

MUSKEGON COUNTY BOARD OF COMMISSIONERS  
MUSKEGON COUNTY, MICHIGAN



AGENDA

**Community Development/Strategic Planning**

Hall of Justice  
990 Terrace, Muskegon, MI  
January 21, 2010 - 3:30 p.m.

Roger Wade, Chair  
Bill Gill, Vice-Chair

- 
1. Call to Order
  2. Roll Call
  3. Approval of Minutes of November 19, 2009
  4. Items for Consideration  

CD/SP10/01 - 01 (Convention & Visitor's Bureau) Approval of Financial Contributions Utilized from CVB's Community Promotions Line Item
  5. Old Business
  6. New Business
  7. Public Participation
  8. Adjournment

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**AMERICAN DISABILITY ACT POLICY FOR ACCESS TO OPEN MEETINGS  
OF THE MUSKEGON COUNTY BOARD OF COMMISSIONERS  
AND ANY OF ITS COMMITTEES OR SUBCOMMITTEES**

The County of Muskegon will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities who want to attend the meeting upon 24-hours notice to the County of Muskegon. Individuals with disabilities requiring auxiliary aids or services should contact the County of Muskegon by writing or calling:

Administration  
Hall of Justice, Fourth Floor  
990 Terrace Street  
Muskegon, MI 49442  
(231) 724-6520

**Muskegon County  
Community Development/Strategic Planning  
November 19, 2009  
3:30 p.m.  
Hall of Justice  
990 Terrace  
Muskegon, MI**

**Roger Wade, Chair**

**Bill Gill, Vice-Chair**

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MINUTES

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**CALL TO ORDER**

The meeting was called to order by Commissioner Wade at 4:30 p.m.

**ROLL CALL**

Present: Charles Buzzell, Lewis Collins, James Derezinski, Marvin Engle, Ken Mahoney, Charles Nash, Robert Scolnik, I. John Snider, II, Roger Wade

Excused: Bill Gill (arrived at 3:34 p.m.), Louis McMurray

**APPROVAL OF THE MINUTES**

It was moved by Engle, supported by Snider, to approve the minutes of August 20, 2009, meeting as written. MOTION CARRIED.

**ITEMS FOR CONSIDERATION**

CD/SP09/11 - 22 It was moved by Derezinski, supported by Engle, to approve the Muskegon County CVB's Fiscal Year 2010 Marketing Plan/Budget as presented. Motion carried.

**OLD BUSINESS**

None.

**NEW BUSINESS**

None.

**AUDIENCE PARTICIPATION**

None.

**ADJOURNMENT**

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 3:44 p.m.

# REQUEST FOR BOARD CONSIDERATION-COUNTY OF MUSKEGON

COMMITTEE Community Development		BUDGETED    NON-BUDGETED    PARTIALLY BUDGETED	
REQUESTING DEPARTMENT CVB	COMMITTEE DATE January 21, 2010	REQUESTOR SIGNATURE Jill Emery	
SUMMARY OF REQUEST (GENERAL DESCRIPTION, FINANCING, OTHER OPERATIONAL IMPACT, POSSIBLE ALTERNATIVES)			
<p>The following requests have been made to the Muskegon County Convention and Visitors Bureau for financial support. The requests were reviewed by the Accommodations Tax Advisory Committee who have made the following recommendations:</p> <p>Muskegon Chamber of Commerce/White Lake Area Chamber of Commerce joint film project - \$2000.00                  Muskegon Main Street - \$1000.00                  Muskegon Summer Celebration - \$500.00 to be spent on marketing by the CVB to promote the event.                  Muskegon Winter Sports Complex - \$1200.00 to be spent on marketing by the CVB to promote the complex.</p>			
SUGGESTED MOTION (STATE EXACTLY AS IT SHOULD APPEAR IN THE MINUTES)			
<p>I move that the following financial contributions be made and that the funds be utilized from the CVB's Community Promotions (902020) line item:</p> <p>Muskegon Chamber of Commerce/White Lake Area Chamber of Commerce joint film project - \$2000.00                  Muskegon Main Street - \$1000.00                  Muskegon Summer Celebration - \$500.00 to be spent on marketing by the CVB to promote the event.                  Muskegon Winter Sports Complex - \$1200.00 to be spent on marketing by the CVB to promote the complex.</p>			
ADMINISTRATIVE ANALYSIS (AS APPLICABLE)			
<u>HUMAN RESOURCES ANALYSIS:</u>		<u>FINANCE &amp; MANAGEMENT ANALYSIS:</u>	
		<i>Recommend approval</i> <i>JD</i>	
<u>CORPORATE COUNSEL ANALYSIS:</u>		<u>ADMINISTRATOR RECOMMENDATION:</u>	
		<i>approved</i> <i>BBH</i>	
AGENDA DATE: <i>1/21/10</i>	AGENDA NO.: <i>CO/SP 10/01-01</i>	BOARD DATE: <i>1/20/10</i>	PAGE NO.