Pursuant to Public Act 228, the Ferrysburg City Council will conduct its business via Zoom to mitigate the spread of COVID-19. Members of the public are welcome and encouraged to participate in this meeting. Members of the public are not required to register or otherwise provide information to attend. Please utilize the mute function on your phone while on a conference call, when appropriate. Mayor Hopp will run the virtual meeting like a regular meeting. There will be opportunities at the beginning and end of the meeting for public comment.

FERRYSBURG CITY COUNCIL MEETING

AGENDA

MONDAY, FEBRUARY 1, 2021
7:00 P.M

FERRYSBURG CITY HALL
17520 RIDGE AVENUE, FERRYSBURG, MI 49409

1. Call to Order: Mayor Hopp

2. Roll Call: Hopp, DeWitt, O’Donnell, Carlson, Blease, Montgomery, Sias

3. Moment of Silence

4. Pledge of Allegiance

5. Public Comments:

This time on the agenda is for any citizen to direct brief comments or questions to the City Council. Time for public comments will be given when an agenda item is discussed. If you have a comment or question, please raise your hand to be recognized by the Mayor, and after being recognized by the Mayor, please stand, give your name, and address for the record, and proceed with your comment or question. Please limit your comments to three (3) minutes.
6. Consideration for Approval of Consent Agenda:
   
a. Approve the January 18, 2021, City Council meeting minutes as printed.

b. Adopt a proclamation declaring April 30, 2021, as Arbor Day in the City of Ferrysburg.

7. New Business:
   
a. Discussion, and to take action if appropriate, to adopt a resolution to place a ballot proposal to the City voters at the May 4 Election to levy up _____ mill for Motorized Equipment beginning in 2022.

b. Discussion, and to take action if appropriate, to approve a Statement of Business Dealings with the City.

c. Discussion, and to take action if appropriate, to schedule a work session as a regular agenda item on February 15.

d. Work Session: Social Media Policy.

e. Work Session: My City Pocket.

8. Public Comments:

9. Reports: City Manager
   
   City Council Members

   Mayor

10. Adjournment
Pursuant to Public Act 228, the Ferrysburg City Council conducted its business via ZOOM to mitigate the spread of COVID-19. Mayor Hopp ran the virtual meeting like a regular meeting.

The meeting was called to order by Mayor Hopp at 7:00 p.m. via ZOOM. A Moment of Silence was observed. Mayor Hopp led those present in the pledge of allegiance.

Council Members Present via ZOOM: Rebecca Hopp, Mike DeWitt, William Montgomery, Tim O'Donnell, Richard Carlson, Scott Blease, all indicating attending from the City of Ferrysburg, Ottawa County, Michigan.

Also present: City Manager Bessinger, City Clerk Wierenga, and one citizen (via ZOOM).

21-001 Moved by Council Member DeWitt, seconded by Council Member O'Donnell, to excuse Council Member Sias. The motion passed unanimously via roll call vote.

21-002 Moved by Council Member DeWitt, seconded by Council Member Blease, to approve the December 21, 2020, City Council meeting minutes as printed. The motion passed unanimously via roll call vote.

21-003 Moved by Council Member DeWitt, seconded by Council Member Blease, to approve the schedule of March Board of Review meetings:
   Tuesday, March 2   6:00 pm – organizational, no appeals heard
   Monday, March 8   1:30 p.m.-4:30 p.m., 7:30 p.m.-9:30 p.m.
   Tuesday, March 9   1:30 p.m.-4:30 p.m., 6:30 p.m.-8:00 p.m.
The motion passed unanimously via roll call vote.

21-004 Moved by Council Member DeWitt, seconded by Council Member Blease, to approve “Poverty Income Standards for 2021 Assessments” and “Asset Level Guideline for 2021 Assessments. The motion passed unanimously via roll call vote.

21-005 Moved by Council Member DeWitt, seconded by Council Member Blease, to adopt the 2021 Prioritized City Council Goals. The motion passed unanimously via roll call vote.

21-006 Moved by Council Member DeWitt, seconded by Council Member Carlson, to table a proposal from HydroCorp for $27,012 per year over a three-year period, (total cost $81,036) to conduct the City’s cross-connection inspections and inspect for backflow preventers, and to authorize the Mayor and City Clerk to sign all necessary documents. The motion passed unanimously via roll call vote.

21-007 Moved by Council Member O'Donnell, seconded by Council Member DeWitt, to direct City Staff and the City Attorney to pursue and register the City of Ferrysburg trademark logo with the Michigan Secretary of State and the United States Patent and Trademark Office. The motion failed via roll call vote: 3 yeas, 3 nays (Montgomery, DeWitt, Carlson).
CITY OF FERRYNSBURG
CITY COUNCIL MINUTES
JANUARY 18, 2021
PAGE TWO

21-008 Moved by Council Member Blease, seconded by Council Member O'Donnell, to approve a proposal from Prein & Newhof for a not-to-exceed fee of $22,000 for design engineering for the Wm. Ferry Park Seawall, and to authorize the Mayor and City Clerk to sign all necessary documents. The motion failed via roll call vote: 1 yea (Blease), 5 nays.

_Council Member Sias arrived at 7:22 p.m._

21-009 City Council Members discussed Fall Leaf Pickup. City Council requested staff to review options for the leaf pickup.

21-010 City Council Members discussed Brush Pickup. City Council requested staff to review options for the brush pickup.

21-011 City Council Members discussed a Headlee Override millage for the November ballot.

21-012 City Council Members discussed the City Parks Lawn Maintenance. City Council requested additional information.

21-013 City Council Members discussed water/sewer rates. The consensus of City Council was to keep increases to 1% for the next fiscal year.

21-014 City Council Members discussed the Motorized Equipment millage. The consensus of City Council was to place the millage proposal on the May ballot.

_Council Member O'Donnell left the meeting at 8:22 p.m._

21-015 City Council Members discussed Rentals. The consensus of City Council was to not make changes to the current ordinance.

The City Manager, the City Council Members, and the Mayor reported on several current items.

The meeting was adjourned at 8:44 p.m.

Respectfully submitted,

__________________________  __________________________
Rebecca Hopp               Debbie Wierenga
Mayor                      City Clerk
RESOLUTION
ARBOR DAY

WHEREAS, In 1872, J. Sterling Morton proposed to the Nebraska Board of Agriculture that a special day be set aside for the planting of trees, and

WHEREAS, this holiday, called Arbor Day, was first observed with the planting of more than a million trees in Nebraska, and

WHEREAS, Arbor Day is now observed throughout the nation and the world, and

WHEREAS, trees can reduce the erosion of our precious topsoil by wind and water, cut heating and cooling costs, moderate the temperature, clean the air, produce life-giving oxygen, and provide habitat for wildlife, and

WHEREAS, trees are a renewable resource giving us paper, wood for our homes, fuel for our fires and countless other wood products, and

WHEREAS, trees in our city increase property values, enhance the economic vitality of business areas, and beautify our community, and

WHEREAS, trees, wherever they are planted, are a source of joy and spiritual renewal,

NOW THEREFORE BE IT RESOLVED THAT I, Rebecca Hopp, Mayor of the City of Ferrysburg do hereby proclaim April 30, 2021 as Arbor Day in the City of Ferrysburg, and urge all citizens to celebrate Arbor Day and to support efforts to protect our trees and woodlands, and

FURTHER, I urge all citizens to plant trees to gladden the heart and promote the well-being of this and future generations.

February 1, 2021

Rebecca Hopp, Mayor
Happy New Year! Thank you for being a part of our Tree City USA network that is over 3,600 cities strong. As we reflect on 2020, we are filled with gratitude for the trees that kept us healthy and sane over the last year. Together, you plant and care for the trees that sustained entire communities through one of the most challenging years in world history brought on by the
Covid-19 pandemic. Take a moment to celebrate your urban and community forestry program as you begin a new year!

Thank you for submitting your application for 2020 Tree City USA recognition! We are thrilled to offer the first-ever virtual Tree City USA conference with FREE registration to all communities that have earned Tree City USA recognition. You and all members of your community are invited to register using access code treecity.

Register for the 2021 Tree City USA Conference

Important Information about Standard 4 in 2021

Many Tree City USA communities are already asking themselves: How can we safely celebrate Arbor Day in 2021? With the pandemic still heavily impacting communities around the U.S., a Tree City must only complete an Arbor Day Proclamation in 2021 to earn recognition. An Arbor Day observance will be optional but highly encouraged, whether it be a celebratory social media campaign or socially-distanced tree planting. We will be providing a communications toolkit with sample social media posts, images, and press releases for virtual celebrations. Visit our website to start planning your safe Arbor Day observance today!

Alternative Arbor Day Celebration Ideas →

Growing Your Community Canopy with the Arbor Day Foundation

Did you know the Community Canopy program of the Arbor Day Foundation helps Tree City USA communities plant trees on private property? You can apply to partner with us to reach your community’s canopy goals.
Bounce Back from Natural Disasters Faster

Within our Community Tree Recovery program we recognize trees play a vital role in the wake of natural disasters. Trees not only provide an opportunity to bring friends and families together to celebrate growth and resiliency, they also provide environmental benefits that include storm and flood water mitigation, protective buffer zones, clean air and water, increased shade, energy savings, and more. If you live in an area that has been devastated by natural disaster causes, please reach out to learn how we may help heal and rebuild community through the power of trees.

Submit a T.R.E.E. Proposal

Above: Community Tree Recovery communities taking advantage of the program to support replanting after natural disasters.
Opportunities

Trees, People and the Built Environment 4: International Urban Trees Research Conference | February 3-4, 2020

Every three years, the Institute of Chartered Foresters in the United Kingdom joins academic institutions and partners in the built environment sector to host an acclaimed cross-discipline conference on urban greenspace and green infrastructure. Urban forestry professionals from the United States are invited and welcome to attend.

Register Here →
January 26, 2021

TO: Mayor and City Council Members

FROM: Craig Bessinger, City Manager

RE: Proposed Motorized Equipment Millage

Attached is worksheet which shows revenue collected if a one-half (0.5000) mill was collected, the other worksheet if a three-quarter (0.7500) mill was collected.

Also attached is the Capital Improvement Plan (CIP) that was approved as part of the 2020-2021 City Budget. We are working to update the CIP for the next fiscal year.

If a one-half mill was collected, after ten years of collections and a major purchase of a fire truck, there would be approximately $220,000 in the fund on June 30, 2032. If a three-quarter mill were levied, the balance on June 30, 2032 would be approximately $710,000. These balances do not include any Public Works vehicles being purchased during the 10-year period.

At this time, the 2010 Aerial Fire Truck is scheduled to be replaced in 2035, estimated cost $600,000-$700,000. The First Responder vehicle is a 2016.

Also attached is the brochure prepared for the millage renewal in 2011, similar would be prepared for the millage request in 2021.

To be in position to purchase needed DPW vehicles over the next ten (10) years, staff recommends the proposed millage request be for 0.7500 mills.

c: Debbie Wierenga, City Clerk
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<th>Item</th>
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<tr>
<td>6/30/1924</td>
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</tr>
</tbody>
</table>

**Total Revenue:** $2,996,688
RESOLUTION
Motorized Equipment Millage Proposal

WHEREAS, in 1989, Ferrysburg voters approved a motorized equipment millage of 1.75 mills for ten years, and

WHEREAS, in 1998, Ferrysburg voters approved the renewal of the motorized equipment millage of 1.25 mills for ten years, and

WHEREAS, in 2011, Ferrysburg voters approved the renewal of the motorized equipment millage of 0.5000 mills for ten years, and

WHEREAS, the millage has been used to provide the needed equipment for the Police Department, Fire Department, and the Department of Public Works.

NOW, THEREFORE, BE IT RESOLVED, THAT the Ferrysburg City Council approves the following ballot question be submitted to the electors of the City of Ferrysburg on May 4, 2021:

Shall the limitation on the total amount of taxes which may be levied against property in the City of Ferrysburg, Ottawa County, Michigan, as provided for by Section 6 of Article IX of the Michigan Constitution of 1963, be increased up to the amount of $0.75 per thousand dollars of taxable valuation (0.5000 mills) for a period of ten (10) years, 2022 through 2031, inclusive, to replace Fire Department, Police Department, and Public Services Department motorized equipment, and shall the City be authorized to levy said tax? The estimate of the additional taxes the City will collect if 0.5000 mills are levied in 2022 is approximately $148,629.
Offered by Council Member ____________________.

Supported by Council Member ____________________.

Yeas:  ____________  

Nays:  ____________  

Absent: ____________  

Dated: February 1, 2021  

Debbie Wierenga, City Clerk

CERTIFICATION

I certify that the foregoing Resolution was adopted by the Ferrysburg City Council on the 1st day of February, 2021.

Debbie Wierenga, City Clerk
RESOLUTION
Motorized Equipment Millage Proposal

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Offered by Council Member ____________________________.

Supported by Council Member ____________________________.

Yea: ___________

Nays: ___________

Absent: ___________

Dated: February 1, 2021

Debbie Wierenga, City Clerk

CERTIFICATION

I certify that the foregoing Resolution was adopted by the Ferrysburg City Council on the
1st day of February, 2021.

Debbie Wierenga, City Clerk
<table>
<thead>
<tr>
<th>Project Description</th>
<th>Year 2020-21</th>
<th>Year 2021-22</th>
<th>Year 2022-23</th>
<th>Year 2023-24</th>
<th>Year 2024-25</th>
<th>Year 2025-26</th>
<th>Year 2026-27</th>
<th>Year 2027-28</th>
<th>Year 2028-29</th>
<th>Total Cost</th>
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<tbody>
<tr>
<td><strong>Fire Department</strong></td>
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<tr>
<td>KME Pumper Replacement</td>
<td>repl in 2025/26</td>
<td>$100,000</td>
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<tr>
<td><strong>Police Department</strong></td>
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<tr>
<td>Share of new police car</td>
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<td>$16,500</td>
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<td>Riding Lawn Mower</td>
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<td>Replace 2009 Ford Ext Cab</td>
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<td>Replace 2012 Pickup - Sewer Truck</td>
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<td>Replace 2017 Pickup - Water Truck</td>
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<td>Replace 2017 1 Ton Pickup</td>
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<td>Replace 2019 Pickup w/V Plow</td>
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<td>Replace 2004 Dump Truck</td>
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<td>Replace 2011 Dump Truck</td>
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<td>Replace 2015 Dump Truck w/salt spreader</td>
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<td>Replace 2019 Dump Truck w/salt spreader</td>
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<td><strong>Fire Department Total</strong></td>
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<tr>
<td><strong>Police Department Total</strong></td>
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<td>$16,500</td>
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<td><strong>DPW Total</strong></td>
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<td>$-</td>
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<td>- $-</td>
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</table>
In 1988, voters approved a levy of 1.75 mills for motorized Equipment. In 1998, voters approved a renewal of the Motorized Equipment Millage for another 10 years at 1 mill.

The revenue raised from the Motorized Equipment millage can only be used to purchase motorized equipment.

**Vehicles purchased with the taxes voters approved in 1989:**

- 1990: Fire Aerial Pumper, Dump Truck/ snowplow, share of Police Car
- 1991: Pick Up/ snowplow, share of Police Car
- 1992: Dump truck/ snowplow, share of Police Car
- 1993: Share of Police Car
- 1994: Pick Up/ snowplow, share of Police Car
- 1995: Fire Rescue Truck, Dump Truck/ snowplow, share of Police Car
- 1996: Share of Police Car
- 1997: Share of Police Car

**Vehicles purchased with the taxes voters approved in 1998:**

- 1999: Pickup/ snowplow, share of Police Car
- 2000: Share of Police Car
- 2001: Share of Police Car
- 2002: Pickup/ snowplow, share of Police Car
- 2003: Kubota Tractor, share of Police Car
- 2004: Dump Truck/ snowplow, share of Police Car
- 2005: Share of Police Car
- 2006: Backhoe, share of Police Car
- 2007: Pickup/ snowplow, share of Police Car
- 2008: Dump Truck/ snowplow, share of Police Car
- 2009: Pickup/ snowplow, share of Police Car
Motorized Equipment millage is used to purchase motorized equipment for the Department of Public Works, Fire Department and the City's share of Police vehicles.

The Motorized Equipment millage proposal on the November 8 ballot is for .5000 mills for 10 years.

The proposed millage would cost a homeowner that has a Taxable Value of $75,000, $37.50 a year.

The City of Ferrysburg
Jeffrey D. Stille, Mayor
Ferrysburg City Hall
17290 Roosevelt Road
Ferrysburg, MI 49409-0038
Phone: 616-842-5803

City of Ferrysburg

DRAFT
JUN 15 2011
Craig,

There is statutory regulation regarding the use of public funds to influence ballot questions. The source of the regulation is Section 57 of the Michigan Campaign Finance Act (MCL 169.257). A copy of Section 57 is attached. The basic rule is that a public body may not use public funds, property, or resources to influence votes on a ballot question. The application of the rule to ballot questions is not quite clear from Section (1) but it appears to be recognized that the prohibition applies to ballot questions as well as campaigns. Subsection (b) creates an exception which permits "The production and dissemination of factual information concerning issues relevant to the function of government."

With one exception, the proposed brochure contains only factual information. The question involves the banner at the top of the third page. The statement could arguably be viewed as stating a conclusion (passing the millage will make staff safer and more efficient) as opposed to being purely factual. I think that it would be prudent to revise the banner.

Thank you.

George Bauer

---

George,

City Council will place on the November ballot a request for voters to approve a Motorized Equipment Millage. At their meeting on Monday, June 22, City Council will consider adopting a resolution to that effect.

Attached is a draft brochure. Would you consider this an informational brochure? If so, could the City print and distribute these brochures with tax dollars?

Craig Bessinger
City of Ferrysburg
17290 Roosevelt Road, P.O. Box 38
Ferrysburg, MI 49409-0038
Phone: 616-842-5803
Fax: 616-844-0200
Election Chair $295
Inspectors (5) $1,380
AV Apps (1,150) @ .50 $575
Ballots Mailed (600) @ .65 $390
Ottawa County (Ballots/Ads) $2,000

Total $4,640 estimated

Debbie,

Please prepare a cost estimate for the City to place a proposal on the May 4 School Election ballot.

Craig Bessinger
City of Ferrysburg
17290 Roosevelt Road, P.O. Box 38
Ferrysburg, MI 49409-0038
P: 616-842-5803
C: 616-843-5028
January 25, 2021

TO: Mayor and City Council Members

FROM: Craig Bessinger, City Manager

RE: Statement of Business Dealing

The Ferrysburg City Charter and the City’s Standards of Conduct for Officers and Employees require any City officer or employee who engages in business with the City to file annually with the City Clerk a Statement of Business Dealings.

City Council Member Mike DeWitt owns and operates Tri-Cities Heating and Cooling. On occasion the City has had Tri-Cities Heating and Cooling work on the City’s mechanical systems. To allow the City the option to continue using Tri-Cities Heating and Cooling, Council Member DeWitt has filed the attached Statement of Business Dealings.

City Charter, 5.5:3 prohibits any member of Council from voting on any question in which he has a financial interest.

The suggested motion would be for City Council to approve accepting the Statement of Business Dealings submitted by Council Member DeWitt, with Council Member DeWitt abstaining from voting on the motion.

c: Debbie Wierenga, City Clerk
OFFICER / EMPLOYEE
STATEMENT OF BUSINESS DEALINGS WITH CITY

Ferrysburg City Charter, Section 5.35, requires any City officer or employee who has or intends to have business dealings with the City (receive payment from City other than pay for official duties, employment, or reimbursement of expenses) to file with the City Clerk a Statement of Business Dealings.

The City’s Standards of Conduct for Officers and Employees, Section V 1, requires any City officer or employee who engages in business with the City to file annually with the City Clerk a Statement of Business Dealings.

1. NAME OF OFFICER/EMPLOYEE: Michael Dewitt

2. POSITION WITH CITY: City Council

3. NAME OF BUSINESS WHICH DEALS WITH CITY: Tri City Heating & Cooling
   ADDRESS: 16920 Van Wagoner
   Spring Lake, MI 49456

4. NATURE OF BUSINESS WITH CITY: HVAC

5. Oath: I affirm that the above information is true and correct to the best of my knowledge.

   Date: 1/4/21
   Signature:

For City Clerk Use Only:

DATE RECEIVED: 

DATE OF CITY COUNCIL ACTION: 
January 27, 2021

TO: Mayor and City Council Members

FROM: Craig Bessinger, City Manager

RE: Work Session

By policy, City Council is to consider at its first monthly meeting whether or not to schedule a work session for a special City Council meeting, or to include a work session as an agenda item at the next regular meeting.

At the January 18 City Council meeting additional information was requested on a items discussed during the work session. We are working on obtaining the information and if we have it we will place it on the February 15 agenda.

c: Debbie Wierenga, City Clerk
-----Original Message-----
From: 6168435028@vzwpix.com <6168435028@vzwpix.com>
Sent: Monday, January 18, 2021 2:49 PM
To: Craig Bessinger <cbessinger@ferrysburg.org>
Subject:

Fwd: Hey Craig. Did you add a work session to review the social media portion of the employee policy? We should change it to allow elected officials to identify themselves as Government Officials and use the City Logo.

From Council Member Montgomery
July 21, 2016

Dustin Drabek  
Michigan Township Participating Plan  
1700 Opdyke Court  
Auburn Hills, MI 48326

RE: Social Media Policy  
Fire Department Operation Policies

Dear Mr. Drabek:

At their meeting on Monday, July 18, the Ferrysburg City Council approved a Social Media policy. City Council also approved various Operation policies for the Fire Department. The City is currently reviewing a policy on Fire Fighter physicals.

The City approved a records retention policy that is published by the Michigan Municipal League on February 28, 2000.

I have enclosed a copy of the social media policy and copies of the Fire Department Operation policies for your records.

Sincerely,

CITY OF FERRYSBURG

[Signature]

Debbie Wierenga  
City Clerk

c: Craig Bessinger, City Manager  
Mike Othos, Fire Chief
SOCIAL MEDIA POLICY  
City of Ferrysburg

I. Purpose

To prohibit the inappropriate use of electronic communication systems, media imaging systems, networks, devices, and equipment and dissemination of inappropriate information, images, recordings, photographs or other materials by City personnel. This includes the use of social media. Social media is broadly defined as internet-based communications technology that provides immediacy, interactivity and the sharing of information across multiple platforms. The City allows the use of social media, where appropriate, to further the goals and missions of the City. However, the City has an overriding interest and expectation in deciding what is "spoken" on behalf of the City through social media. This policy establishes guidelines for the use of social media by City Employees.

II. Applicability

This policy applies to all City Employees and approved volunteers, consultants, service providers and contractors performing business on behalf of the City ("Employees").

III. Policy

It is the policy of the City that all individuals identified in paragraph II abide by the policy set forth herein when using City information systems, which are defined as: computers and the services of both internal and external databases and information exchange networks, the internet, email, voice mail, mobile data terminals, facsimile machines, mobile telephones, laptop computers and social media ("Information Systems"). Communications sent by email may be subject to disclosure under the Freedom of Information Act or in litigation. No Employee shall have any expectation of privacy with regard to any information transmitted or stored on the City's Information Systems.

IV. Procedure

A. Transmission of electronic messages and information on communications media provided for Employees of the City shall be treated with the same degree of propriety, professionalism and confidentiality as official written correspondence or public records.

B. The City allows City Employees with access to City Information Systems to utilize these devices whenever necessary. However, all Information Systems are the property of the City and use of any of these Information Systems is a privilege that is subject to revocation. Information Systems are intended for use in conducting official City business with limited exceptions noted in this policy.

C. Employees are advised that they do not maintain any right to privacy or ownership in Information Systems equipment of its contents or to include or install personally owned software.
D. The City’s administration reserves the right to access any of the records within the Information Systems at any time and to retain or dispose of those records in accordance with current law, and may require employees to provide passwords to files that have been encrypted or password protected.

E. The City reserves the right to access, for quality control purposes and/or for violations of this policy, date, electronic and voice transmissions of Employees conducting business in the City.

F. Personal and/or private use of City Information Systems to access social media sites is prohibited. However, City Information Systems may be used by Employees to check personal emails so long as it does not interfere with the Employee’s duties.

G. Accessing or transmitting materials from City Information Systems that involve the use of obscene language, images, jokes, sexually explicit materials, or messages that disparage or threaten the City, any person, group, or classification of individuals is prohibited regardless of whether the recipient has consented to or requested such materials.

H. Confidential, proprietary or sensitive information may be disseminated or made available through shared directories or networked systems only to individuals with a need and a right to know and when there is sufficient assurance that appropriate security of such information will be maintained. The dissemination of confidential, proprietary or sensitive information, including photographs, on social media sites or personal web pages is prohibited.

I. No Employee shall access or allow others to access any file or database of the City unless that person has a need and a right to such information. Personal identification and access codes shall not be revealed to any unauthorized source.

J. Employees are not to open email messages unless they are certain of the trustworthiness of the source.

K. Employees may not utilize email messages as a secure and confidential means of communication since subsequent direction of the message cannot be controlled.

L. Employees may not knowingly accept messages with inappropriate content as described in the policy and will immediately report it to their supervisor and then completely delete any such message inadvertently received when directed to do so.

M. Creating a web site or social media page that has any appearance of officially representing the City is prohibited without the express written approval of the City Council or designee. Any information added to the official City web page(s) or site(s) must have the written approval of the City Manager or designee prior to being accessible by the general public. Any Facebook, Instagram, Twitter or other similar social media page/account created on behalf of the City shall be for governmental information dissemination only and not in any way create a traditional public forum.
N. Using images of any official City logo, patch, badge or sign on personal web pages is prohibited without the express written approval of the City Council or designee.

O. Employees shall not utilize Information Systems to spoof, masquerade or assume any identity or credentials of another individual.

P. The use of social media shall conform to all City policies prohibiting discrimination, retaliation and harassment of co-workers.

Q. Employees shall not disclose the content of discussions and deliberations of a public body that took place during a session that was closed pursuant to the Michigan Open Meetings Act.

R. Employees shall not disclose information that is exempt from disclosure by the Michigan Freedom of Information Act.

S. Employees shall not disclose matters pertaining to strategy, positions, offers, and the like regarding pending litigation or negotiations regarding claims to which the City is a party.

T. Employees shall not disclose disciplinary proceedings regarding other employees.

U. Employees shall not disclose information that is subject to the privacy standards of HIPAA and of HIPAA policies adopted by the City.

V. Discipline

Any violation of this policy may result in disciplinary action up to and including termination.
Craig Bessinger

From: Brook J. Bisonet <brook@thirdcoastlaw.com>
Sent: Tuesday, May 3, 2016 11:29 AM
To: Craig Bessinger
Subject: RE: Social Media Policy
Attachments: SOCIAL MEDIA POLICY.Clean version.160413.docx

Craig,

I think that is a good change. Attached is the revised policy.

Brook J. Bisonet

41 Washington Avenue, Suite 250 | Grand Haven, Michigan 49417
Direct: 616.350.6232 | Main: 616.847.1234 | Fax: 616.847.1223

www.thirdcoastlaw.com

From: Craig Bessinger [mailto:cbessinger@ferrysburg.org]
Sent: Tuesday, May 3, 2016 9:06 AM
To: Brook J. Bisonet <brook@thirdcoastlaw.com>
Subject: RE: Social Media Policy

Brook,

City Council discussed the proposed Social Media policy at their meeting last night and tabled the issue. Regarding paragraph Q, City Council is open to allowing one to state they are an employee of the City as long as they do not imply they are speaking on behalf of the City.

Could paragraph q be revised or deleted?

Craig Bessinger
City of Ferrysburg
17290 Roosevelt Road, P.O. Box 38
Ferrysburg, MI 49409-0038
P: 616-842-5803
C: 616-843-5028

From: Brook J. Bisonet [mailto:brook@thirdcoastlaw.com]
Sent: Wednesday, April 27, 2016 10:24 AM
To: Craig Bessinger
Subject: RE: Social Media Policy

Craig,

Those are both correct interpretations of the policy as written.
N. Using images of any official City logo, patch, badge or sign on personal web pages is prohibited without the express written approval of the City Council or designee.

O. Employees shall not utilize Information Systems to spoof, masquerade or assume any identity or credentials of another individual.

P. The use of social media shall conform to all City policies prohibiting discrimination, retaliation and harassment of co-workers.

Q. Employees shall not identify themselves or any co-worker specifically, or otherwise infer in any way that they are an employee of the City or any personal social media site, unless explicitly granted permission by the City Council or designee.

R. Employees shall not disclose the content of discussions and deliberations of a public body that took place during a session that was closed pursuant to the Michigan Open Meetings Act.

S. Employees shall not disclose information that is exempt from disclosure by the Michigan Freedom of Information Act.

T. Employees shall not disclose matters pertaining to strategy, positions, offers, and the like regarding pending litigation or negotiations regarding claims to which the City is a party.

U. Employees shall not disclose disciplinary proceedings regarding other employees.

V. Employees shall not disclose information that is subject to the privacy standards of HIPAA and of HIPAA policies adopted by the City.

V. Discipline

Any violation of this policy may result in disciplinary action up to and including termination.
Dear Community Leader,

Keeping your citizens informed of what’s going on in your community is one of the biggest challenges and responsibilities for leaders today. Whether it’s to announce a road closure, a weather warning, or to share information about an event, communicating with your citizens on multiple platforms has never been so important.

Elan City, the trusted global leader in electronic traffic devices for the past ten years, is proud to introduce two great options for sharing information with your community.

The Evocity Information Display is the ideal solution for sharing information on site in real time. Weighing a mere 44 lbs, this portable unit is easily installed in a wide range of locations from in front of city hall to campus buildings to parking lots. Post live updates with a simple click on our secure web platform.

If you are looking for a more budget-friendly option or an additional way to share information with your community, look no further than the My City Pocket smartphone application. Starting at just $349/year, reaching the members of your community has never been easier! Instantly notify your residents of essential happenings in your community, no matter where they are.

Don’t miss out on these great opportunities to take control of your communication and become a closer community.

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The Elan City Team
EASY SET-UP
1. Subscribe to the MyCityPocket service.
2. Your citizens download the MyCityPocket app from Google Play or the App Store.
3. For each update, your citizens can receive a notification on their smartphone / iPhone (individual smartphone settings).

USER-FRIENDLY
In just a few clicks, your updates will be sent to everyone using the MyCityPocket app. Simple and effective.

TOTALLY SECURE
To protect the publication of your messages, access to your interface is Username and password secured (https / ssl).

COMMUNITY APP
The app is ABSOLUTELY FREE for users. Anyone who downloads MyCityPocket has access to all updates you publish. Your residents also become instantly notified when you send out hazard or warning messages heatwave, weather alerts, emergency updates...

USER ANALYSIS
With statistics of the number of downloads and views, you can see how often MyCityPocket has been installed and how often your information and local messages have been viewed.

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*Annual subscription with automatic renewal

(646) 878 6259 www.elancity.net

Elan City
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Long Island City, NY 11101
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EASY TO USE
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www.elancity.net/mcp
From: Carlos Galo <carlos@seeclckfix.com>
Sent: Wednesday, April 17, 2019 3:46 PM
To: Debbie Wierenga
Subject: SeeClickFix

Debbie,

Thanks for your time just now! Please contact me with any questions.

As mentioned cost is $400/per month, with a 12 mo minimum, so total would be $4,800 per year -- including all up front costs and fees. No other charges.

Here is a simple overview if you’d like to share / refresh on what we do:
SeeClickFix in 60 secs https://scf.wistia.com/medias/tvfmal79u5

Best,
Carlos

Schedule quick call on my calendar here.
Strong Communities, More Efficient Government

SeeClickFix has helped millions of citizens, and hundreds of partner towns, build stronger communities for more than ten years.

Try the most trusted, easiest way to "get things fixed" where you live and work. Our smooth web and mobile app services help people and governments build more transparent, collaborative, and happy communities.

As Featured In

Bloomberg  CNN  FASTCOMPANY  FT  FINANCIAL TIMES

Here’s how it works

https://seeclckfix.com/
What Can You Do To Improve Your Community?

SeeClickFix is the tool your neighborhood needs to fix that broken sidewalk and the pothole on the bus route, giving your kids a safer trip to school and improving the quality of life where you live.

Enter your town:  

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Your Work Made Easy

Whether you’re out in the field or at your desk, SeeClickFix has the tools to manage the tasks and communications you need to get the job done.

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Collect, manage, and route requests seamlessly through your work order flow with easy-to-use web forms and mobile apps.

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https://seeclckfix.com/
Integrate Systems

Connect neighbors, community groups, and local governments with free, public web and mobile tools to improve the quality of life in the places they live.

Let's Get Connected

Leverage SeeClickFix citizen engagement tools without changing your existing workflow. SeeClickFix Connect integrates seamlessly with dozens of enterprise work order management systems.

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