

**Muskegon County
Community Development/Strategic Planning Committee
January 23, 2014
4:00 p.m.
Hall of Justice
990 Terrace
Muskegon, MI**

Robert Scolnik, Chair

Benjamin Cross, Vice-Chair

MINUTES

CALL TO ORDER

The meeting was called to order by Commissioner Scolnik at 4:00 p.m.

ROLL CALL

Present: Benjamin Cross, James Derezinski, Marvin Engle, Susie Hughes, Kenneth Mahoney, Charles Nash, Robert Scolnik, Terry Sabo, Rillastine Wilkins

APPROVAL OF MINUTES

It was moved by Cross, supported by Hughes, to approve the minutes of the December 19, 2013, meeting as written. Motion carried.

PUBLIC COMMENT (On an agenda item)

None.

PRESENTATIONS

Mr. Ron Jenkins, West Michigan Lake Hawks Head Coach, addressed the Board and gave an update on the activities of the Lake Hawks players some of which include: volunteering for the Muskegon Heights Haunted House, assisting at Thanksgiving with turkey dinners and baskets, acting as reading mentors at local schools, partnering with the Muskegon Heights Police Department and the Prosecutor's Office in outreach, involvement with the Muskegon Heights Optimist Club and involvement with the local Big Brothers/Big Sisters organization.

Mr. Jenkins noted the organization continues to look for sponsorships and locations for which to play which prove to be quite costly in renting school gymnasium space.

Mr. Jenkins also noted the West Michigan Lake Hawks are ranked 27th in the nation of 102 ABA teams!

Those in attendance were invited to the next game on Saturday, January 25th, at 6:00 p.m. at Three Oaks Academy.

Commissioners thanked Mr. Jenkins for the update and for the team's continued outreach efforts and volunteerism in the community.

ITEMS FOR CONSIDERATION

CD/SP14/01 - 01 It was moved by Cross, supported by Hughes, to adopt the FY14 Tourism Agreement with the White Lake Chamber of Commerce to provide tourism promotion services for the northern portion of Muskegon County and to authorize the Chairperson of the County Board to execute the agreement through September 30, 2014.
Motion carried.

OLD BUSINESS

None.

NEW BUSINESS

None.

PUBLIC COMMENT

None.

ADJOURNMENT

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 4:18 p.m.

MUSKEGON COUNTY

MICHIGAN

Board of Commissioners

Kenneth Mahoney
Chair, District 9

Rillastine R. Wilkins
Vice-Chair, District 1

Benjamin Cross
District 2

Susie Hughes
District 3

Robert Scolnik
District 4

Marvin R. Engle
District 5

Charles Nash
District 6

James J. Derezinski
District 7

Terry J. Sabo
District 8

MEETING CANCELLATION

Notice is hereby given that the Muskegon County Board of Commission Community Development/Strategic Planning Committee meeting of February 20, 2014, is cancelled.

Posted: February 11, 2014

**Muskegon County
Community Development/Strategic Planning Committee
March 20, 2014
4:00 p.m.
Hall of Justice, 4th Floor
Muskegon, MI**

Robert Scolnik, Chair

Benjamin Cross, Vice-Chair

MINUTES

CALL TO ORDER

The meeting was called to order by Commissioner Scolnik at 4:20 p.m.

ROLL CALL

Present: Benjamin Cross, James Derezinski, Marvin Engle, Susie Hughes, Kenneth Mahoney, Charles Nash, Terry Sabo, Robert Scolnik, Rillastine Wilkins

APPROVAL OF MINUTES

It was moved by Cross, supported by Mahoney, to approve the minutes of the January 23, 2014, meeting as written. Motion carried.

PUBLIC COMMENT (On an agenda item)

None.

ITEMS FOR CONSIDERATION

CD/SP14/03 - 02 It was moved by Nash, supported by Cross, to adopt the License Agreement with Unity Christian Events/Alive on the Lakeshore to provide a license for the use of Heritage Landing August 6-9, 2014 for the Unity Christian Music Festival, and to authorize the Chairperson of the County Board to execute the agreement. Motion carried.

OLD BUSINESS

None.

NEW BUSINESS

None.

PUBLIC COMMENT

None.

ADJOURNMENT

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 4:23 p.m.

**Muskegon County
Community Development/Strategic Planning Committee
April 17, 2014
4:00 p.m.
Hall of Justice, 4th Floor
Muskegon, MI**

Robert Scolnik, Chair

Benjamin Cross, Vice-Chair

MINUTES

CALL TO ORDER

The meeting was called to order by Commissioner Scolnik at 4:00 p.m.

ROLL CALL

Present: Benjamin Cross, Marvin Engle, Susie Hughes, Kenneth Mahoney, Charles Nash, Terry Sabo, Robert Scolnik, Rillastine Wilkins

Excused: James Derezinski

APPROVAL OF MINUTES

It was moved by Cross, supported by Sabo, to approve the minutes of the March 20, 2014, meeting as written. Motion carried.

PUBLIC COMMENT (On an agenda item)

None.

ITEMS FOR CONSIDERATION

CD/SP14/04 – 03 It was moved by Sabo, supported by Cross, to accept the recommendation of the Accommodations Tax Advisory Committee to contract with Conventions, Sports & Leisure International to conduct a study to determine the feasibility of a downtown Convention Center, Walker Arena renovation, and connections among buildings in downtown Muskegon, to increase the availability of meeting, convention, trade show and event space. Motion carried.

CD/SP14/04 – 04 It was moved by Cross, supported by Mahoney, to adopt the License Agreement with Muskegon Bike Time to provide a license for the use of the Union Depot grounds for a beverage and entertainment tent from the period of July 17-20, 014, at a cost of \$750 per festival day, and to authorize the Chairperson of the County Board to execute the agreement. Motion carried.

OLD BUSINESS

None.

NEW BUSINESS

Mr. Bob Lukens, Community Development Director, introduced Ms. Amy Seng, Lake Express Marketing Director. Ms. Seng highlighted Lake Express promotions, some of which include Kids Ride Free from July 1st through September 1st and Motorcycles Ride Free from May 1st through May 31st and again September 2nd through November 2nd. She encouraged those interested to visit their website for specific information at www.lake-express.com.

PUBLIC COMMENT

None.

ADJOURNMENT

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 4:14 p.m.

**Muskegon County
Community Development/Strategic Planning Committee
May 15, 2014
4:00 p.m.
Hall of Justice, 4th Floor
Muskegon, MI**

Robert Scolnik, Chair

Benjamin Cross, Vice-Chair

MINUTES

CALL TO ORDER

The meeting was called to order by Commissioner Scolnik at 4:00 p.m.

ROLL CALL

Present: Benjamin Cross, Susie Hughes, Kenneth Mahoney, Charles Nash, Terry Sabo, Robert Scolnik, Rillastine Wilkins

Excused: James Derezinski, Marvin Engle

APPROVAL OF MINUTES

It was moved by Cross, supported by Mahoney, to approve the minutes of the April 17, 2014, meeting as written. Motion carried.

PUBLIC COMMENT (On an agenda item)

None.

ITEMS FOR CONSIDERATION

CD/SP14/05 – 05 It was moved by Mahoney, supported by Wilkins, to appoint the Muskegon County Economic Development Coordinator as the alternate member representing Muskegon County to the West Michigan Economic Development Partnership Authority. Motion carried.

CD/SP14/05 – 06 It was moved by Cross, supported by Mahoney, to adopt the License Agreement with the Michigan Irish Music Festival to provide a license for the use of Heritage Landing Friday,

September 12 through Sunday, September 14, 2014 for the Michigan Irish Music Festival, and to authorize the Chairperson of the County Board to execute the agreement. Motion carried.

CD/SP14-05 – 07 It was moved by Sabo, supported by Cross, to adopt the License Agreement with Salute Muskegon, Inc., to provide a license for the use of Heritage Landing Friday and Saturday, July 4 & 5, 2014 for the “Here’s to the Heroes” event, and to authorize the Chairperson of the County Board to execute the agreement.
Motion carried.

Mr. Tom Schultz, VP/GM Tyler Sales Company, addressed the Board and thanked them for all they do for the entire community. He also discussed the upcoming “Here’s to the Heroes; in tribute to Muskegon World War II Veteran Joe Beyrle and all military heroes” event being planned for the July 4th weekend. He noted the event being sponsored by Tyler Sales, Alcoa, L3, Port City Group, Hot Rod Harley and Clear Channel Communications was to thank the community and to thank local heroes.

OLD BUSINESS

None.

NEW BUSINESS

PUBLIC COMMENT

None.

ADJOURNMENT

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 4:20 p.m.

**Muskegon County
Community Development/Strategic Planning Committee
June 19, 2014
4:00 p.m.
Hall of Justice, 4th Floor
Muskegon, MI**

Robert Scolnik, Chair

Benjamin Cross, Vice-Chair

MINUTES

CALL TO ORDER

The meeting was called to order by Commissioner Scolnik at 4:15 p.m.

ROLL CALL

Present: Benjamin Cross, Marvin Engle, Susie Hughes, Kenneth Mahoney,
Charles Nash, Terry Sabo, Robert Scolnik, Rillastine Wilkins

APPROVAL OF MINUTES

It was moved by Cross, supported by Wilkins, to approve the minutes of the May 15, 2014, meeting as written. Motion carried.

PUBLIC COMMENT (On an agenda item)

None.

ITEMS FOR CONSIDERATION

CD/SP14/06 – 08 It was moved by Mahoney, supported by Cross, to approve the rental agreement between the County of Muskegon and Hi-Falutin' Music for Heritage Landing rental for the Shoreline Jazz Festival, August 23 & 24, 2014, and authorize the Chairman of the Board sign and execute the agreement. Motion carried.

OLD BUSINESS

None.

NEW BUSINESS

Commissioner Engle requested approval to allow the Fruitport Eagle Riders to operate an entertainment and beverage tent during the Muskegon County Youth Fair at the Muskegon County Fairgrounds.

Commissioner Hughes inquired if the building permit issue has been resolved between the Fair Board and Fruitport Township officials. Mr. Hughes, Corporate Counsel, noted his office is currently working with the Township attorney on this issue.

Commissioner Sabo voiced his concern on the “image” of an adult beverage tent at the Youth Fair. Mr. Lukens, Community Development Director, noted the Fair Board was looking at options to help supplement the cost of the Youth Fair in that the carnival is not returning this year. He noted individuals entering the tent will be wrist banded to ensure age requirements are met.

Commissioner Hughes noted she felt the adult beverage tent “seemed out of place” at a Youth Fair.

Commissioner Engle noted the Fruitport Eagle Riders have donated time and money to the Youth Fair in recent years.

Commissioner Scolnik noted he would ask the Fair Board President to attend the next Community Development/Strategic Planning meeting to help answer questions of the Commissioners regarding maintenance and improvements at the fairgrounds.

CD/SP14-06 – 09 It was moved by Engle, supported by Cross, to allow the Muskegon County Fairgrounds Board, in association with the Fruitport Eagle Riders, to operate an entertainment and beverage tent on Friday, July 25, 2014, during the Muskegon County Youth Fair.

Motion carried.

Chairman Mahoney reminded those present of the reception being held at the Convention and Visitors Bureau beginning at 5:30 p.m. for the Ms. Bonnie Hammersley to wish her good luck in her next venture.

Chairman Mahoney also noted the Festival in the Park is being held Friday, June 20th and Saturday, June 21st at Rowan Park in Muskegon Heights.

Commissioner Hughes noted the Project Fresh Family Fun Day is Saturday, June 21st, from 8 a.m. to 11:30 a.m., at the Public Health Department, 209 E. Apple Avenue.

PUBLIC COMMENT

Ms. Tammy Gillett, Sullivan Township Treasurer approached the Board and noted the Township is requesting the Fair Board pull the proper permits and issue a site plan, which is what they would request of anyone. She noted the fairgrounds bring a lot to the community.

ADJOURNMENT

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 4:37 p.m.

**Muskegon County
Community Development/Strategic Planning Committee
August 21, 2014
4:00 p.m.
Hall of Justice, 4th Floor
Muskegon, MI**

Robert Scolnik, Chair

Benjamin Cross, Vice-Chair

MINUTES

CALL TO ORDER

The meeting was called to order by Commissioner Scolnik at 4:00 p.m.

ROLL CALL

Present: Benjamin Cross, Susie Hughes, Kenneth Mahoney,
Charles Nash, Terry Sabo, Robert Scolnik, Rillastine Wilkins

Excused: Marvin Engle

APPROVAL OF MINUTES

It was moved by Cross, supported by Sabo, to approve the minutes of the June 19, 2014, meeting as written. Motion carried.

PUBLIC COMMENT (On an agenda item)

None.

PRESENTATION: Muskegon County Fair Board Update

Mr. Scott Erdman, Muskegon County Fair Association Vice President, provided an update to the Board of the activities, upgrades, changes and future plans of the Muskegon County Fairgrounds. He also introduced the Muskegon County Fair Association Board members who were present: Mr. Ron Ballard, President; Mr. Brian McFarren, Treasurer; and Ms. Jenny Erffmeyer, Secretary. Commissioners requested further information regarding finances. Reports and financial statements will be provided to the Interim County Administrator to disbursement.

OLD BUSINESS

None.

NEW BUSINESS

Mr. Bob Lukens, Community Development Director, provided an update and virtual tour of the Parks & Rec website which offers on-line campsite reservations, maps, photos of the Muskegon County campgrounds as well as individual camp site locations.

PUBLIC COMMENT

None.

ADJOURNMENT

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 4:53 p.m.

**Muskegon County
Community Development/Strategic Planning Committee
September 25, 2014
4:00 p.m.
Hall of Justice, 4th Floor
Muskegon, MI**

Robert Scolnik, Chair

Benjamin Cross, Vice-Chair

MINUTES

CALL TO ORDER

The meeting was called to order by Commissioner Scolnik at 4:48 p.m.

ROLL CALL

Present: Benjamin Cross, Marvin Engle, Susie Hughes, Kenneth Mahoney,
Charles Nash, Terry Sabo, Robert Scolnik, Rillastine Wilkins

APPROVAL OF MINUTES

It was moved by Cross, supported by Hughes, to approve the minutes of the August 21, 2014, meeting as written. Motion carried.

PUBLIC COMMENT (On an agenda item)

None.

PRESENTATIONS:

Muskegon County Parks

Mr. Bob Lukens, Community Development Director, outlined numerous fiscal year-end achievements of both the Parks Department and the Convention & Visitors Bureau.

The Parks:

- Implemented an online reservations system to increase camping reservations in the parks
- Created and launched a new website, www.muskegoncountyparks.org
- Developed a new brochure set to launch in late winter, 2015
- Met with campers at Pioneer and Meinert Parks
- Further developed the Friends of the Muskegon County Park organization
- Toured all County Park facilities with the Friends

- Made recommendations for all County Parks to enable accessibility for all individuals
- Conducted two Recreational Plan public meetings to review County Parks and Recreation plans for the future of the system

The CVB:

- Saw increases in the County Accommodations Tax collections, thanks in part to increasing enforcement of the Accommodations Tax Ordinance and an improving economy
- Saw increases in the County Accommodations Tax collections, thanks in part to increasing enforcement of the Accommodations Tax Ordinance and an improving economy
- Hired a Sales Executive to target the meetings and convention market; she is making contacts within the government, association and corporate marketplace
- Continuing and expanding Group Tour sales efforts
- Produced a Meeting and Event Planners Guide
- Bringing Visitors Guide sales and printing in-county
- Additional outreach to new markets including Reunions, Destination Weddings, and Sports
- Increasing outreach to Meetings & Conventions and Group Tour markets through e-newsletters, direct mail, and other means to elevate awareness of Muskegon County's meeting planner amenities.

Mr. Lukens indicated that year-end results will be available at the CVB Annual Meeting, November 13 at 5:00 p.m. at the Shoreline Inn & Conference Center. He noted Commissioner invitations will be arriving soon.

OLD BUSINESS

None.

NEW BUSINESS

None.

PUBLIC COMMENT

None.

ADJOURNMENT

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 5:19 p.m.

**Muskegon County
Community Development/Strategic Planning Committee
October 16, 2014
4:30 p.m.
White River Township Hall
7386 Post Road
Montague, MI**

Robert Scolnik, Chair

Benjamin Cross, Vice-Chair

MINUTES

CALL TO ORDER

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

ROLL CALL

Present: Benjamin Cross, Marvin Engle, Susie Hughes, Kenneth Mahoney,
Charles Nash, Terry Sabo, Robert Scolnik, Rillastine Wilkins

APPROVAL OF MINUTES

It was moved by Mahoney, supported by Sabo, to approve the minutes of the
September 25, 2014, meeting as written. Motion carried.

PUBLIC COMMENT (On an agenda item)

None.

ITEMS FOR CONSIDERATION

CD/SP14/10 – 10 It was moved by Mahoney, supported by Sabo, to adopt the FY15
Tourism Agreement with the White Lake Chamber of Commerce to
provide tourism promotion services for the northern portion of
Muskegon County and to authorize the Chairperson of the County
Board to execute the agreement. Motion carried.

OLD BUSINESS

None.

NEW BUSINESS

Chairman Mahoney thanked the White River Township officials for hosting the meetings this month. Commissioners agreed and commented on the beautiful location and scenery.

PUBLIC COMMENT

None.

ADJOURNMENT

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 4:36 p.m.

**Muskegon County
Community Development/Strategic Planning Committee
November 20, 2014
4:00 p.m.
990 Terrace, Hall of Justice
Muskegon, MI**

Robert Scolnik, Chair

Benjamin Cross, Vice-Chair

MINUTES

CALL TO ORDER

The meeting was called to order by Commissioner Scolnik at 4:16 p.m.

ROLL CALL

Present: Benjamin Cross, Marvin Engle, Susie Hughes, Kenneth Mahoney,
Charles Nash, Terry Sabo, Robert Scolnik, Rillastine Wilkins

APPROVAL OF MINUTES

It was moved by Cross, supported by Hughes, to approve the minutes of the October 16, 2014, meeting as written. Motion carried.

PUBLIC COMMENT (On an agenda item)

None.

PRESENTATION – Proposed Dog Park

Mr. Jonathan Seyferth, Downtown Muskegon Now and Ms. Cathy Brubaker-Clarke, City of Muskegon, presented a proposed plan for a dog park in the city of Muskegon. A partnership between the County of Muskegon, City of Muskegon and Downtown Muskegon Now would be necessary as the area is owned by the County (Carpenter Brothers lot located at Western and Shoreline Drive), possibly to be leased by the City and finally maintenance and upkeep of the park by Downtown Muskegon Now.

Mr. Bob Lukens, Community Development Director, noted the Community Foundation for Muskegon County was in support of the project and has already contacted and secured several donors.

Mr. Seyferth noted the cost of construction for the park would be paid for by the State of Michigan's crowd-funding project to support public spaces and community places.

Commissioner Scolnik thanked the presenters for the information and asked that further information, as the project moves forward in funding, be brought back to the Committee.

ITEMS FOR CONSIDERATION

CD/SP14/11 – 11 It was moved by Mahoney, supported by Hughes, to award printing of the Official 2015 Muskegon County Visitors Guide and fold-out map, plus a 30,000 unit overrun of the fold-out map to Rogers Printing of Ravenna, Michigan for a total cost of \$37,695, with funding provided by advertising sales and budgeted CVB funds, and authorize the Chairman of the Board to sign the agreement.
Motion carried.

OLD BUSINESS

None.

NEW BUSINESS

Commissioner Sabo apprised those present that Commissioner Scolnik had recently been appointed by Governor Snyder as a commission member on the Bureau of Community Action and Economic Opportunity. Commissioners congratulated him on this appointment.

PUBLIC COMMENT

None.

ADJOURNMENT

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 4:35 p.m.

**Muskegon County
Community Development/Strategic Planning Committee
December 18, 2014
4:00 p.m.
990 Terrace, Hall of Justice
Muskegon, MI**

Robert Scolnik, Chair

Benjamin Cross, Vice-Chair

MINUTES

CALL TO ORDER

The meeting was called to order by Commissioner Scolnik at 4:00 p.m.

ROLL CALL

Present: Benjamin Cross, Marvin Engle, Susie Hughes, Kenneth Mahoney,
Charles Nash, Terry J. Sabo, Robert Scolnik, Rillastine Wilkins

APPROVAL OF MINUTES

It was moved by Cross, supported by Mahoney, to approve the minutes of the
November 20, 2014, meeting as written. Motion carried.

PUBLIC COMMENT (On an agenda item)

None.

PRESENTATION – Economic Outlook

Mr. Ed Garner, Muskegon Area First Director, and Mr. Jonathan Wilson, Muskegon County Economic Development Coordinator, presented information to those present of the current economic outlook, outlining national, state and county statistics. Nationally, they discussed that the dollar value is getting stronger. Also discussed was that auto sales continue to be steady state-wide. It was noted that Muskegon County's employment has rebounded and October's unemployment rate was 5.5 percent which is the lowest it's been since 2001.

ITEMS FOR CONSIDERATION

CD/SP14/12 – 12 It was moved by Engle, supported by Mahoney, to approve the proposed 2015 Park fee schedule, increasing camping fees at the Blue Lake Park and Pioneer Park campgrounds to \$26.00 per night, Meinert/Pines campground to \$28.00 per night, and seasonal camping fees at the Meinert/Pines campground to \$2,000.00 per season and the cabin rental fee at Meinert to \$900.00 per week.
Motion carried.

CD/SP14/12 - 13 It was moved by Sabo, supported by Cross, to approve the Prein & Newhof proposal for the design of a steel sheet pile wall for the peninsula at Heritage Landing for a cost of \$20,600 with \$1,000 of the cost being left over from the Phase I budget and \$19,600 being paid from fund 2300-0273 and authorize the Chair to execute the agreement.
Motion carried.

OLD BUSINESS

None.

NEW BUSINESS

None.

PUBLIC COMMENT

Mr. Ed Weesies, Northside Lions Club, thanked the Commissioners and Mr. Bob Lukens, Community Development Director, for their assistance with the Veterans' Day Celebration.

Mr. Lupe Alviar, Veterans Committee Advisory Chair, invited those present to the lighting of the street lamps at Veterans Memorial Park on December 24th at 6:00 p.m.

Mr. Alviar thanked Commissioner Hughes for her assistance in creating the informational invitations.

ADJOURNMENT

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 4:40 p.m.