2745 Mt. Hope Rd Okemos MI	Existing Commercial Expansion	1

Haslett Village Square 2.0	Under Site Plan Review	1655-1621 Haslett Road Haslett MI	MUPUD Commercial + Residential	290
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Development Project Name	Review Category	Project Location	Project Type	Unit #
Sierra Ridge(Phase IV)	Under Site Plan Review	Fresno Lane East Lansing MI	Single Family Homes	14 of 99
City Limits Redevelopment	Under Site Plan Review	2120 E. Saginaw Hwy East Lansing MI	Existing Commercial Expansion	1
Tidal Wave Auto Spa	Under Site Plan Review	4880 Marsh Road Okemos MI	New Commercial Development	1
Grand Reserve	Under Site Plan Review	Central Park Drive and Powell Road Okemos MI 2806 Bennett	Mixed Housing - Middle Housing	115
Schultz Veterinary Clinic	Under Site Plan Review	Road Okemos MI	Building Expansion	1
Silverleaf (Phase I)	Under Site Plan Review	West Bennett Road	Single Family Homes	25 of 150

Herbana	New Applications	2119 Haslett Road Suite A Haslett MI	Marihuana Dispensary	1
Skymint	New Applications	Northwind Drive East Lansing MI	Marihuana Dispensary	1
Village of Okemos	Under Site Plan Review	4668 Ardmore Road Okemos MI	New Commercial Development	206
Knob Hill	Under Site Plan Review	2300 Knob Hill Drive Okemos MI	Other	41
Lake Court Development	New Applications	Lake Court Drive Haslett MI	Multi-Unit Housing	8
Barbershop Expansion	New Applications	2421 Hamilton Road	New Commercial Development	1



Charter Township of Meridian  
Meridian Economic Development Corporation  
Township Municipal Building, 5151 Marsh Road, Okemos, MI 48864  
Thursday, November 2, 2023– Minutes -DRAFT

**Members**

**Present:** Treasurer Phil Deschaine, Chair Kim Thompson, Shawn Dunham, Manager Frank L. Walsh, Brenda Chapman, and Trustee Kathy Sundland

**Members**

**Absent:** Dave Ledebuhr and Adam Carlson

**Others**

**Present:** Economic Development Director Amber Clark, Planning Commissioner Milton Scales, Marketing & Public Relations Specialist Rachel Stohlin, and Executive Assistant Michelle Prinz

1. CALL MEETING TO ORDER

Chair Thompson called the meeting to order and read the mission statement at 7:36 am.

2. **MISSION:** Set the standard in creating an entrepreneurial culture, be the example for revitalization of our business districts, and be the leaders in building sustainable public/private partnerships.

3. APPROVAL OF THE AGENDA

**MOTION BY MEMBER DUNHAM TO APPROVE THE AGENDA. SUPPORTED BY MEMBER CHAPMAN. MOTION PASSES 5-0.**

4. CONSENT AGENDA

- a. Minutes-Meeting October 5, 2023
- b. Financial Report
- c. Development Projects

**MOTION BY MEMBER DUNHAM TO APPROVE THE CONSENT AGENDA. SUPPORTED BY MEMBER CHAPMAN. MOTION PASSES 5-0.**

5. PRESENTATION-Lansing 5:01 Retention Attraction Program

Samantha Harkins discussed the new regional talent retention and attraction campaign. It includes consistent messaging “Be Our Neighbor”. The campaign includes strategic placement of ads for the region on social media and bus wraps including the benefits of living in the region of low cost living, short commutes, and many things to do. The primary target of the campaign is out of state young professionals. Ms. Harkins asked the EDC to consider joining the coalition of support

for the campaign. There was consensus that the EDC would like to be a part of the campaign. Director Clark will bring an idea for participation back to the EDC at the December meeting.

6. PUBLIC REMARKS

None.

7. OLD BUSINESS

a. Village of Okemos Redevelopment Project Update

Director Clark gave an update on the project. She continues to reach out to the developers weekly to discuss their plan moving forward with the denial of the grant funding for the project. Developers continue to not be able to meet with their revised plan. Michigan Department of Environment, Great Lakes, and Energy (EGLE) has removed the grant and loan from the project. They are requesting to fill and grass the large hole on the site.

8. NEW BUSINESS

a. 2024 Economic Development Corporation (EDC) Meeting Calendar

Director Clark presented the proposed 2024 EDC Meeting Calendar. There was a short discussion of moving the meeting start times later, but it concluded with keeping the existing 7:30am start time. It was mentioned that the August and November meetings will be held at the Central Fire Station.

**MOTION BY MANAGER WALSH TO APPROVE THE 2024 MEETING SCHEDULE FOR THE ECONOMIC DEVELOPMENT CORPORATION (EDC) OF MERIDIAN TOWNSHIP, AS PROPOSED. SUPPORTED BY MEMBER DUNHAM. MOTION PASSES 5-0.**

b. 2024 EDC Goals

Member Dunham, Chair Thompson, and Member Chapman met with Director Clark to discuss possible 2024 EDC Goals. The following 2024 goals were presented for discussion. There was consensus that these goals are great priorities for 2024.

1. Define and select a public improvement project that meets the eligibility requirements of the Public Spaces Community Places MEDC match grant of \$50,000 toward a community amenity.
2. Working alongside of MABA, feature each monthly MABA Spotlight Member on HOMTV, Social Media, and other media platforms.
3. Launch a "Prime of Meridian" (like Top of Town) business promotion survey. For each business with the most votes, promote their award selection on all media platforms.
4. Support community garden/urban gardening initiatives. Partner with local neighborhood and community groups to engage those eager to participate in sustainable living.

**MOTION BY MEMBER DUNHAM TO ADOPT THE MERIDIAN TOWNSHIP EDC 2024 GOALS, AS PRESENTED. SUPPORTED BY MEMBER CHAPMAN. MOTION PASSES 5-0.**

9. TOWNSHIP REPORTS

a. Township Board

Trustee Sundland reported the following:

- Working on housing ordinance update to include accessory dwelling units
- Updated the Township Investment Policy
- It's National Fire Prevention Month
- Working on Paid Parental Leave for up to 12 weeks
- Working on recreational marihuana licensing standards

b. Township Manager

Manager Walsh reported the following:

- Phase 1 of the MSU to Lake Lansing Pathway is almost complete
- Discussing a Senior/Community Center with possible reuse of the former Younkers space
- Former House to Home building is being demolished
- Deer Program has gotten 72 deer so far
- Severe problems with the new Fire Ladder Truck
- Amber is working on her Economic Development Certification
- Reno, new police dog, is almost ready to come back to work after illness
- Interviewing 5 Parks & Recreation Director candidates next week
- Working on public safety recruitment and retention program
- Sent a letter to CATA requesting no millage for Redi-Ride service
- Holding two more Board listening sessions
- Exterior improvements made to Harris Nature Center
- Discussing renovations needed at all 3 fire stations to accommodate sleeping for females

c. Planning Commission

Commissioner Scales stated the Planning Commission denied the proposed housing off of Park Lake Road because they believe it is not in line with the Master Plan. The Township Board will receive the proposal at the second meeting in November. The Master Plan Update will be back before the Planning Commission at the next meeting.

d. Chair

None.

e. Staff

Director Clark reported the following items:

- Construction is underway with Consumers Credit Union and Trader Joe's
- Corridor Improvement Authority TIF Plan will be at the Board for final adoption
- Working on economic development certification
- Haslett Village Square is under demolition
- EP League will have a ribbon cutting at the Meridian Mall this weekend

10. COMMUNITY REPORTS

a. Meridian Mall

Member Dunham reported the following updates:

- An indoor golf simulator concept is opening
- Remote race cars hobby shop opening
- Jerk chicken is coming to the Food Court
- Take and go mattress shop opening

b. MABA

Director Clark mentioned that the MABA Business Expo will take place on Saturday, November 11<sup>th</sup> at 11:00am at the Meridian Mall. 30 vendors are registered and proceeds will go to the Small Business Gift Card Program.

11. OPEN DISCUSSION/BOARD COMMENTS

None.

12. PUBLIC REMARKS

The Township is working to promote more affordable housing through MSHDA's Community Development Block Grant (CDBG) Housing Improving Local Livability (CHILL) Grant and the Accessory Dwelling Unit (ADU) ordinance update. The Towar Garden area will be targeted area for the grant along with the downtown Haslett neighborhoods.

There was general discussion that using the existing vacant Younkers building for a potential Community/Senior Center is more appealing than building something new.

13. NEXT MEETING DATE

- December 7, 2023 at 7:30am at the Township Municipal Building-Town Hall Room.

14. ADJOURNMENT

Hearing no objection, Chair Thompson adjourned the meeting at 9:04am.



To: Economic Development Corporation Members  
From: Neighborhoods & Economic Development Director Amber Clark  
Date: January 4, 2024  
RE: Lansing 5:01 Regional Communities Marketing Campaign Contribution

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In November the Lansing 5:01, “an initiative designed to showcase the best of Lansing to Lansing’s Future”, present their regional marketing campaign built to attract new residents to Greater Lansing. The initiative is built representing every community in Ingham County, and broadens to include areas of Clinton and Eaton County. The mission is to research nationwide, for talented, educated, interested, people to make their way to Lansing.

Though MEDC, Tri-County Planning, and LEAP all operate within the region and promote sustainable growth, there has never been a regional campaign to market the very best of Lansing to entice potential residents to be here. Governor Whitmer established the “Growing Michigan Together Council” to strategically determine the issues that contribute to the decline in our population and what tools we have to reverse the decline. At the local level it is recommended that communities take the lead to highlight the great attractors of their community. A partnership with Lansing 5:01 is a great way to be a part of the regional conversation and initiative to build awareness about the best BIG little City in Michigan. EDC’s in the State were established to be the lead in executing top initiatives for growth. Lansing 5:01 has an open ended offer to the local communities interested in participating in the campaign. The recommendation from staff is to support the regional attractive and constant branding opportunity with \$2500 out of the 2024 budget. The Township is prominently featured on the Lansing 5:01 page. The Villages of Haslett and Okemos, and additional key retail attractions like Meridian Mall, Playmakers, Mayfair, Ellison Brewery, Watershed, Whole Foods, Meridian Farmer’s Market, Historical Village, all of the Parks (and soon Trader Joes!) The \$2500 will contribute to the campaigns reach throughout the nation with the hope of framing Lansing Michigan as a destination. The contribution for the Meridian EDC is an affordable budgetary item for 2024.

Your concurrence is appreciated  
Director Clark

**Recommendation:**

Move to approve a \$2500 contribution to the Lansing 5:01 Regional Communities Marketing Campaign.



**To:** Meridian Economic Development Corporation Members  
**From:** Neighborhoods & Economic Development Director Amber Clark  
**Date:** January 4, 2024  
**RE:** Meridian Economic Development Corporation Goals Action Plan 2024

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### Summary

On November 2, 2023 the EDC adopted the below goals for 2024 as the focus of activities of the Commission. This action plan will detail the responsible parties related to each goal and key performance indicators to measure their outcomes. The following are the combined priorities for 2024:

1. **Define and select a public improvement project that meets the eligibility requirements of the Public Spaces Community Places MEDC match grant of \$50,000 toward a community amenity.**
  - Triennially Meridian Township will launch a community survey to assess community needs. Ensure economic development questions and or an open ended question regarding a public amenity is presented in the 2024 community survey.
  - Once a public amenity is selected, begin developing the project, determine location, price, etc. Gather the funding and essential partners to establish the goal.
2. **Working alongside of MABA, feature each monthly MABA Spotlight Member on HOMTV, Social Media, and other media platforms.**
  - The 2024 calendar of MABA Spotlight business presenters has been posted. Have staff reach out and connect the MABA Business spotlight to CAM/HOM TV interns for an interview.
3. **Launch a “Prime of Meridian” (like Top of Town) business promotion survey. For each business with the most votes, promote their award selection on all media platforms.**
  - Invite the Communications Dept. to attend the Meridian EDC meetings, and host subcommittee meetings to determine the target industries. Create the survey’s (4) and set dates for their launch. Create a press release about the survey and explain the intent.
  - No more than 10 days for response collection for any survey. Once the survey responses are collected, publicly promote the business selected. Reach out and conduct a mini promotional event for the business.
4. **Support community garden/urban gardening initiatives. Partner with local neighborhood and community groups to engage those eager to participate in sustainable living.**
  - Connect with Greater Lansing Food Bank and the regional community garden program in Toward Gardens. Determine what supporting program/funding the EDC could provide to enhance sustainable food source living in our community. This goal could become a collaborative goal with the Environmental Commission.



There is no action needed for this item. The intent is to show the entire EDC body the KPI's for each goal and how we will measure success. If there are additional action items to be included please indicate those to Director Clark.



**To: Economic Development Corporation Members**  
**From: Neighborhoods & Economic Development Director Amber Clark**  
**Date: January 4, 2024**  
**RE: 2023-2028 Economic Development Strategy and Implementation Matrix**

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### Summary

Redevelopment Ready Communities, is an Economic Development incentive program conducted by the State of Michigan to, to drive attraction of their community and available project sites to completed projects. The goal of the RRC program is to align communities with the best practices associated with quality developments. These best practices have proven over time to be the essential route to high quality, dense, mixed developments. RRC invites communities to focus on their established development goals by requiring the CERTIFIED communities to maintain an exemplary level of customer service during the development process. Goals set out in the Masterplan are to be identified in an implementation matrix so the community at large, has an open view of the direction the Township will take with development. In addition the Economic Development Strategy for the community should align with the Masterplan, Implementation Matrix, and Economic outlook for the community.

Included with this memo is the 2023-2028 Economic Development Strategy and Implementation Matrix. These two items in their own way, speak to the development goals of the soon to be adopted 2023 Masterplan and current economic environment. Over the next five years, we will work toward the 2028 RRC recertification and Masterplan update. We will document the completion of the goals as we work through the Implementation Matrix.

There are no action items at this time and EDC members should note that there are several data seeking initiatives (market study, RFP Brownfield consultant etc.,) we should meet to ensure we have the most accurate information going into 2024.



# Economic Development Strategy

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2023 PREPARED BY MERIDIAN TOWNSHIP  
PLANNING & ECONOMIC DEPARTMENT  
STAFF

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RESILIENT PLANNING FOR  
MERIDIAN TOWNSHIP

This Economic Development strategy is a comprehensive, tactical plan to usher our community toward a resilient, sustainable future. The strategy analyzes the current conditions in and surrounding Meridian Charter Township and will identify practical steps to achieving the Township's development goals. Our mission is to execute a plan for future development that is supported by a balance of the priorities of the residents, the market, the Township Board, and executive leadership.

Economic Development is the holistic practice of engaging community stakeholders through thoughtful leadership to enhance, attract, and expand the abilities of the community. Meridian Township last updated our Economic Development Strategy in 2018 after the adoption of the updated Master Plan. The 2017 Master Plan proposed focused infill development tactics to concentrate development and increase density. This updated strategy builds on our promise to maintain the protection of the natural features of our community like the Red Cedar River, Lake Lansing, open green spaces, and land preserves; while developing a sustainable suburban community for all.

As municipalities adjust to post-COVID-19 environments, we expect a higher level of competition for access to state and federal incentive programs. Our community will attract new residents who desire our quality amenities and ease of access to attractive venues. Meridian Township will remain proactive in initiating and implementing available development and enterprise incentives. In addition, remaining flexible and current with modern economic practices is vital to the strength of the community. To maintain our economic strength, Meridian Township will need to depend on the strength of our taxpayers and business districts to continue to invest in infrastructure and site readiness.



Meridian Charter Township, MI ranks in the top 10 small towns to live in Michigan due to the high quality of life. Most suburban communities provide essential amenities like public safety, public works, and fire protection for residents. Meridian Charter Township is a Township; that functions like a City. Our ability to provide above-and-beyond personal services to our residents and business enterprises sets us apart from other jurisdictions.

Meridian Township has an award-winning public access TV station; HOMTV, supported by talented students from Michigan State, Central Michigan, and other major universities. 1500+ acres of public park/green space fit on the 29 local park properties. Two dog parks (Large and Small), these new attractions have over 300+ members. Almost 100 miles of trails and pedestrian or bike pathways connect Meridian Township regionally to East Lansing and Lansing. The motto for our two villages is; One Meridian, A Prime Community. We are proud to deliver this strategic review of our Charter Township.

Conveniently located east of East Lansing on M-43 or M-78, travel to and from our community is accessible by major highways. Situated conveniently to the region, we prioritize focused development in concentrated areas to allow our green areas to flourish. The unique moniker of two villages, one Meridian was built by our community. That is why we are always *HOM*, Haslett, Okemos- Meridian.

**ACCORDING TO  
NICHE  
MAGAZINE,  
MERIDIAN  
CHARTER  
TOWNSHIP IS  
THE NO. 1 SMALL  
TOWN IN THE  
STATE OF  
MICHIGAN FOR  
THREE YEARS  
RUNNING**

**OTHER AMENITIES:**

- Family-centric low/no-cost programs
- 55+ Community programs low/no cost
- Senior Check-in services
- Miles of nonmotorized pathway
- Income Qualified Bill Pay Assistance
- Two nationally ranked public school systems
- HOMTV Public Access Channel





Meridian Township has a delicate relationship with development. There is a concentrated effort to plan development according to the Master Plan, the vision of the Township Board, and the priorities of the community. Annually the Township Board establishes goals to meet the overarching needs of the community. The Economic Development Strategy will comprehensively analyze the adopted goals and how to achieve them. Meridian Township has utilized this efficient planning method since becoming a Redevelopment Ready Community with the State of Michigan Economic Development Corporation in 2017. RRC Certification intends to align communities across the State with competitive and efficient development goals that make help make Michigan attractive. Our active status in this program assists our community in gaining access to funding resources like the Match on Main grant opportunity.

Setting our development priorities in alignment with those of the community ensures the inclusivity of all residents, businesses, and travelers. In 2023 Meridian Township will adopt an updated Master Plan. Now is the time for our community members to express the needs that we have yet to fill to our Planning and Development departments.

AWARDED 2022 MATCH ON MAIN BY MEDC GRANT FOR DOUGLAS J EXPANSION

CREATION AND IMPLEMENTATION OF GREEN GRANTS TO FOSTER ENVIRONMENTALLY FOCUSED INITIATIVES LOCALLY

REDEVELOPMENT READY COMMUNITY (RRC) SINCE 2017

2022 HONORABLE MENTION BIKE FRIENDLY COMMUNITY

PROVIDE 20% TOTAL TAX BASE FOR INGHAM COUNTY

ONE OF A FEW COMMUNITIES IN THE REGION TO REDUCE OUR COMMERCIAL VACANCY RATE POST COVID-19





OUR PRIME COMMUNITY HAS MUCH TO OFFER. WE CAN DO BETTER TO PROMOTE WHO WE ARE TO NEW & EXISTING PARTNERS

## PAST CONDITIONS

Our community was first home to Chief Okemos and the Ojibwe nation. The Anishinaabeg nations settled the area commonly known as "Okemos". The village of Haslett and the village of Okemos were individually established in 1836 and 1839. By 1842 the community was formally organized as Meridian Charter Township. Named "Meridian" for Meridian Road is the principal meridian (north-south line) used as a reference in the Michigan survey.

## PRESENT CONDITIONS

Population and development booms of the early 1900s, '50s, '70s, and '90s supported the expansion of commercial development along Grand River Avenue and Okemos Road. The establishment of two strong school districts increased the attractiveness of the community. Slow growth initiatives put in place effectively limited some development. Changes in consumer behavior and housing pushed for the expansion of Meridian Township to the status quo.

## FUTURE CONDITIONS

Limiting growth on our eastern 1/3, we are focused on prioritizing infill development in high-density commercial areas. This pushes much of our commercial retail space to progress along Grand River Avenue. The community will see more urban housing developments and smaller commercial development in the coming years.

## PAST CHALLENGES

The period of slow/no growth limited development in the Township. It created a divide between the Township Board and the business community. Meridian Township began to face decay in principal commercial areas when new commercial space was developed. This may be a reason why there is a transition from Okemos Road as a main commercial center to Grand River Ave. A high majority of commercial retailers want to be on Grand River Avenue, east of Park Lake Road. As increased demand for Grand River continues, it is recommended to maintain the balance of new commercial space and vacancies.

## PRESENT CHALLENGES

Adequately balancing the current need for quality housing stock, retail establishments, green space, and placemaking makes development competitive. Meridian Township is a Redevelopment-Ready Community due to the lack of available green space for development.

## FUTURE CHALLENGES

Redevelopment in high-density areas is costly. To "redevelop" will mean the demolition of an existing structure and updating the site to current applicable standards. The results are typically expensive and time-consuming, especially if the development falls outside of a Potential Intensity Change Area (PICA). The community will want to establish strong incentives with supporting policies to bring development to fruition.





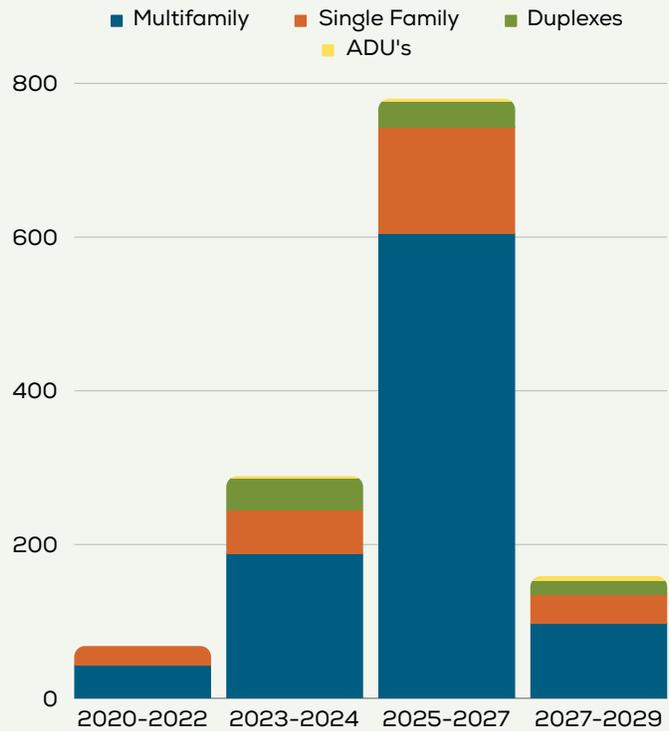
The Charter Township of Meridian verifies and adopts community goals annually. Each will emphasize initiating, maintaining, and developing balance for all. After several public meetings, and communication with the development Boards, and Township Board, the following are priority focuses of economic development:

- 1** Priority redevelopment of the core commercial areas of Meridian Township. As "PICAs", these growing locations can support large and small business development.
- 2** Enhance the viability of Meridian Township businesses by providing better customer service through programming, incentives, and partnerships with the Township.
- 3** Create equitable entrepreneurial programs and practices to engage the business community toward resilient growth.
- 4** Strengthen and expand residential housing opportunities. Incentivize housing and options to maintain their affordability.
- 5** Continue efforts to uphold the brand of a "Prime Community", and actively recruit businesses and residents to come to Meridian Township.



Maintaining our focus on infill development, we will reduce our impact on natural green spaces and support additional non-motorized travel. Through the adoption of annual goals, we will integrate this priority and the needs of our community by effectively focusing on opportunities for all. Our position as 1/5 of the Ingham County tax base is securely positioned for sustainable growth for the foreseeable future.

By 2030 our community will welcome several new housing units. These units will vary in diversity type and density to better address housing affordability. The 2018 Haslett Housing Assessment study projected Meridian Township should introduce 2,500 new housing units to accommodate the demand for our community. By 2023, Meridian Township had only increased by 1500 units. We have the capability to acquire at least 1000 more units. An increase in housing units should equitably manage rental rates to better reflect income levels of varying degrees. The current lack of available units pushes rental rates to exceed the 30% household, an income range which makes affordability inaccessible for many. The total number of units will vary by property owners allowing for more flexibility in incomes in residential communities. An increase in population will help encourage additional entertainment, retail, and restaurant establishments to also make Meridian Township their new home.



MERIDIAN TOWNSHIP WILL WORK WITH A DEVELOPMENT TEAM TO IDENTIFY ELIGIBLE RESOURCES AVAILABLE TO THEM FOR DEVELOPMENT. THE ECONOMIC DEVELOPMENT DEPARTMENT WORKS WITH INTERNAL & EXTERNAL GROUPS AND DEPARTMENTS TO GAIN THE NECESSARY APPROVALS TO FINANCIALLY SUPPORT A DEVELOPMENT PROJECT.

## Redevelopment & Tax Incentives

### Brownfield Redevelopment Tax Increment Financing

"Brownfield" is a term used to describe land that is previously developed, contaminated, and/or blighted. A developer may receive reimbursement for eligible activities expended to construct a project once a Brownfield plan is approved. This Local and State funded incentive supports the clean-up and demolition of sites that are in this condition. Some construction, asbestos abatement, and other related activities may be eligible to help finance a new project.

### Downtown Development Authority Tax Increment Financing

The creation and implementation of a Tax Increment Financing plan is a required element of an established DDA. Our approved local plan will describe the costs, location, and resources for the implementation of public improvements that are projected to take place in the district. A developer may be reimbursed over a designated period of time as related to the length of the TIF plan. Approvals are subject to the Downtown Development Authority and the Meridian Township Board.

### Potential Intensity Change Area

Potential Intensity Change Area or PICA: A geographically designated area within Meridian Township with an active overlay zoning allowance for additional density and height for a project concept. The allowance can support the redevelopment of our core areas to enhance walkability, housing, amenities, traffic, and commercial redevelopment. The Meridian Redevelopment Fund may assist with potential redevelopment for eligible expenses to meet our community goals. Contact the Economic Development Department.

### Commercial Rehabilitation Exemption

Commercial Rehabilitation Act affords a tax incentive for the rehabilitation of commercial property. Specific qualifications are necessary in order for a 1-10 year exemption to be applied. With approval from the municipality. The taxable value is frozen for the duration of the approved certificate. Applications are approved by the local unit of government and are subject to review by the State Tax Commission.

MERIDIAN TOWNSHIP WILL WORK WITH A DEVELOPMENT TEAM TO IDENTIFY ELIGIBLE RESOURCES AVAILABLE TO THEM FOR DEVELOPMENT. THE ECONOMIC DEVELOPMENT DEPARTMENT WORKS WITH INTERNAL & EXTERNAL GROUPS AND DEPARTMENTS TO GAIN THE NECESSARY APPROVALS TO FINANCIALLY SUPPORT A DEVELOPMENT PROJECT.

## Grants and Other Business Funding

### Michigan Economic Development Corporation

Our local Economic Development Corporation or "EDC", was created to function as the element to set standards for an entrepreneurial culture, support business districts, and be the leaders in sustainable partnerships. The Michigan EDC operates in support of efforts that retain, attract, and/or expand the strength of the business community. Partnering with the Meridian EDC & MEDC to support development efforts is encouraged.

### Meridian Redevelopment Fund

The Meridian Redevelopment Fund is an established fund for the three designated PICA districts. A development concept proposed in either PICA has the ability to request the use of this fund in support of public infrastructure, enhanced development, and or other eligible expenses. Interested parties should meet with the Economic Development Director to determine the best use of the MRF in relation to the proposed project.

### Small Business Development Financing

### Small Business Administration of Michigan

### (Michigan) Small Business Development Center

### Lansing Economic Area Partnership

### Downtown Development Authority Tax Increment Financing

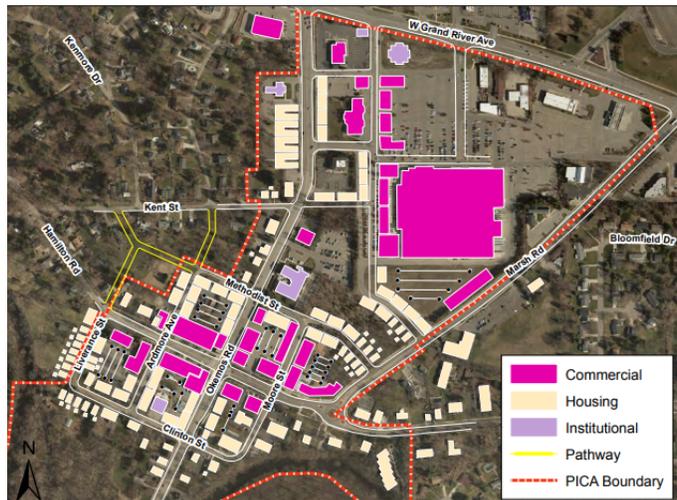
The DDA offers non-tax incentivized grants to new or existing businesses in the district. With the support of a 10% match, the DDA will select one business per round for the "Match on Main" program through the Michigan Economic Development Corporation. The DDA will also consider supporting a business exterior improvement project through the Facade Improvement Grant Program. Qualified properties with owner approval can receive up to \$20,000 as a reimbursement for their project. Applications for programs are available on the Township website.



Map of Okemos Village 1874

With the potential redevelopment of the 200+ residential mixed-use site, the Downtown Development Authority will have continued investment in the district to support additional updates. It is with complex redevelopment projects like this, that Meridian is working to define our incentives, priorities, and strategies to find a suitable developer with the ability to make the vision complete. The below PICA district is prime for redevelopment with a mixture of housing, commercial retail, restaurants, and shared spaces.

- 4.5 Acres approved for Mixed-Use Redevelopment
- 1.74 Acres for Sale \$2.4 Million asking price—great corner parcel prime for redevelopment
- 30,000 daily vehicle trips
- Ample Office space with an opportunity to grow
- Special incentives for infill and mixed-use development concepts
- Median Age: 36
- Median Household Income: \$76,103 Annually
- 10 Min approx walk to local transit routes
- Within Walking distance to Pharmacy, Grocery, and Medical Facilities.



Examples of 5 Story Mixed-Use Concepts



Planning for redevelopment of the Haslett PICA helped move the needle on 30 acres of vacant commercial property toward its redeveloped condition today. Township staff worked to address the needs of the Haslett community with amenities the developers could provide. Pathways, bike racks, updated trail systems, electric charging stations, overflow parking, and access to the interurban MSU/Lake Lansing Trail. This is the first mixed-use product of its kind in the Haslett PICA. Developers and interested business owners are encouraged to seek opportunities for expansion in a Meridian Township PICA to layer potential incentives.



- Approved 10-acre redevelopment into a 132-unit mixed-used 55+ Senior Independent Living Village (American House Meridian)
- Approved 19.5-acre redevelopment into 306 unit mixed-use market-rate housing and commercial complex Village (Haslett Village Square)
- Approved and opened the Haslett Marathon 1619 Haslett Road- combined the use of Brownfield Tax Incentives to support gaps in project financing.
- Proximity to medical, dental, vet clinics, food, and retail



Haslett Marathon 2021



American House Meridian Elevator Construction



Image of Carriage Hills Shopping Center 2009

Known as “Carriage Hills” PICA, the proximity to campus is a major driving point of the general area. A person traveling by bike or bus can make it to campus within 20 minutes. It is a priority of our community to address the commercial vacancies of Carriage Hills, which began to increase after the recession of 2007. This area is a prime option for development with an established bus stop, and residential and commercial activities being a primary use. Proposed projects may see community-wide support if the concept includes a mix of uses, and priority uses going to residential and commercial.

- Approximately 16 acres of commercial space
- Proximity to medical, dental, vet clinics, food, MSU, Greater Lansing, and retail
- Local current property owners with a willingness to see redevelopment
- Approved for mixed-use concepts
- Attainable and Affordable Housing Units are desirable
- For sale housing units are a priority



Live/Work Mixed Use Housing Concept



Cottage-Courtyard Housing Concept



Image of Meridian Mall Shopping Center

Developed in 1969, Meridian Mall was the premier shopping destination for the region. With the prevalence of internet shopping and the expansion of online retail, in-person shopping centers have begun to decline. Post-COVID-19, the site is challenged to shift to new consumer behavior. The site is now home to tenants that provide entertainment, experience, and training facilities as a bulk of the operating establishments. The utilization of available space with new imaginable uses will be the new frontier. The recent Master Plan supports including the Meridian Mall as a Potential Intensity Change Area (PICA) to expedite development approval, consolidate zoning uses, and allow for the maximum use of the facility.



A new multiple use concept will attract onsite residential, commercial, and office to the 30+ acres. Adding greenspace to support adequate drainage of the area would alleviate historical flooding on the west side of the complex, making the centralized district of Meridian Township a more attractive and efficient area.





Meridian Township is included in the Lansing/East Lansing MSA. The strength of our market is based on the varied mix of lifestyles our region supports. Michigan State University is a major regional employer and Meridian Township is home to many professionals associated with the University and education. MSU is a hub of innovation for the region, initiating the development of medical tech, agricultural technology, rare isotopes, business development, and the intersectionality of these industries. We are home to the Van Camp Lab Incubator brought to us by the MSU Foundation. This lab technology incubator caters to entrepreneurial scientists looking for a shared space to develop patents or technologies. This shared lab space works to "graduate" developers from idea to concept.

Beyond science and technology, government, insurance, finance, and health are leading employers of the region. McLaren and Sparrow provide the Greater Lansing region with medical resources. Sparrow-Michigan Medical Systems opened a micro emergency facility in Meridian in March 2022. The acquisition of Sparrow should produce more jobs and opportunities for this employer.

Access to well-educated residents makes Meridian Township a plausible location for an organization's headquarters. Currently supporting several nonprofit headquarters like Delta Dental Michigan, the Michigan Audubon Society, and the salon headquarters of the Douglas J Salons. Just outside of the Township is the Jackson National Life Insurance Headquarters employing thousands in the region. Ingham County has a great opportunity for growth with the promise of the EV Battery Plant, the University of Michigan purchase of Sparrow Hospital, the Expansion of TechSmith, the expansion of MSU Federal Credit Union, Consumers Credit Union, and confirmed additional developments.

## AREA STATISTICS & ANALYSIS

**Population:** **Median Age:**  
**43,988** **37**

**Meridian Township's median age is slightly higher than the Ingham County average of 32 years old.**

**Median Household Income:**  
**\$76,103**

**Meridian Township's median income is significantly higher than the County average of \$52,872.**

### Workforce Statistics (County):

**Unemployment rate: 6.8%**

**Participation in the labor force: 64.5%**

**Individuals out of labor force: 28.7%**

**Ingham County has performed slightly above the State average in overall labor force contribution and employment rate. The State of Michigan overall has a higher unemployment rate of Ingham County.**

### Leading Employers (County):

- Insurance and Financial Services
- Accelerator Technology
- Life Sciences and Biomedical
- Health Care
- Information Technology
- Advanced Manufacturing
- Agriculture
- Supply Chain and Logistics
- Government

**66% OF THE MERIDIAN TOWNSHIP RESIDENTS HAVE A BACHELOR'S DEGREE OR HIGHER.**



## AREA STATISTICS & ANALYSIS

### Strengths

- Over 70% funded in our MERS pension liability Meridian Township's general fund balance is strong and shows years of good economic practice.
- The Township will introduce at least 1000 new housing units by 2025.
- Meridian Township annually receives some of the highest accreditation for Okemos and Haslett Public Schools in the State
- Local Road Program continues to improve our overall PASER rating thereby improving our ability to travel and move goods.
- Low commute time- Meridian Township's proximity to transportation routes get residences in and around the region quickly. In addition, we have quick access to I-69 or I-96 across the community
- Well-networked community with educated residents serving on various regional authorities, boards, and counsels.

### Opportunities

- Van Camp Incubator Expansion MSU Foundation
- FRIB and MSU Science Studies
- DTN Single Family Rental Product
- Meridian Mall Redevelopment
- Redevelopment-Ready Commercial Sites
- Prime for a new organizations headquarters
- MSU to Lake Lansing Trail final phases
- Greater Lansing Regional Network
- Ultium Battery Cell Plant
- Small Business Investment

### Weaknesses

- Limited Industrial Zoned parcels
- Public street infrastructure is State-controlled
- The increased commercial vacancy rate
- Lack of local funding mechanisms to support small business development
- Engagement of small business community
- Lack of local corporations
- Siloed decision-makers
- Zoning focused on motorized travel
- Lack of creative placemaking locations
- Lack of community identity ("Haslett vs. Okemos")

### Threats

- Age of infrastructure in high-density development areas.
- Affordable housing units for young families.
- Attractive lifestyle for persons aged 20-35.
- High-paying employment companies within the Township.
- Economic recession/downturn.
- Aging Population/Workforce in Comparison with the County.
- Talent Attraction.

**CENSUS BUREAU**

UNITED STATES CENSUS BUREAU QUICKFACTS. "U.S. CENSUS BUREAU QUICKFACTS: MERIDIAN CHARTER TOWNSHIP, INGHAM COUNTY, MICHIGAN." CENSUS BUREAU QUICKFACTS, WWW.CENSUS.GOV/QUICKFACTS/FACT/TABLE/MERIDIANCHARTERTOWNSHIPINGHAMCOUNTYMICHIGAN/HSG445221#HSG445220

**ECONOMIC IMPACT ANALYSIS OF COVID-19**

ECONOMIC IMPACT ANALYSIS OF COVID-19 ON THE TRI-COUNTY REGION.PDF | POWERED BY BOX. MITCRPC.APP.BOX.COM/V/COVIDECONOMICIMPACTANALYSIS

**THE LEAGUE OF AMERICAN BICYCLISTS**

LEAGUE OF AMERICAN BICYCLISTS. "HONORABLE MENTIONS | LEAGUE OF AMERICAN BICYCLISTS." LEAGUE OF AMERICAN BICYCLISTS, 29 AUG. 2023, BIKELEAGUE.ORG/BFA/COMMUNITY/HONORABLE-MENTIONS.

**2021 COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY 2018-2023**

2021 CEDS SUPPLEMENTAL DATA UPDATE (RELEASED 2022). PDF | POWERED BY BOX. MITCRPC.APP.BOX.COM/V/CEDS2021DATA.

**MERIDIAN TOWNSHIP MARKET ASSESSMENT FOCUS ON HASLETT VILLAGE AND LAKE LANSING AREA**

2019 MERIDIAN TOWNSHIP MARKET ASSESSMENT FOCUS ON: HASLETT VILLAGE AND LAKE LANSING AREA. (RELEASED 2019).PDF GIFFELS WEBSTER THE CHESAPEAKE GROUP, INC.



### **Economic Development Corporation Members**

Kimberly Thompson	Chair
Adam Carlson	Vice-Chair
Frank Walsh	Secretary
Trisha Bird	Member
Brenda Chapman	Member & BRA Liaison
Shawn Dunham	Member
Dave Ledebuhr	Member
Phil Deschaine	Township Treasurer
Kathy Sundland	Township Trustee

### **Community Planning Department**

Director Tim Schmitt  
Senior Planner Brian Shorkey  
Assistant Planner Keith Chapman

### **Economic Development Department**

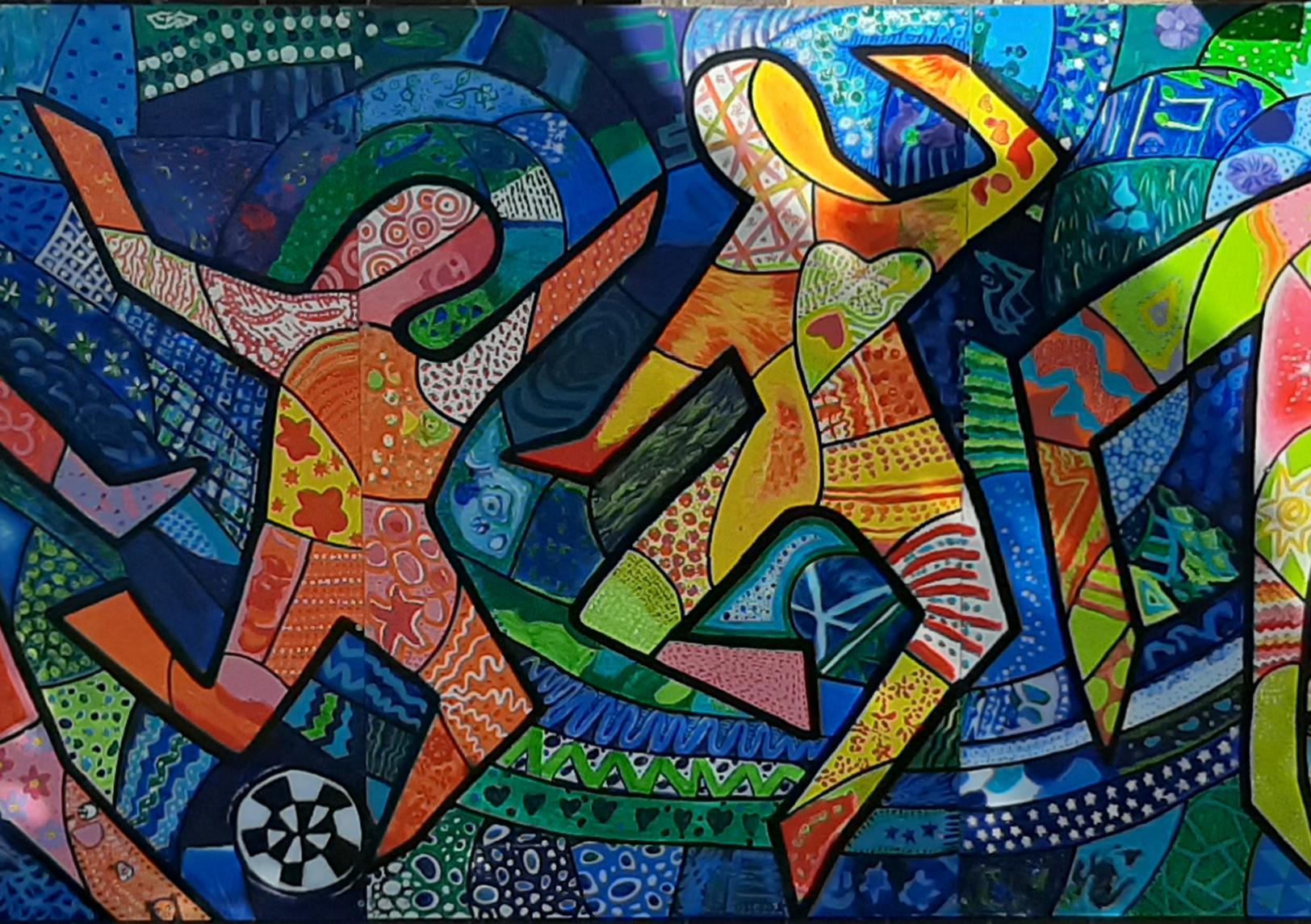
Director Amber Clark

### **Tri- County Regional Planning Commission**

### **Lansing Economic Area Partnership**

### **Meridian Area Business Association**

### **Meridian Township Planning Commission**



# MERIDIAN TOWNSHIP IMPLEMENTATION MATRIX 2023-2028



## IMPLEMENTATION MATRIX:

This matrix is designed for Meridian Township staff, developers, property owners, and the community to use to understand the goals as laid out in the 2023 Masterplan. This matrix will assist Township staff in the completion of the goals as adopted in the 2023 master plan.

ECONOMIC DVLP DEPT. = ED  
DEVELOPER(S) = DVLP  
PLANNING COMMISSION= PC  
ZONING BOARD OF APPEALS= ZBA  
TOWNSHIP BOARD= TB  
COMMUNITY PLANNING DEPT. = CPD

TIME FRAME	GOAL DESCRIPTION	TASK CONTRIBUTORS	KEY PERFORMANCE INDICATORS
LONG TERM	Encourage Mixed-Use density toward existing development nodes.	Task lead: CPD, ED, DVLP, PPO, TB	At least 50% of MUPUD's should be approved in PICAs.
SHORT TERM	Designate the area surrounding Lake Lansing as a special land use area.	Task Leader: CPD, ZBA, TB	Set as a Special District Designation
LONG TERM	Adopt specific zoning standards to support the conditions in the Lake Lansing area.	Task lead: CPD, TB	Update Lake Lansing Zoning standards
SHORT TERM	Evaluate home business standards to ensure regulation of Home Occupation are current.	Task Lead: ED,CPD	Research current Home Occupation standards and create a white paper comparing our current standards.
LONG TERM	Allow for a range of residential densities of all housing types in the FLUM and Zoning Ordinance.	Task lead: CPD, TB	Update FLUM and Zoning Ordinance
COMPLETE	Evaluate the inclusion of Accessory Dwelling Units in the community.	Task lead: CPD, ED, TB	Present ADU ordinance and Housing update to Township Board
SHORT TERM	Evaluate potential programs to keep existing homeowners in their existing homes.	Task lead: CPD, ED	Create a white paper on available programs for existing home owners to stay in their homes.

# MERIDIAN TOWNSHIP IMPLEMENTATION MATRIX 2023-2028

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**SHORT TERM= 1-2 YEAR START TIME**  
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**ONGOING= CONTINUOUS ACTIVITY**  
**COMPLETE= FINISHED ACTIVITY**

TIME FRAME	GOAL DESCRIPTION	TASK CONTRIBUTORS	KEY PERFORMANCE INDICATORS
SHORT TERM	Work toward affordability of housing for new and existing residents.	Task lead: CPD, ED, COM & TB	Evaluate the new MSHDA BrownfieldTIF program and process for Affordable Housing. Create standards of affordable Housing in Meridian Township.
ONGOING	Enhance accessibility in all aspects of Township operations to ensure that every resident can participate in civic life.	Task lead: CPD, PRKs, COM, ED, CC, Public,	Meet with department heads to first conduct a review of how we engage and serve the public. Determine priority areas for improvement.
SHORT TERM	Amend the Zoning Ordinance to allow for an increase in missing middle housing development such as duplex units.	Task Lead: CPD, TB	Amend the Zoning Ordinance
SHORT TERM	Create inclusionary zoning standards for affordable housing in future residential developments.	Task Lead: CDP, ED, TB, CRC	Create standards with input from Planning Commission, Community, Economic Development, Township Community Resource specialist, and Township Board.
SHORT TERM	Work with MSU Corporate Research Park for potential expansion or relocation of Van Camp in Meridian.	Task Leader: ED, TM	Set a meeting with MSU Foundation to discuss the current and future conditions of Van Camp operations in the Township.
LONG TERM	Implement walkable design principles in redevelopment projects to influence nonmotorized travel.	Task Leader: CPD, ED, CIA, TB	Implement a walkable design standard.
LONG TERM	Partner with the Private sector to provide opportunities for public art.	Task Leader: ED, TB, TM	Begin discussions with regional stakeholders and community partners on funding for public art. (LEAP, Lansing Arts Council, local artists etc)

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SHORT TERM	Institute necessary process and ordinance changes to better achieve the goals of the CIA along Grand River.	Task Leader: ED, TB, TM	Institute a CIA TIF, create a CIA Integrated Plan
LONG TERM	Evaluate the M-78 corridor, and potentially update the FLUM.	Task Leader: CPD	Analyze the current zoning of M-78 to determine if updates to FLUM are necessary. Meet with major property owners to determine if there are plans for properties along the corridor.
LONG TERM	Analyze the proposed impact of MSU's updated Masterplan and make necessary changes to the FLUM and Zoning districts to accommodate.	Task Leader: CPD	Set aside time for internal staff to meet and discuss the updates from MSU. Propose adjustments to the FLUM that would support the needs of MSU.
ONGOING	Support the development of broadband service throughout the Township.	Task Leader: CPD, ED, CIA, TB	Propose ways to incentive additional broadband service in Meridian. Support broadband in with development projects when feasible.
IMMEDIATE AND ONGOING	Work with Haslett and Okemos Public Schools on the construction, maintenance, rehabilitation, reconstruction, and use of their buildings/properties.	Task Leader: CPD, ENG, DPW	Maintain efficient plan review processes, to approve the construction and rehabilitation of Okemos Public Schools Phased 2023-2028 redevelopment.
LONG TERM AND ONGOING	Eliminate Inflexible/obsolete zoning regulations to streamline the Zoning Ordinance. Ensure the Zoning Ordinance is accessible and comprehensible for the general public.	Task Leader: CPD, TB	Delegate staff time to find parcels or districts with obsolete and inflexible zoning regulations.

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TIME FRAME	GOAL DESCRIPTION	TASK CONTRIBUTORS	KEY PERFORMANCE INDICATORS
IMMEDIATE	Engage CATA regarding large scale construction, reconstruction, and development projects to align public transit with the new project.	Task Leader: ED, CPD, CATA, TB	Set an annual meeting to sit with CATA stakeholders and discuss the overall development plans. Mention areas of transit needs specifically in support of major industries, employers, commercial attractions etc.
LONG TERM AND ONGOING	Pursue pedestrian, bicycle, and pathway linkages that best connect to Township Parks and Facilities with residential neighborhoods.	Task Leader: CPD, ENG, DPW, EV	Pursue a bronze status in Bike Friendly Community program with a complimentary bicycle /pedestrian plan for the Masterplan.
SHORT TERM	Pursue a Bronze status for the Township in the Bike Friendly Community program. Create a bicycle/pedestrian plan to complement the Masterplan.	Task Leader: CPD, ENG, ED, EV	(See above)
IMMEDIATE	Encourage the Haslett and Okemos Public Schools districts to implement Safe Routes to Schools principles for districts' buildings.	Task Leader: CPD, TB, ED	Meet with Okemos and HaslettPublic Schools stakeholders by mid-2024 to begin the conversation on Safe Routes to Schools.
IMMEDIATE	Collaborate with the Ingham County Drain Commissioner's Office on future projects to ensure public input.	Task Leader: ED, CPD, TB	Meet with Ingham County Drain Commission and ask about construction projects planned, timeline, and potential impact.
IMMEDIATE	Set metrics to enhance the equity and inclusivity of a project during the development, planning, and implementation stages.	Task Leader: ED, CPD, TB	Delegate staff time to determining parameters of focus for equity and inclusivity during the planning and development stages. Provide development boards with a Equity Statement.

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SHORT TERM	Enhance public safety aspects in development design to ensure that CPTED principles are met.	Task Leader: CPD, PD, DPW, TB	Provide development boards with CPTED training materials (residential and building assessments). Set a standard of CPTED principles to be applied in PCIA areas.
SHORT TERM	Create a development small area plan including Meridian Mall as a PICA.	Task Leader: CPD, ED	Coordinate with Planning Staff, Economic Development Staff, and CBL Property members about the future potential of the site.
SHORT TERM	Create small area plans for each PICA in anticipation of future development.	Task Leader: CPD, ED	Coordinate with Planning Staff, Economic Development Staff and property owners to create a potential site concept for remaining parcels.
SHORT TERM	Align with the property owners of Carriage Hills shopping center to determine how the Township can support the start of redevelopment.	Task Leader: ED, CPD	Coordinate with Planning Staff, Economic Development Staff and property owners to create a potential site concept for remaining parcels.
SHORT TERM	Conduct a Housing and Market study to support future commercial redevelopment of the PICAs.	Task Leader: ED, CPD	Request the EDC utilize the funding from MEDC to conduct a full Market study.
SHORT TERM	Coordinate with Ingham County Drain Office on potential stormwater management of the Okemos and Meridian Mall PICAs.	Task Leader: ED, CPD	Include potential stormwater management concepts on the Meridian Mall PICA plan area.

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TIME FRAME	GOAL DESCRIPTION	TASK CONTRIBUTORS	KEY PERFORMANCE INDICATORS
<b>IMMEDIATE</b>	Update the Downtown Development Authority Integrated Plan.	Task Leader: ED, CPD, DDA, TB	DDA members, Economic Development staff, and Planning Staff work to update the Integrated Plan.
<b>IMMEDIATE</b>	Create the Corridor Improvement Authority Integrated Plan.	Task Leader: ED, CPD, CIA, TB	CIA members, economic development Staff, and planning staff work to create an Integrated Plan for the CIA.
<b>SHORT TERM</b>	Develop standards to require electric car charging stations in new commercial development.	Task Leader: ED, CPD, TB	Develop standards to require electric car charging stations in the PICA development and other incentivized areas.
<b>LONG TERM</b>	Identify potential targets for the use of the Brownfield Revolving Loan Fund.	Task Leader: ED, CPD	Identify potential project sites for the use of the Brownfield Revolving Fund and present projects to the BRA.
<b>LONG TERM</b>	Expand opportunities for cluster developments to preserve environmentally significant areas.	Task Leader: ED, CPD, TB	Include cluster development options in the Integrated plans and PICA plans.
<b>ONGOING</b>	Promote Infill Development along the main vehicular corridors or PICAs in the Township.	Task Leader: ED, CPD, TB	Promote Infill Development along the main vehicular corridors or PICAs in the Township.

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TIME FRAME	GOAL DESCRIPTION	TASK CONTRIBUTORS	KEY PERFORMANCE INDICATORS
LONG TERM	Update the Townships 2004 Greenspace Plan.	Task Leader: CPD	Update the Greenspace Plan.
ONGOING	Aid in evaluating how to shift the Land Preservation program's focus away from acquisition.	Task Leader: ED, CPD, TB	Consider a Purchase of a Development Rights program for the Land Preservation program.
SHORT TERM	Review the wetland setback requirements; make any necessary changes to modernize or consolidate standards.	Task Leader: ED, CDP	Delegate to Planning Staff to review the wetland setback requirements.
LONG TERM	Incorporate Low Impact Design Standards into the Zoning Ordinance. Update the Landscape Ordinance to create Low Impact Design standards.	Task Leader: ED CPD	Incorporate Low Impact Design standards into the Zoning Ordinance. Update the Landscape Ordinance to create Low Impact Design standards.
LONG TERM	Investigate a Woodlands Ordinance.	Task Leader: CPD	Delegate to Planning Staff to analyze and research Woodlands Ordinances.
LONG TERM AND ONGOING	Analyze and begin consolidation of the entire FLUM with the existing, established land uses, outside of potential redevelopment areas.	Task Leaders: CPD, TB	Begin the consolidation fo the entire FLUM with existing, established land uses outside of redevelopment areas.
LONG TERM	Update alternative energy generation ordinances to address changes in technology.	Task Leaders: CPD CPD, EV	Delegate to Planning Staff to research best practices for alternative energy ordinances.

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TIME FRAME	GOAL DESCRIPTION	TASK CONTRIBUTORS	KEY PERFORMANCE INDICATORS
SHORT TERM	Analyze the potential of a green burial program in Meridian cemeteries.	Task Leaders: CPD, EV	Analyze the potential of a green burial program in Meridian cemeteries by the end of 2024.







**ATTENTION!**  
**SAFETY NOTICE**  
ALL VISITORS

NO  
ENTRY



**To: Meridian Economic Development Corporation**

**From: Amber Clark Director Neighborhoods & Economic Development**

**Date: February 1, 2024**

**Re: Lunar New Year**

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At our January 2024 meeting the member of the Greater Lansing Chinese Association presented their plan to host the 2024 Lunar New Year celebration at Meridian Mall Sunday February 11. In 2023 the EDC has approved the use of \$1000 as a contribution to celebrate the Lunar New Year. This payment to the GLCA supported the cost that Meridian Mall charges the association for the use of the mall and band stage.

The Greater Lansing Chinese Association in partnership with Meridian Township Parks, Meridian EDC, and the Meridian Mall contribute to put on the event. Included with this memo is a request from the GLCA for a donation in support of the Lunar New Year celebration. Funding in our budget has been set aside to support community promotion and attraction events.

Your concurrence is appreciated.

Attachments:

GLCA Proposal

GLCA Sponsorship Categories



November 8, 2023

Dear Prospective Sponsor,

In collaboration with other local Chinese groups and Meridian Township, the Greater Lansing Chinese Association (GLCA) is organizing the 2023 Chinese New Year Celebration event in **Meridian Mall, Okemos, on February 11th, 2024.**

The upcoming event will include stage performance, cultural exhibits and other traditional Chinese cultural activities. We anticipate that it will attract thousands of local residents in the Greater Lansing area, as one of the year's greatest events in our community. In the meantime, we invite you to this event to further introduce the products and services you provide to this community. A free promotional stand will be provided by us.

GLCA has successfully organized this annual event since 2013, with strong continuing support from PNC Bank, Meridian Township, Michigan State University, Lansing Community College and many other businesses and organizations.

To have a successful event again for 2024, we will need the strong support from you – important member of this community. One way to support this event is the sponsorship, which will provide necessary resources. At the same time, the sponsorship will provide unique opportunities for you and your organization to engage audiences and build goodwill in the community.

On behalf of GLCA, I would like to invite you and your organization to become a sponsor of the 2024 Chinese New Year Celebration. Attached are the sponsor benefits package and a list of previous sponsors who continue the sponsorship this year.

GLCA looks forward to establish and maintain a mutually beneficial partnership with you and your organization, as we celebrate the Year of the Dragon in 2024 with the peace and prosperity for all. If you have any questions or would like to receive additional information, please contact Jane Li [jiae48108@gmail.com](mailto:jiae48108@gmail.com). Please make the check payable to “Greater Lansing Chinese Association” or “GLCA”. Our mailing address is “740 w Lake Lansing Rd, Ste 700, East Lansing, MI 48823”

Sincerely,

Jane Li

GLCA VP, 2024 Spring Festival Gala Planning Committee

Enclosure 1: Sponsor Benefits Packages

Enclosure 2: Continuous Sponsors

## **Enclosure 1**

### **Sponsor Benefits Packages**

As the organizer of the event, we do our best to promote the sponsors. Thus, sponsors should benefit in many ways, including the following:

- Onsite signage and names on printed material
- Media exposure from local television stations, radio stations, magazines and newspapers
- Onsite product promotion
- Positive publicity to your organization
- Brand awareness and loyalty of customers.
- Leadership in corporate social responsibility.

#### **Exclusive Sponsor for a Specific Industry: \$3,500**

- Exclusive sponsorship guarantees the sole sponsor status from a specific industry and offer all benefits listed in Gold Sponsorship package.

#### **Gold Sponsor: \$2,000**

- Advertising board around the center stage
- Your own promotional booth in prime location
- Brochure and other promotional materials at main booth
- Listing on the event promotional materials

#### **Silver Sponsor: \$1,000**

- Your own promotional booth in prime location
- Brochure and other promotional materials at main booth
- Listing on the event promotional materials

#### **Bronze Sponsor: \$500**

- Your own promotional booth
- Brochure and other promotional materials at main booth
- Listing on the event promotional materials

## **Enclosure 2**

### **Continuous Sponsors**

- Greater Lansing Chinese Association
- Meridian Township of Michigan
- PNC Bank
- MSU Asian Study Center