

MUSKEGON COUNTY BOARD OF COMMISSIONERS
MUSKEGON COUNTY, MICHIGAN

AGENDA

Community Development/Strategic Planning

Hall of Justice

990 Terrace, Muskegon, MI 49442

January 19, 2012 - 3:30 PM

Robert Scolnik, Chair
Benjamin Cross, Vice-Chair

-
1. Call to Order
 2. Roll Call
 3. Approval of Minutes of December 15, 2011
 4. Presentation
Northern Machine Tool - Steve Olsen
 5. Public Comment (on an agenda item)
 6. Items for Consideration
CDSP12/01 - 01 (Convention & Visitors Bureau) Approve Tourism Event
Marketing Program
 7. Old Business
 8. New Business
 9. Public Comment (on a new topic)
 10. Adjournment

Public Comment

Persons may address the Commission during the time set aside for Public Comment or at any time by suspension of the rules. All persons must address the commission and state their name for the record. Comments shall be limited to **two (2) minutes** for each participant, unless time is extended prior to the public comment period by a vote of a majority of the commission

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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, 990 Terrace Street, Muskegon, MI 49442 (231) 724-6520

**Muskegon County
Community Development/Strategic Planning
December 15, 2011
3:30 p.m.
Hall of Justice , 990 Terrace
Muskegon, MI**

Robert Scolnik, Chair

Ben Cross, Vice-Chair

MINUTES

CALL TO ORDER

The meeting was called to order by Commissioner Scolnik at 3:40 p.m.

ROLL CALL

Present: Lewis Collins, Benjamin Cross, James Derezinski, Marvin Engle, Alan Jager, Anthony Longmire, Kenneth Mahoney, Scott Plummer, Robert Scolnik, I. John Snider, Rillastine Wilkins

APPROVAL OF MINUTES

It was moved by Plummer, supported by Engle, to approve the minutes of the November 17, 2011, meeting as written. Motion carried.

PRESENTATION - MILWAUKEE CLIPPER

Mr. Robert Lukens, Community Development Director, introduced Mr. T.J. Parker, President of the Board of Directors of the Milwaukee Clipper Preservation Association.

Mr. Parker addressed the Board, introduced other Board members and presented a proposal to relocate the Milwaukee Clipper to the Heritage Landing site. He discussed revenue sharing with the County and the possibility of attracting more visitors to the site and the surrounding area.

Mr. Parker was asked to submit a written proposal to the County Administrator for her review to include a rendering of the Milwaukee Clipper at the site.

PRESENTATION - MUSKEGON AREAWIDE PLAN - Update

Mr. Sandeep Dey, Executive Director, West Michigan Shoreline Regional Development Commission, presented information to those present on the Muskegon Area-Wide Plan (MAP). He noted this is shared vision for the future of Muskegon County. He also noted the MAP was originally prepared in 2005 and the update to the Plan is expected to be a two year process.

Mr. Dey introduced Ms. Erin Kuhn of his staff who is the Program Manager and who will be coordinating the MAP update.

PUBLIC COMMENT (On an agenda item)

None.

ITEMS FOR CONSIDERATION

There were no action items presented.

OLD BUSINESS

None.

NEW BUSINESS

None.

PUBLIC COMMENT (On a new topic)

None.

ADJOURNMENT

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 4:19 p.m.

REQUEST FOR BOARD CONSIDERATION-COUNTY OF MUSKEGON

COMMITTEE <p style="text-align: center;">COMMUNITY DEVELOPMENT</p>		BUDGETED NON-BUDGETED PARTIALLY BUDGETED <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
REQUESTING DEPARTMENT <p style="text-align: center;">CVB</p>	COMMITTEE DATE <p style="text-align: center;">1/19/12</p>	REQUESTOR SIGNATURE <p style="text-align: center;">ROBERT LUKENS</p>		
SUMMARY OF REQUEST (GENERAL DESCRIPTION, FINANCING, OTHER OPERATIONAL IMPACT, POSSIBLE ALTERNATIVES)				
<p>Muskegon County annually allocates funding for countywide event promotion through a program administered by the Muskegon County Convention & Visitors Bureau. This request seeks to change the name of the Community Promotions Sponsorship Program to the Tourism Event Marketing Program, and outlines specific requirements for event funding requests, allowing expenditures only for advertising/marketing, bid fees or transportation (within Muskegon County). The requirements also directly tie funding requests to measurable results, and offer applicants the opportunity to appeal funding requests that are not approved by the Accommodations Tax Advisory Committee of the Muskegon County Convention & Visitors Bureau.</p>				
SUGGESTED MOTION (STATE EXACTLY AS IT SHOULD APPEAR IN THE MINUTES)				
<p>Move to approve the Tourism Event Marketing Program, including the eligibility requirements, funding parameters, application requirements, and the review and appeal processes of the program.</p>				
ADMINISTRATIVE ANALYSIS (AS APPLICABLE)				
<u>HUMAN RESOURCES ANALYSIS:</u>		<u>FINANCE & MANAGEMENT ANALYSIS:</u> <div style="text-align: center; font-family: cursive; font-size: 1.2em;"> Recommend Approval </div>		
<u>CORPORATE COUNSEL ANALYSIS:</u>		<u>ADMINISTRATOR RECOMMENDATION</u> <div style="text-align: center; font-family: cursive; font-size: 1.2em;"> approval BSH </div>		
AGENDA DATE: 1/19/12 AGENDA NO: CDSF12/01-01 BOARD DATE: 1/24/12 PAGE NO.				



Muskegon County Convention & Visitors Bureau Tourism Event Marketing Program

Primary Eligibility Criteria (minimum of one)

1. Municipalities or units of government within Muskegon County
2. Not-for-profit organizations within Muskegon County
3. Associations or organizations wishing to host an event in Muskegon County

Secondary Eligibility Criteria

1. Events that result in overnight stays within Muskegon County
2. Events that draw state, regional or national media exposure
3. Events that create a direct local economic impact
4. Events that draw a minimum of 2,500 people to Muskegon County
5. Events held during the shoulder or winter seasons

Parameters of Use

The maximum amount granted is up to \$3,000.00 per grantee, per year. Funds will be paid directly to vendors, not to the awardee. Uses of funds include only:

1. Advertising/Marketing (state/regional/national)
 - a. Eligible expenditures include: design and printing of brochures or rack cards, advertising (newspaper, magazine, radio, television, billboards, web), website development, registration forms, posters, direct mail postcards, etc.;
 - b. Ineligible uses of funding include: rental fees, operational fees, staffing fees, direct mail list purchasing, etc.
2. Bid fees
3. Transportation costs (for transportation within Muskegon County only)

Application Requirements

1. Funding requests will be offered in two cycles, Winter/Spring and Summer/Fall. Application deadline for the Winter/Spring cycle (for events November – April) is August 1, and for the Summer/Fall cycle (for events May – October) February 1.
2. A one page narrative outlining use of promotional funds must be attached to the request form.
 - a. *For advertising and marketing use, an additional detailed one-page advertising/media plan must also be attached to the request form.*
3. An itemized budget indicating usage of the funding request must be attached to the request form.
4. Promotional materials, printed materials, and advertising must include the Muskegon County CVB logo, website URL, and toll-free information number, with the tagline: “For hotel information, contact the Muskegon County Convention & Visitors Bureau.”
5. Invoices for payment to event vendors must be directed to the Muskegon County Convention & Visitors Bureau, 610 W. Western Avenue, Muskegon, MI 49440, as soon as possible, and no later than September 30 of the current year.

6. Forty-five (45) days following the event, a report supplying attendance figures and hotel room nights booked must be supplied to the CVB to be eligible for future funding.

Review Process

1. A Committee composed of Accommodations Tax Advisory Committee members (including the liaison to the Board of Commissioners) and the Community Development Director will review Tourism Event Marketing Program applications. All application material and information disclosed to the Committee will be held in confidence, and applicants have the opportunity to present their request to the Committee in-person.
2. The Committee will review the application materials, as described above, and measure the facts contained in the application material against the eligibility criteria, and may also review and discuss other factors or circumstances related to the request.
3. After completing the review process, the Committee will consider the request for funding. The Committee may grant the entire amount requested, a portion of the amount requested, or disapprove the request.
4. If the request is disapproved, the Community Development Director will work with the applicant to develop a stronger proposal for additional review by the Tourism Event Marketing Program Committee.

Appeal Process

1. If the applicant is dissatisfied with the decision of the Committee, the applicant may appeal to the County Administrator by submitting a written appeal of no longer than one typed page to the Community Development Director.
2. The Community Development Director will forward the appeal to the County Administrator for consideration.
3. The decision of the County Administrator is binding and final.

Application information and forms should be submitted to:

Bob Lukens, CDME
Community Development Director
Muskegon County Convention and Visitors Bureau
610 West Western Avenue
Muskegon, MI 49440
Direct: 231-724-3103
Fax: 231-724-1398
lukensro@co.muskegon.mi.us



Muskegon County Convention & Visitors Bureau Tourism Event Marketing Program Application

(Please type)

Organization Name: _____

Contact Name: _____

Organization Address: _____

Phone: _____ Email: _____

Type of Organization: _____

Event Name: _____

Event Date(s): _____

Funding Amount Requested: _____

The requested funds will be used for:

Transportation

Description of use: _____

Advertising or marketing

Description of use: _____

Bid fees

Description of use: _____

Event Description: (Please attach schedule of events.)

Please check items below that apply to your event:

- Event will draw a state, regional or national media exposure
- Event will increase visitors to Muskegon County
- Event will create a direct local economic impact
- Event will draw a minimum of 2,500 people to Muskegon County
- Event will be held during the shoulder or winter seasons

Number of overnight stays anticipated: _____

Average hotel rate quoted: _____

Admission fee for event (check one): Yes (cost) _____ No

Event attendance:

Projected for this year: _____

Prior Year 1: _____

Prior Year 2: _____

Authorized Signature: _____ Date: _____

Organization: _____

Tourism Event Marketing Program Checklist

- Completed Application
- One-page narrative explaining the Request for Funding
- One page media plan, if applicable
- Itemized budget indicating use of funding



**Muskegon County Convention & Visitors Bureau
Tourism Event Marketing Program
Request for Funding Narrative**

Please explain how your organization will use the funds if approved for Tourism Event Marketing Program:



**Muskegon County Convention & Visitors Bureau
Tourism Event Marketing Program
Itemized Budget**

Please outline an itemized budget for the use of funds if approved for Tourism Event Marketing Program:



**Muskegon County Convention & Visitors Bureau
Tourism Event Marketing Program
Media Plan**

If potential funding will be used for advertising, please submit a detailed media plan outlining the use of funds if approved for Tourism Event Marketing Program:



**Muskegon County Convention & Visitors Bureau
Tourism Event Marketing Program
Results Form**

Please outline the results of the event receiving Tourism Event Marketing Program funding:

Event Attendance _____

Rooms Nights Booked _____

Brief summary of the event's outcome and suggested changes for next year: