



Charter Township of Meridian  
Meridian Economic Development Corporation  
Township Municipal Building, 5151 Marsh Road, Okemos, MI 48864  
Thursday, March 7, 2024– Minutes -DRAFT

**Members**

**Present:** Treasurer Phil Deschaine, Chair Kim Thompson, Shawn Dunham, Manager Frank L. Walsh, Dave Ledebuhr, Adam Carlson and Trustee Kathy Sundland

**Members**

**Absent:** None

**Others**

**Present:** Economic Development Director Amber Clark, 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 7:31 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 CARLSON TO APPROVE THE AGENDA. SUPPORTED BY MEMBER LEDEBUHR. MOTION PASSES 6-0.**

4. CONSENT AGENDA

- a. Minutes-Meeting November 2, 2023
- b. Development Projects

**MOTION BY MEMBER CARLSON TO APPROVE THE CONSENT AGENDA. SUPPORTED BY MEMBER DUNHAM. MOTION PASSES 6-0.**

5. COMMUNICATIONS

None.

6. PUBLIC REMARKS

None.

7. OLD BUSINESS

None.

8. NEW BUSINESS

a. Lansing 5:01 Regional Marketing Campaign Contribution

Chair Thompson shared the idea of supporting the Lansing 5:01 marketing campaign. Both Haslett and Okemos are highlighted on the group's website. In November, the group presented their regional marketing campaign that is designed to attract new residents to the Lansing region. Their campaign will be outside of Michigan, as well.

Director Clark suggested the EDC consider supporting the Lansing 5:01 marketing campaign in the amount of \$2,500. Several EDC members were not comfortable with that amount from the EDC budget. After further discussion, an amount of \$1,000 in support was suggested.

**MOTION MADE BY MANAGER WALSH TO APPROVE A \$1,000 CONTRIBUTION TO THE LANSING 5:01 REGIONAL COMMUNITIES MARKETING CAMPAIGN. SUPPORTED BY MEMBER CARLSON. MOTION PASSES 6-0.**

b. 2024 Goals Action Plan

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 MANAGER WALSH TO ADOPT THE MERIDIAN TOWNSHIP EDC 2024 GOALS, AS PRESENTED. SUPPORTED BY MEMBER LEDEBUHR. MOTION PASSES 6-0.**

c. 2023-2028 Economic Development Strategy and Implementation Matrix

Director Clark shared the Economic Development Strategy and Implementation Matrix developed for the township's MEDC Redevelopment Ready Recertification (RRC). It will help to show how the township is doing with the goals to meet on the 2023 Master Plan Update. The EDC will be involved in several data initiatives over the next five years of the Master Plan. The document will be placed on the website.

d. 2024 Lunar New Year Celebration Support

Director Clark reported that, at the January 2024 EDC meeting, the member of the Greater Lansing Chinese Association presented their plan to host the 2024 Lunar New Year celebration at Meridian Mall on Sunday, February 11<sup>th</sup>. In the past, the EDC has supported the event with a donation of \$1,000 and there was discussion about doing that again for 2024.

**MOTION BY MANAGER WALSH TO ALLOW A MEMBER TO ABSTAIN FROM THE VOTE BASED ON THE EVENT TAKING PLACE AT THE MERIDIAN MALL. SUPPORTED BY MEMBER LEDEBUHR. MOTION PASSES 6-0.**

**MOTION BY MEMBER LEDEBUHR TO DONATE \$1,000 FROM THE EDC TO SUPPORT THE 2024 LUNAR NEW YEAR CELEBRATION. SUPPORTED BY MEMBER CARLSON. MOTION PASSES 5-0 AND 1-ABSTENTION.**

- e. Brownfield Development Authority (BRA) Appointment

Director Clark stated that with the departure of Brenda Chapman from the EDC, the EDC needs a new representative to serve on the BRA. Chair Thompson volunteered to serve as the EDC representative on the BRA.

**MOTION BY MANAGER WALSH TO APPOINT KIMBERLY THOMPSON TO SERVE AS THE EDC REPRESENTATIVE ON THE BROWNFIELD DEVELOPMENT AUTHORITY. SUPPORTED BY MEMBER DUNHAM. MOTION PASSES 6-0.**

9. TOWNSHIP REPORTS

- a. Township Board

Trustee Sundland reported the following:

- Welcomed new Township Trustee Peter Trezise
- Board set the top 5 goals for 2024
- 2023 Master Plan Update was approved
- Board liaison appointments were approved
- Dedicated Pathway in Okemos to Ron Styka
- Increased township mileage to 67 cents per mile
- Juneteenth event will take place on June 15<sup>th</sup> at Lake Lansing Park
- Working on sidewalk updates

- b. Township Manager

Manager Walsh reported the following:

- Township Board listening session summary is on the website
- Playground improvements are coming to Marshall Park
- Celebrate Meridian will be on June 29<sup>th</sup>
- 2024 Local Road List is coming soon
- 50<sup>th</sup> anniversary for the Farmers' Market
- Township Board honored Terry Carroll
- The Community/Senior Center Task Force continues to meet
- Phase 3 & 4 of Copper Creek, in Haslett, are underway
- Township Board denied a three story tall storage facility near the old Panera site
- The Township Supervisor is discussing changing the number of members for the Planning Commission from 9 to 7

- Met with the Village of Okemos developers
- Township Board held a closed session to discuss possible litigation regarding the newly purchased Ladder Truck
- March 26<sup>th</sup> will be Township Board and Commission night at 6:00pm
- Prime Meridian Magazine will be mailed this week to residents

c. Planning Commission  
None.

d. Chair  
Chair Thompson encouraged the EDC members to talk to people in the community about the serving on the EDC.

e. Staff  
Director Clark reported the following items:

- Working with Ideal Mortgage to host a small business session in Haslett regarding promotion of your business
- Sound request for Juneteenth will be coming to the EDC
- Small businesses will begin filling the commercial space of the American House development
- Attending regional community gathering for Lansing 5:01 today

10. COMMUNITY REPORTS

a. Meridian Mall  
Member Dunham reported the following updates:

- Francesca’s opened at the Mall (closed their Eastwood location)
- Fry Nation is coming to the Food Court

b. MABA  
Director Clark mentioned the next meeting will be on Friday with M & M Moving as the Member Spotlight. The Business Expo is set for Friday, November 9<sup>th</sup>.

11. OPEN DISCUSSION/BOARD COMMENTS

None.

12. PUBLIC REMARKS

None.

13. NEXT MEETING DATE

- April 4, 2024 at 7:30am at the Township Municipal Building-Town Hall Room.

14. ADJOURNMENT

Hearing no objection, Chair Thompson adjourned the meeting at 8:31am.