



### **MEETING CANCELLATION**

Notice is hereby given that the Muskegon County Board of Commission Community Development/Strategic Planning Committee meeting of January 22, 2019, is cancelled.

January 15, 2019

**Muskegon County  
Community Development/Strategic Planning Committee  
February 19, 2019  
3:30 p.m.  
Louis McMurray Transit Center  
2624 Sixth Street  
Muskegon Heights, MI**

**Charles Nash, Chair**

**Kenneth Mahoney, Vice-Chair**

**MINUTES**

**CALL TO ORDER**

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

**ROLL CALL**

Present: Gary Foster, Marcia Hovey-Wright, Susie Hughes, Zach Lahring, Kenneth Mahoney, Charles Nash, Robert Scolnik, I. John Snider, II, Rillastine Wilkins

Also

Present: Doug Hughes, Williams Hughes, PLLC, Corporate Counsel; Mark Eisenbarth, County Administrator; Lisa Chalko, Administrative Coordinator

**APPROVAL OF MINUTES**

It was moved by Chair Hughes, supported by Commissioner Wilkins, to approve the minutes of December 18, 2018, as written. Motion carried.

**PUBLIC COMMENT (On an agenda item)**

None.

**ITEMS FOR CONSIDERATION**

CD/SP19/02 – 01 It was moved by Chair Hughes, supported by Commissioner Hovey-Wright, to authorize transfer of the remaining funds available to the Parks Department through the 2015 Capital Improvement Bond proceeds (4010-9015) to three projects expected to be completed in FY19: a new garage at Patterson Park (\$15,000),

fiber optic cabling for Blue Lake Park Campground (\$7,050) and a portion of the total cost for a maintenance building at Pioneer Park (\$33,975), for a total of \$56,025 in expenditures and amend the budget accordingly. Motion carried.

CD/SP19/02 – 02 It was moved by Chairman Hughes, supported by Commissioner Mahoney, to approve the salary range adjustment for the Seasonal Park Ranger/Dock Security classification from TS-00105 (\$10.50-\$11.00/hr) to TS-00305 (\$11.00-\$11.50/hr) and for the Seasonal Crew Leader classification from TS-00325 (\$12.50-\$13.00/hr) to TS-00330 (\$12.75-\$13.25/hr) and amend the budget accordingly. 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 3:45 p.m.

**Muskegon County  
Community Development/Strategic Planning Committee  
March 19, 2019  
3:30 p.m.  
Hall of Justice  
990 Terrace  
Muskegon, MI**

**Charles Nash, Chair**

**Kenneth Mahoney, Vice-Chair**

**MINUTES**

**CALL TO ORDER**

The meeting was called to order by Commissioner Nash at 3:39 p.m.

**ROLL CALL**

Present: Gary Foster, Marcia Hovey-Wright, Susie Hughes, Zach Lahring, Kenneth Mahoney, Charles Nash, Robert Scolnik, I. John Snider, II, Rillastine Wilkins

Also

Present: Doug Hughes, Williams Hughes, PLLC, Corporate Counsel; Mark Eisenbarth, County Administrator; Lisa Chalko, Administrative Coordinator

**APPROVAL OF MINUTES**

It was moved by Commissioner Mahoney, supported by Commissioner Snider, to approve the minutes of February 19, 2019, as written. Motion carried.

**PUBLIC COMMENT (On an agenda item)**

None.

**ITEMS FOR CONSIDERATION**

CD/SP19/03 – 03 It was moved by Commissioner Foster, supported by Commissioner Hovey-Wright, to adopt the License Agreement with the Michigan Irish Music Festival to provide a license for the use of Heritage Landing, Thursday, September 12 through Sunday, September 15, 2019 for the Michigan Irish Music Festival, and to

authorize the Chairperson of the County Board to execute the agreement. Motion carried.

CD/SP19/03 – 04 It was moved by Commissioner Snider, supported by Commissioner Mahoney, to adopt the License Agreement with Unity Christian Events/Alive On the Lakeshore to provide a license for the use of Heritage Landing, August 7 – 10, 2019 for the Unity Christian Music Festival, and to authorize the Chairperson of the County Board to execute the agreement. Motion carried.

CD/SP19/03 – 05 It was moved by Commissioner Mahoney, supported by Chairman Hughes, to adopt the License Agreement with iHeartRadio/WMUS to provide a license for the use of Heritage Landing, August 17, 2019 for “Moosefest”, and to authorize the Chairperson of the County Board to execute the agreement. Motion carried.

#### **OLD BUSINESS**

None.

#### **NEW BUSINESS**

CD/SP19/03 – 06 It was moved by Chairman Hughes, supported by Commissioner Hovey-Wright, to approve a Resolution for Charles Hodson on his retirement as Band Director for Reeths-Puffer Schools. Motion carried.

#### **PUBLIC COMMENT**

None.

#### **ADJOURNMENT**

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

**Muskegon County  
Community Development/Strategic Planning Committee  
April 23, 2019  
3:30 p.m.  
Hall of Justice  
990 Terrace  
Muskegon, MI**

**Charles Nash, Chair**

**Kenneth Mahoney, Vice-Chair**

**MINUTES**

**CALL TO ORDER**

The meeting was called to order by Commissioner Nash at 3:30 p.m.

**ROLL CALL**

Present: Gary Foster, Marcia Hovey-Wright, Zach Lahring, Kenneth Mahoney, Charles Nash, Robert Scolnik, I. John Snider, II, Rillastine Wilkins

Excused: Susie Hughes

Also

Present: Doug Hughes, Williams Hughes, PLLC, Corporate Counsel; Mark Eisenbarth, County Administrator; Lisa Chalko, Administrative Coordinator

**APPROVAL OF MINUTES**

It was moved by Commissioner Mahoney, supported by Commissioner Wilkins, to approve the minutes of March 19, 2019, as written. Motion carried.

**PUBLIC COMMENT (On an agenda item)**

None.

**ITEMS FOR CONSIDERATION**

CD/SP19/04 – 07 It was moved by Commissioner Foster, supported by Commissioner Mahoney, to approve the amended bylaws of the Lakeshore Museum Center Board as presented. Motion carried.

CD/SP19/04 – 08 It was moved by Commissioner Foster, supported by Commissioner Hovey-Wright, to adopt the License Agreement with B. Baskin Enterprises, LLC, to provide a license for the use of Heritage Landing July 3-7, 2019 for the Rockstock music festival, an Independence Day fireworks display, and a carnival, and authorize the Chairperson of the County Board to execute the agreement. [Abstain – Snider] Motion carried.

Commissioner Lahring inquired as to what charities this event would benefit as noted in the motion summary.

Mr. Bob Lukens, Community Development Director, reported No More Sidelines would be the beneficiary of this year's event.

CD/SP19/04 – 09 It was moved by Commissioner Foster, supported by Commissioner Mahoney, to adopt the License Agreement with the City of Muskegon, to provide a license for the use of Heritage Landing July 11-13, 2019 for their "150<sup>th</sup> Anniversary Celebration" music festival, and 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 3:35 p.m.

**Muskegon County  
Community Development/Strategic Planning Committee  
May 21, 2019  
3:30 p.m.  
Hall of Justice  
990 Terrace  
Muskegon, MI**

**Charles Nash, Chair**

**Kenneth Mahoney, Vice-Chair**

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**MINUTES**

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**CALL TO ORDER**

The meeting was called to order by Commissioner Nash at 3:38 p.m.

**ROLL CALL**

Present: Gary Foster, Marcia Hovey-Wright, Susie Hughes, Zach Lahring, Kenneth Mahoney, Charles Nash, Robert Scolnik, I. John Snider, II, Rillastine Wilkins

Also

Present: Doug Hughes, Williams Hughes, PLLC, Corporate Counsel; Mark Eisenbarth, County Administrator; Lisa Chalko, Administrative Coordinator

**APPROVAL OF MINUTES**

It was moved by Commissioner Foster, supported by Commissioner Hovey-Wright, to approve the minutes of April 23, 2019, as written. Motion carried.

**PUBLIC COMMENT (On an agenda item)**

None.

**ITEMS FOR CONSIDERATION**

CD/SP19/05 – 10 It was moved by Commissioner Snider, supported by Commissioner Foster, to approve the following position related changes effective May 27, 2019:

Reclassify the CVB Meetings & Conventions Sales Executive position X21201, (pay grade NX-00155, \$18.859 - \$24.438/hr) to **Senior Sales Manager** at a pay grade of NX-00300 (\$27.093-\$34.251/hr), and appoint the incumbent to Step 1; reclassify the Sports & Niche Marketing Sales Executive position X85601, (pay grade NX-00219, \$22.433-\$28.393/hr) to **Marketing and Operations Manager** at a pay grade of NX-00300

(\$27.093-\$34.251/hr), and appoint the incumbent to Step 2, \$28.393/hr.; reclassify the Administrative Marketing Coordinator position N03801, (pay grade NO-00190, \$17.264 – \$21.393/hr) to **Digital Media and Marketing Coordinator** at a pay grade of NO-00214 (\$18.214-\$23.108/hr), and appoint the incumbent to Step 1. Motion carried.

CD/SP19/05 – 11 It was moved by Commissioner Wilkins, supported by Commissioner Snider, to approve the license agreement between the County of Muskegon and Hi-Falutin' Music to provide a license for the use of Heritage Landing for the Shoreline Jazz Festival, August 24-25, 2019, and to authorize the Chairperson of the County Board to execute the agreement. Motion carried.

CD/SP19/05 – 12 It was moved by Commissioner Foster, supported by Commissioner Mahoney, to adopt the license agreement with the Child Abuse Council of Muskegon County for use of the Union Depot grounds for a beverage and entertainment tent July 17-21, 2019, during the Rebel Road motorcycle rally 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 4:04 p.m.



### **MEETING CANCELLATION**

Notice is hereby given that the Muskegon County Board of Commission Community Development/Strategic Planning Committee meeting of June 19, 2019, is cancelled.

June 11, 2019



### **MEETING CANCELLATION**

Notice is hereby given that the Muskegon County Board of Commission Community Development/Strategic Planning Committee meeting of July 23, 2019, is cancelled.

July 17, 2019



### **MEETING CANCELLATION**

Notice is hereby given that the Muskegon County Board of Commission Community Development/Strategic Planning Committee meeting of August 15, 2019, is cancelled.

August 6, 2019



### **MEETING CANCELLATION**

Notice is hereby given that the Muskegon County Board of Commission Community Development/Strategic Planning Committee meeting of September 17, 2019, is cancelled.

Posted: September 13, 2019

**Muskegon County  
Community Development/Strategic Planning Committee  
October 15, 2019  
3:30 p.m.  
Montague Township Hall  
Montague, MI**

**Charles Nash, Chair**

**Kenneth Mahoney, Vice-Chair**

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**MINUTES**

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**CALL TO ORDER**

The meeting was called to order by Commissioner Nash at 3:35 p.m.

**ROLL CALL**

Present: Gary Foster, Marcia Hovey-Wright, Susie Hughes, Zach Lahring, Kenneth Mahoney, Charles Nash, Robert Scolnik, I. John Snider, II, Rillastine Wilkins

Also

Present: Mark Eisenbarth, County Administrator; Lisa Chalko, Administrative Coordinator

**APPROVAL OF MINUTES**

It was moved by Commissioner Foster, supported by Chairman Hughes, to approve the minutes of May 21, 2019, as written. Motion carried.

**PUBLIC COMMENT (On an agenda item)**

None.

**PRESENTATION/UPDATES:**

**CVB, Muskegon County Parks and Convention Center**

Mr. Bob Lukens, Community Development Director, provided the CVB FY19 preliminary results noting the accommodations tax collected to date for FY19 is more than \$1.2 million. He also noted an increase in room occupancy which resulted in an increase in the visitor growth rate.

Mr. Lukens discussed the Great Lakes cruise ships that ported in Muskegon in 2019 and also those slated to port in 2020 and 2021, also noting increases in the ports of call.

Mr. Lukens provided an updated to those present on the Muskegon County Parks noting the park revenue for 2019 is increased from 2018.

Mr. Lukens provided a brief update on the convention center noting preparation is taking place for the foundation, utilities are being moved and water and sewer have been connected.

(A copy of Mr. Lukens' report is attached)

Commissioner Mahoney thanked Mr. Lukens for his continued efforts and work in increasing tourism.

#### **OLD BUSINESS**

None.

#### **NEW BUSINESS**

None.

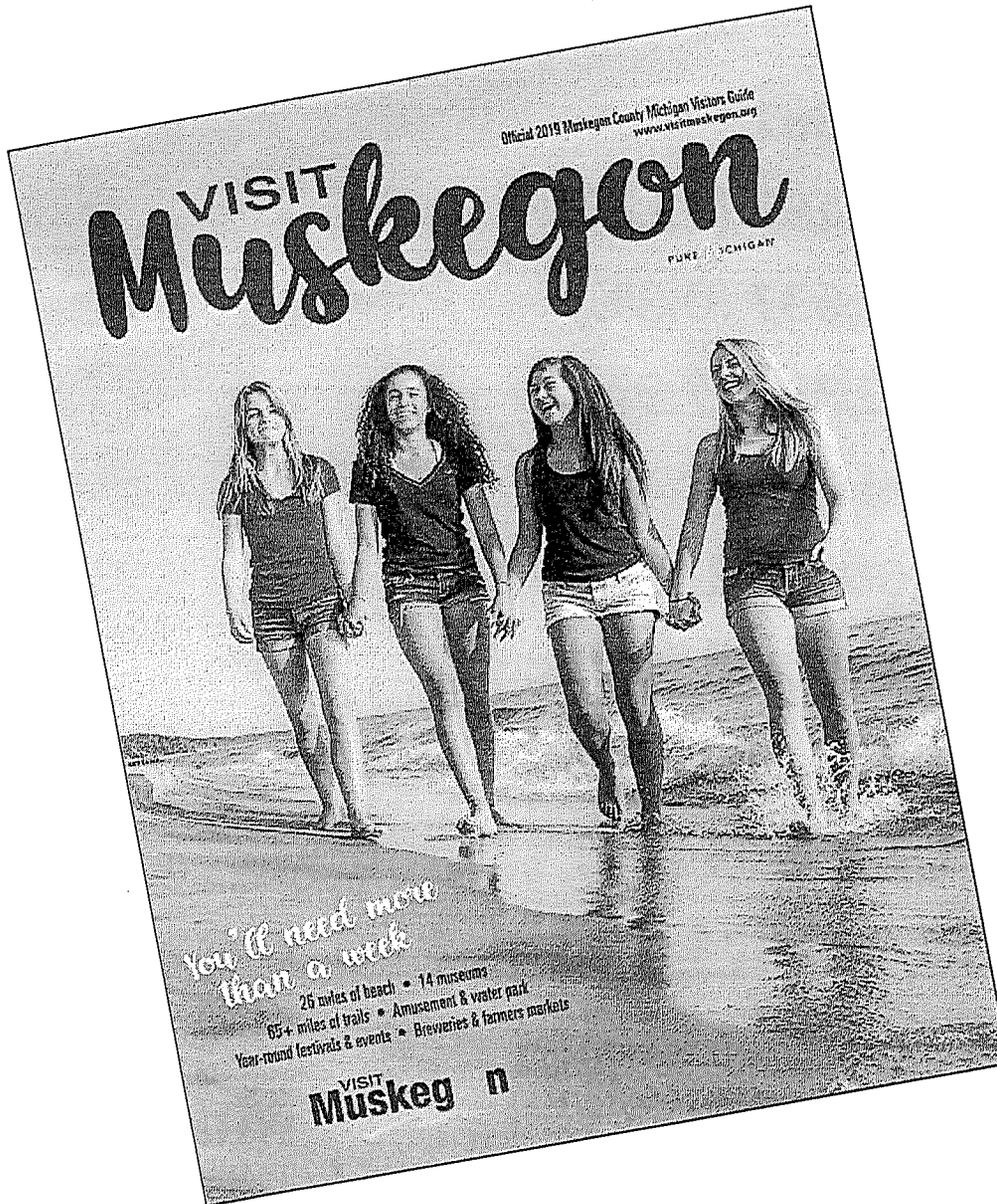
#### **PUBLIC COMMENT**

None.

#### **ADJOURNMENT**

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 4:06 p.m.

# FY19 Preliminary Results



*The official  
destination marketing  
organization  
for  
Muskegon County,  
Michigan*

# Muskegon County Accommodations Tax Collections

*Source: Muskegon County Budget Office*

**FY09 - \$748,881**

**FY10 - \$845,152 (12.8%)**

**FY11 - \$852,637 (0.8%)**

**FY12 - \$920,332 (7.9%)**

**FY13 - \$939,153 (2.4%)**

**FY14 - \$1,061,401(13%)**

**FY15 - \$1,149,078 (8.2%)**

**FY16 - \$1,206,086 (4.7%)**

**FY17 - \$1,229,404 (2%)**

**FY18 – \$1,229,884 (0%)**

*Note: FY18 had more than 300 rooms  
out of service during the crucial  
months of August and September*



## Accommodations Tax Collections

*The table to the right shows preliminary Accommodations Tax Collection figures for FY19.*

*September 2019 Accommodations Tax payments are due today, 10/15/19.*

*The October 2019 numbers are typically receivables from FY19, and our final FY19 numbers will be fairly solid by January 2020.*

FY19 - as of 10/15/19	
Oct-18	111,031.17
Nov-18	86,508.83
Dec-18	54,699.78
Jan-19	55,402.84
Feb-19	49,086.91
Mar-19	57,661.68
Apr-19	66,789.06
May-19	61,617.09
Jun-19	87,580.09
Jul-19	151,272.05
Aug-19	217,113.86
Sep-19	198,766.88
<b>TOTAL</b>	<b>1,197,530.24</b>
Oct-19	19,380.46
<b>TOTAL</b>	<b>1,216,910.70</b>

# ***Muskegon County Occupancy and ADR***

*Source: Smith Travel Research Trend Reports*

	<b>Occupancy</b>	<b>ADR</b>	<b>RevPar</b>
<b>2012</b>	<b>40.6%</b>	<b>\$83.79</b>	<b>\$36.89</b>
<b>2013</b>	<b>43.6%</b>	<b>\$91.31</b>	<b>\$39.79</b>
<b>2014</b>	<b>46.9%</b>	<b>\$93.72</b>	<b>\$43.97</b>
<b>2015</b>	<b>49.1%</b>	<b>\$96.73</b>	<b>\$47.41</b>
<b>2016</b>	<b>51.6%</b>	<b>\$99.08</b>	<b>\$51.14</b>
<b>2017</b>	<b>51.9%</b>	<b>\$100.60</b>	<b>\$52.20</b>
<b>2018</b>	<b>52.8%</b>	<b>\$101.95</b>	<b>\$53.82</b>

## CY2018 Estimated Visitor Spending

<b>West Michigan Region</b>								
County	Visitor Spending - 2018 (millions)						Growth Rate	State and Local Tax Revenue (millions)
	Lodging	F&B	Retail	Recreation**	Transport***	Total		
Allegan County	\$36.55	\$56.75	\$30.23	\$62.80	\$48.65	\$234.98	4.8%	\$24.68
Barry County	\$11.15	\$37.16	\$19.78	\$22.64	\$28.48	\$119.21	5.5%	\$13.25
Ionia County	\$2.49	\$35.71	\$19.50	\$21.43	\$30.80	\$109.93	4.2%	\$12.90
Kent County	\$296.48	\$362.01	\$235.82	\$183.06	\$291.28	\$1,368.65	4.5%	\$167.33
Lake County	\$39.83	\$34.60	\$21.49	\$23.25	\$25.13	\$144.30	3.2%	\$13.98
Mason County	\$21.84	\$31.05	\$14.92	\$18.36	\$31.27	\$117.44	3.3%	\$12.72
Mecosta County	\$21.48	\$38.60	\$22.55	\$21.80	\$34.27	\$138.71	2.9%	\$15.14
Montcalm County	\$16.71	\$39.15	\$21.61	\$23.59	\$44.25	\$145.31	5.3%	\$15.85
Muskegon County	\$25.51	\$82.98	\$41.09	\$44.59	\$133.15	\$327.32	4.5%	\$38.14
Newaygo County	\$20.03	\$37.61	\$21.27	\$21.27	\$39.29	\$139.46	4.0%	\$15.15
Oceana County	\$39.19	\$33.33	\$17.95	\$20.31	\$31.22	\$141.99	2.7%	\$15.98
Osceola County	\$15.68	\$35.60	\$19.44	\$19.57	\$29.56	\$119.85	3.5%	\$13.50
Ottawa County	\$53.92	\$133.43	\$53.45	\$51.10	\$83.41	\$375.32	3.1%	\$44.68
<b>Region Total</b>	<b>\$600.85</b>	<b>\$957.98</b>	<b>\$539.10</b>	<b>\$533.76</b>	<b>\$850.76</b>	<b>\$3,482.45</b>	<b>4.1%</b>	<b>\$403.29</b>
<b>State Total</b>	<b>\$4,353.07</b>	<b>\$5,666.24</b>	<b>\$3,469.60</b>	<b>\$5,461.96</b>	<b>\$6,755.16</b>	<b>\$25,706.02</b>	<b>3.9%</b>	<b>\$2,793.50</b>

\* Lodging spending includes 2nd home valuation

\*\* Recreation includes casino wagering

\*\*\* Transport includes local and air transportation

Source: MEDC/Travel Michigan and Tourism Economics

## CY2011-2018 Estimated Visitor Spending

<b>West Michigan Region</b>												
County	Visitor Spending (Millions)								Percent Change (2018/2017)	Share of Region	Share of State	
	2011	2012	2013	2014	2015	2016	2017	2018				
Allegan County	\$171.97	\$186.18	\$198.96	\$209.25	\$210.16	\$217.82	\$224.31	\$234.98	4.8%	6.7%	0.9%	
Barry County	\$94.26	\$98.07	\$100.88	\$104.83	\$106.30	\$109.32	\$113.02	\$119.21	5.5%	3.4%	0.5%	
Ionia County	\$103.45	\$86.30	\$93.29	\$98.39	\$98.03	\$101.36	\$105.46	\$109.93	4.2%	3.2%	0.4%	
Kent County	\$971.25	\$1,020.93	\$1,101.41	\$1,157.30	\$1,203.97	\$1,250.75	\$1,310.22	\$1,368.65	4.5%	39.3%	5.3%	
Lake County	\$123.97	\$124.53	\$127.71	\$133.00	\$133.15	\$135.56	\$139.86	\$144.30	3.2%	4.1%	0.6%	
Mason County	\$88.66	\$93.50	\$98.15	\$100.61	\$104.80	\$108.17	\$113.74	\$117.44	3.3%	3.4%	0.5%	
Mecosta County	\$120.92	\$120.52	\$122.97	\$125.55	\$125.76	\$128.80	\$134.86	\$138.71	2.9%	4.0%	0.5%	
Montcalm County	\$115.26	\$116.79	\$124.11	\$129.67	\$130.55	\$134.35	\$137.94	\$145.31	5.3%	4.2%	0.6%	
Muskegon County	\$290.34	\$309.72	\$276.61	\$289.68	\$292.56	\$304.06	\$313.34	\$327.32	4.5%	9.4%	1.3%	
Newaygo County	\$108.22	\$113.27	\$121.66	\$126.63	\$126.89	\$128.58	\$134.06	\$139.46	4.0%	4.0%	0.5%	
Oceana County	\$114.93	\$121.63	\$124.33	\$132.12	\$131.77	\$132.94	\$138.28	\$141.99	2.7%	4.1%	0.6%	
Osceola County	\$95.85	\$97.55	\$104.80	\$107.53	\$109.52	\$111.88	\$115.82	\$119.85	3.5%	3.4%	0.5%	
Ottawa County	\$267.31	\$294.03	\$311.69	\$328.26	\$333.22	\$356.04	\$363.93	\$375.32	3.1%	10.8%	1.5%	
<b>Region Total</b>	<b>\$2,666.39</b>	<b>\$2,783.02</b>	<b>\$2,906.58</b>	<b>\$3,042.82</b>	<b>\$3,106.69</b>	<b>\$3,219.62</b>	<b>\$3,344.85</b>	<b>\$3,482.45</b>	<b>4.1%</b>	<b>100.0%</b>	<b>13.5%</b>	
<b>State Total</b>	<b>\$20,500.69</b>	<b>\$21,287.70</b>	<b>\$21,937.33</b>	<b>\$22,843.79</b>	<b>\$23,053.55</b>	<b>\$23,742.37</b>	<b>\$24,733.85</b>	<b>\$25,706.02</b>	<b>3.9%</b>		<b>100%</b>	

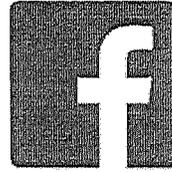
Source: MEDC/Travel Michigan and Tourism Economics

## CY2018 Tourism Employment

West Michigan Region							
County	Employment		Share of Region	Share of State	Share of County	Labor Income (Millions)	
	Direct	Total				Direct	Total
Allegan County	2,104	3,061	5.3%	0.9%	7.8%	\$57.99	\$94.19
Barry County	1,352	1,911	3.3%	0.6%	15.3%	\$29.34	\$46.36
Ionia County	1,375	1,979	3.4%	0.6%	10.0%	\$32.73	\$52.79
Kent County	17,406	26,456	45.7%	7.6%	6.6%	\$503.19	\$861.85
Lake County	1,035	1,443	2.5%	0.4%	88.8%	\$22.49	\$35.29
Mason County	1,081	1,549	2.7%	0.4%	14.7%	\$26.93	\$43.03
Mecosta County	1,354	1,937	3.3%	0.6%	14.6%	\$31.91	\$50.36
Montcalm County	1,290	1,844	3.2%	0.5%	11.5%	\$27.76	\$43.95
Muskegon County	3,193	4,715	8.2%	1.4%	7.5%	\$93.24	\$149.55
Newaygo County	1,432	2,049	3.5%	0.6%	17.3%	\$33.23	\$52.98
Oceana County	1,711	2,395	4.1%	0.7%	35.0%	\$40.90	\$64.18
Osceola County	1,071	1,521	2.6%	0.4%	22.0%	\$34.08	\$54.55
Ottawa County	4,683	6,976	12.1%	2.0%	5.5%	\$124.50	\$207.24
<b>Region Total</b>	<b>39,088</b>	<b>57,837</b>		<b>16.7%</b>		<b>\$1,058.29</b>	<b>\$1,756.34</b>
<b>State Total</b>	<b>227,497</b>	<b>346,308</b>			<b>8.0%</b>	<b>\$7,310.28</b>	<b>\$12,475.63</b>

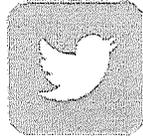
Source: MEDC/Travel Michigan and Tourism Economics

# *Travelers Rely On Social Media!*



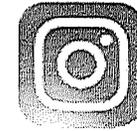
	<b>FY16</b>	<b>FY17</b>	<b>FY18</b>	<b>FY19</b>
<b>Posts</b>	***	***	740	1,236
<b>New Likes for FY</b>	1,543	955	2,340	2,899
<b>Total Likes</b>	7,624	8,579	10,767	13,543
<b>Reach</b>	761,951	1,045,466	3,209,671	2,586,779
<b>Engagement</b>	37,996	42,490	100,049	120,131
<b>Reactions</b>	***	***	56,381	79,886
<b>Shares</b>	***	***	9,954	15,989
<b>Comments</b>	***	***	11,357	13,475
<b>Video Views</b>	***	19,864	291,226	356,991
<b>Video Minutes</b>	***	7,089	104,777	130,040

# Travelers Rely On Social Media!



## Twitter

	FY16	FY17	FY18	FY19
New	***	168	255	256
Total	1,313	1,481	1,736	1,984



## Instagram

	FY16	FY17	FY18	FY19
New	***	262	715	1,467
Total	971	1,233	1,948	3,400



## Pinterest

	FY16	FY17	FY18	FY19
New	***	27	22	47
Total	111	138	160	201



## Linked In

	FY17	FY18	FY19
Total Followers	7	41	88



## You Tube

	FY17	FY18	FY19
All-Time Views	***	17,773	19,585
Channel Subs.	11	59	83
Video Views	331	628	2,203
Total Minutes	461	541	2,202

## ***Meetings and Events Hosted/Attended in FY19***

**Barbershop Singers**

**Blue Cross Blue Shield of Michigan**

**Bosch**

**Community Mental Health**

**HOOTS –RV Rally**

**Lions – Lioness Conference**

**MDEQ Conference**

**Michigan Assn. of School Personnel Admins**

**Michigan Chemists Assn.**

**Michigan Community Development Assn.**

**Michigan DHHS**

**Michigan Education Assn.**

**Michigan Friend of the Court**

**Michigan Industrial Distributors Assn.**

**Michigan Negotiators Assn.**

**Michigan Non-Profit Assn.**

**Michigan Port Assn.**

**Michigan Prosecuting Attorneys**

**Mid-America Bus Tours**

**Model A Restorers Club of Michigan**

**Muskegon Destination Wedding Show**

**National Tourism Week events**

## ***Trade Shows and Sales Events Attended in FY19***

**Ann Arbor Sales Calls**

**Chicago Travel & Adventure Show**

**Circle Michigan Sales Calls**

**Circle Michigan Sales Blitz - Indiana**

**Going on Faith Show & FAM**

**Heartland Travel Showcase**

**Hosted numerous travel writers and bloggers**

**Lansing Sales Calls**

**Meetings Michigan Showcases**

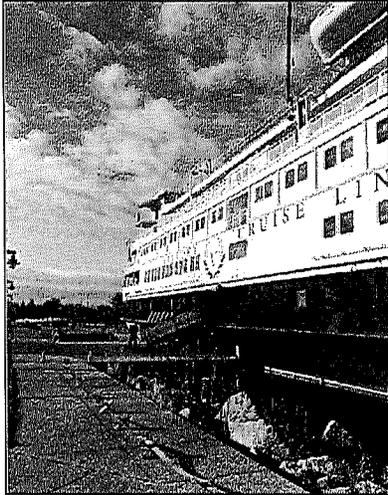
**Meeting Professionals Int'l. - Industry Day**

**Michigan Society of Gov't. Meeting Professionals**

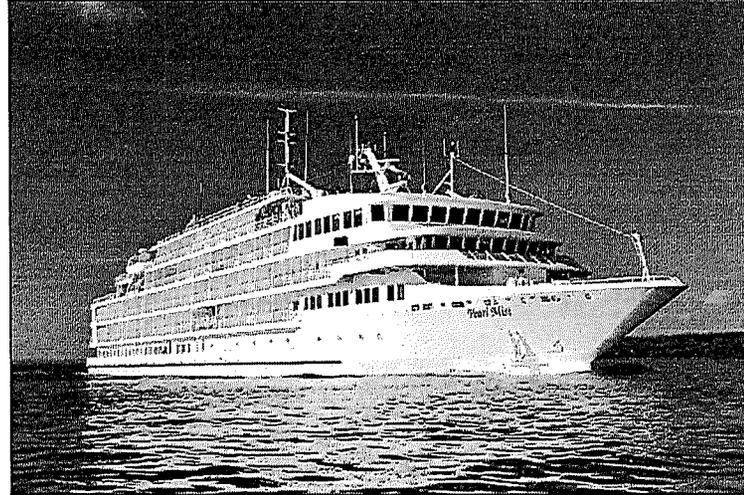
**National Tour Association Show**

**Wisconsin AAA Show**

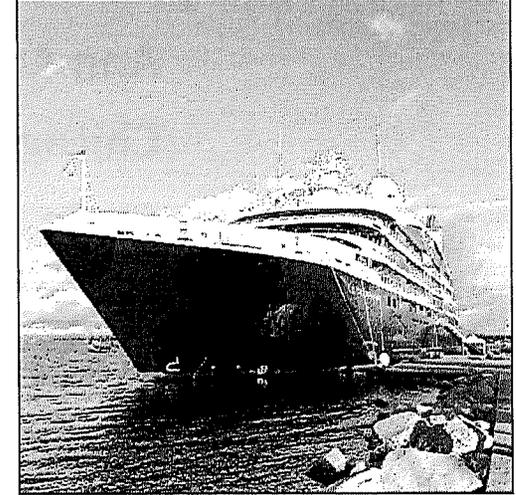
## 2019 Great Lakes Cruise Ships



*Victory I*



*Pearl Mist*



*Le Champlain*

**2019: 12 calls (including 5 overnights), 3 lines, 3 ships,  
plus a Coast Guard Cutter**

**2020: 35 calls, 3 lines, 4 ships, 5 conflicts,  
3 days with 2 ships**

**2021: 42 calls currently w/o *Pearl Mist*, 2 lines, 3 ships,  
6 conflicts**

## ***Muskegon County Parks Update***

Final park revenue for 2019 is \$828,024 which is up \$2,353 from 2018. Firewood and ice sales proceeds should boost that number slightly.

Pioneer had 201 sites occupied for Fall Harvest Weekend, compared to 154 sites in 2018.

Staff has begun upgrading Pioneer's campsite electrical pedestals. The original pedestals are 40+ years old and at the end of their service life.

Staff is working with Public Works on the engineering phase of the new bathroom and maintenance building project at Pioneer Park. Projected start date is Fall 2020.

Staff is in the process of winterizing bathrooms and water systems at all parks, and all maintenance equipment is receiving year-end maintenance and winterization.

Staff is working with the IT department to upgrade the WIFI in Pioneer Park.

The last cruise ship called October 5, marking the last day of work for remaining summer Dock Security staff.

Next up – LEAVES. Staff is preparing equipment for leaf blowing, a monumental task!



**Thank you for your continued support for the  
Tourism and Hospitality Industries  
in Muskegon County and across the State of Michigan**



**Muskegon County  
Community Development/Strategic Planning Committee  
November 19, 2019  
3:30 p.m.  
Hall of Justice  
990 Terrace, Muskegon, MI**

**Charles Nash, Chair**

**Kenneth Mahoney, Vice-Chair**

**MINUTES**

**CALL TO ORDER**

The meeting was called to order by Commissioner Nash at 4:25 p.m.

**ROLL CALL**

Present: Gary Foster, Marcia Hovey-Wright, Susie Hughes, Zach Lahring, Kenneth Mahoney, Charles Nash, Robert Scolnik, I. John Snider, II, Rillastine Wilkins

Also

Present: Mark Eisenbarth, County Administrator; Lisa Chalko, Administrative Coordinator

**APPROVAL OF MINUTES**

It was moved by Chairman Hughes, supported by Commissioner Mahoney, to approve the minutes of October 15, 2019, as written. Motion carried.

**PUBLIC COMMENT (On an agenda item)**

None.

**ITEMS FOR CONSIDERATION**

CD/SP19/11 – 13 It was moved by Commissioner Mahoney, supported by Commissioner Wilkins, to approve the proposed 2020 Parks fee schedule with an increase to the camping fees at Blue Lake and Pioneer County Parks to \$32.00 per night, and the Meinert Park/Pines Campground to \$34.00 per night. Motion carried.

CD/SP19/11 – 14 It was moved by Commissioner Foster, supported by Commissioner Mahoney, to authorize award of cost reimbursable “not to exceed” contract to Straub Pettitt Yaste for \$101,663.00 for design and construction oversight services for the Pioneer Park bath house and maintenance building replacement projects and authorize the Board Chair to sign the contract. [IOppose- Lahring] Motion carried.

### **OLD BUSINESS**

None.

### **NEW BUSINESS**

Commissioner Foster directed Administration to look into Senior Millage funding being utilized by seniors, who qualify, for transit assistance.

### **PUBLIC COMMENT**

Mr. Larry Houseman and Mr. Jim Riley addressed the Board.

### **ADJOURNMENT**

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 4:48 p.m.

**Muskegon County  
Community Development/Strategic Planning Committee  
December 17, 2019  
3:30 p.m.  
Hall of Justice  
990 Terrace, Muskegon, MI**

**Charles Nash, Chair**

**Kenneth Mahoney, Vice-Chair**

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**MINUTES**

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**CALL TO ORDER**

The meeting was called to order by Commissioner Nash at 3:39 p.m.

**ROLL CALL**

Present: Gary Foster, Marcia Hovey-Wright, Susie Hughes, Zach Lahring, Kenneth Mahoney, Charles Nash, Robert Scolnik, I. John Snider, II, Rillastine Wilkins

Also

Present: Mark Eisenbarth, County Administrator; Lisa Chalko, Administrative Coordinator

**APPROVAL OF MINUTES**

It was moved by Commissioner Foster, supported by Commissioner Hovey-Wright, to approve the minutes of November 19, 2019, as written. Motion carried.

**PUBLIC COMMENT (On an agenda item)**

The following individuals addressed the Board: Anna Derouin, Rosie Balberde Sandra Kemp and Jim Riley.

**PUBLIC HEARING: 2020 – 2024 Muskegon County Recreation Plan**

It was moved by Chairman Hughes, supported by Commissioner Foster to open the Public Hearing.

Mr. Lukens, Community Development Director, welcomed comments regarding the Recreation Plan. Notice of the public hearing was in the local newspaper and also

directed folks to the appropriate website for links to the plan for review and comment.

There was no public comment provided.

It was moved by Chairman Hughes, supported by Commissioner Foster, to close the public hearing.

### **ITEMS FOR CONSIDERATION**

CD/SP19/12 – 15 It was moved by Commissioner Mahoney, supported by Chairman Hughes, to approve the FY2020 Lakeshore Museum Center budget. Motion carried.

Ms. Annoesjka Soler, Lakeshore Museum Director, addressed the Board regarding the museum's budget.

CD/SP19/12 – 16 It was moved by Commissioner Foster, supported by Commissioner Snider, to increase Heritage Landing and Union Depot rental fees in an effort to alleviate increases in operational costs of the facilities. Motion carried.

CD/SP19/12 – 17 It was moved by Commissioner Foster, supported by Commissioner Mahoney, to increase Heritage Landing dockage fees from \$1,250 to \$1,500 per one day call and from \$1,750 to \$2,000 per overnight call and potable water intake and greywater/blackwater discharge fee from \$5.00 per unit to \$12.00 per unit (748 US gallons). Motion carried.

### **OLD BUSINESS**

CD/SP19/12 – 18 It was moved by Chairman Hughes, supported by Commissioner Foster, to reject motion #CD/SP19/11-14 to authorize award of a cost reimbursable "Not to Exceed" Contract to Straub Pettitt Yaste for \$101,663 for the design and construction oversight services for the Pioneer Park bath house and maintenance building replacement projects and authorize the Board Chair to Sign.

ROLL Call:

Yes: Foster, Hughes, Lahring, Scolnik, Wilkins

No: Hovey-Wright, Mahoney, Nash, Snider

Motion carried.

**NEW BUSINESS**

None.

**PUBLIC COMMENT**

The following individuals addressed the Board: Larry Houseman, Jim Riley and Stephanie Josefowicz.

**ADJOURNMENT**

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 4:21 p.m.