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, APRIL 19, 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 April 5, 2021, City Council meeting minutes as printed.

7. New Business:
   a. Discussion, and to take action if appropriate, to adopt Ordinance, No. 316, to amend the City Code by amending Chapter 154, Zoning, to amend Section 2.20, Section 3.90, Section 3.290, Section 4.60, Section 5.20, Section 5.110, Section 7.20, and Section 7.40, to update regulations concerning mobile food units, fences, temporary uses, special land use permit validity, change of use, site plan amendments, sign definitions, and nonconforming signs.
   b. Discussion, and to take action if appropriate, to approve a proposal from Shoreline Metal Fabricators, Inc., for $5,450 to repair the ceiling at the Fire Station.
   c. Discussion, and to take action if appropriate, to approve the City of Ferrysburg Board and Commission Policy Booklet.
   d. Discussion, and to take action if appropriate, to approve establishing a task force, hire a professional firm, etc., to develop a Visionary Development of a downtown area/under-utilized properties.
   e. Work Session: Communication Platforms.
   f. Work Session: 2021-2022 Proposed City Budget.

8. Public Comments:

9. Reports: City Manager
   
   City Council Members
   
   Mayor

10. Adjournment
CITY OF FERRYSBURG
CITY COUNCIL MINUTES
APRIL 5, 2021

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, Tim O’Donnell, Mike DeWitt, William Montgomery, Richard Carlson all indicating attending from the City of Ferrysburg, Ottawa County, Michigan.

Council Members Absent: Jerry Sias

Also present: City Manager Bessinger, City Clerk Wierenga, and five citizens (via ZOOM).

21-050 Moved by Council Member O’Donnell, seconded by Council Member DeWitt, to excuse Council Member Sias. The motion passed unanimously via roll call vote.

21-051 Moved by Council Member DeWitt, seconded by Council Member Blease, to approve the March 15, 2021, City Council meeting minutes as printed. The motion passed unanimously via roll call vote.

21-052 Moved by Council Member DeWitt, seconded by Council Member Blease, to adopt a resolution recognizing “Volunteer Appreciation Week” April 18-24. The motion passed unanimously via roll call vote.

21-053 Sgt. Christine Wendt, Ottawa County Sheriff’s Department was introduced. Sgt. Wendt is the new Sergeant in charge of Ferrysburg and Village of Spring Lake.

21-054 Moved by Council Member Montgomery, seconded by Council Member Carlson, to approve a recommendation from the Recreation Commission to approve the Site Master Plan for Fire Barn Park. The motion passed unanimously via roll call vote.

21-055 Moved by Council Member DeWitt, seconded by Council Member Montgomery, to approve a contribution of $500 towards Ottawa County’s Digital Inclusion Strategy. The motion failed unanimously via roll call vote.

Council Member Sias arrived at 7:20 pm.

21-056 Moved by Council Member DeWitt, seconded by Council Member Carlson, to approve a proposal from Ottawa County for $8,660.59 to install Security Cameras at City Hall. The motion passed via roll call vote; 6 yeas, 1 nay (Carlson).
21-057 Ordinance No. 316, to amend the City Code by amending Chapter 154, Zoning, to amend Section 2.20, Section 3.90, Section 3.290, Section 4.60, Section 5.20, Section 5.110, Section 7.20, and Section 7.40, to update regulations concerning mobile food units, fences, temporary uses, special land use permit validity, change of use, site plan amendments, sign definitions, and non-confirming signs was introduced on first reading.

21-058 Moved by Council Member O’Donnell, seconded by Council Member Blease, to approve an agreement for Property Assessing Services, and to authorize the Mayor and City Clerk to sign the agreement. The motion passed unanimously via roll call vote.

21-059 Moved by Council Member DeWitt, seconded by Council Member O’Donnell, to schedule a work session as a regular agenda item on April 19. The motion passed unanimously via roll call vote.

21-060 City Council Members reviewed the City’s Strategic Plan and the progress.

21-061 City Council Members reviewed the American Rescue Plan and the possible expenditures.

21-062 Moved by Council Member DeWitt, seconded by Council Member Blease, to adjourn to a closed session at 8:14 p.m. to consult with the City Attorney to review a legal opinion. The motion passed unanimously via roll call vote.

21-063 Moved by Council Member Blease, seconded by Council Member Montgomery, to reconvene in open session at 8:54 p.m. The motion passed unanimously via roll call vote.

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

The meeting was adjourned at 9:05 p.m.

Respectfully submitted,

Rebecca Hopp
Mayor

Debbie Wierenga
City Clerk
Ordinance No. __________
City of Ferrysburg

An Ordinance to amend the City Code by amending Chapter 154, Zoning, to amend Section 2.20, Section 3.90, Section 3.290, Section 4.60, Section 5.20, Section 5.110, Section 7.20, and Section 7.40, to update regulations concerning mobile food units, fences, temporary uses, special land use permit validity, change of use, site plan amendments, sign definitions, and nonconforming signs.

THE CITY OF FERRYSBURG ORDAINS:

Section 1. Chapter 154 Zoning, Section 2.20 Definitions is hereby amended to include the following definitions in alphabetical order and to read as follows:

MOBILE FOOD UNIT is a motor vehicle, such as a van or truck, or a trailer that can be attached to a motor vehicle, which is used for preparation, sales, and service of food and beverages. Food preparation and service occur within the motor vehicle or alongside or inside the trailer.

Section 2. Chapter 154 Zoning, Section 3.90 Fences, Walls, Gates, Screens, and Landscape - General Requirements and Intersection Visibility is hereby amended to revise paragraph k to read as follows:

k) Property Line Location - A fence shall not be placed on a shared property line or encroach onto adjacent property unless the applicant provides the Zoning Administrator evidence of written consent regarding the placement of the fence from the owner(s) of the abutting parcel(s). Otherwise, fences shall only be placed on the subject property and up to property lines. It is the applicant's responsibility to confirm the location of property lines by identifying property markers and corner irons or by confirming measurements based on a survey of the subject property prepared by a licensed professional surveyor.

Section 3. Chapter 154 Zoning, Section 3.290 Temporary Use is hereby amended to read in its entirety as follows:

Temporary uses are permitted in all zoning districts unless otherwise stated in this section. Temporary use permits may be issued by the Zoning Administrator after approval by the City Council. The following requirements shall apply:

a) All applications for a temporary use permit shall be filed with the Zoning Administrator at least sixty (60) days prior to the proposed commencement date of the temporary use. This sixty (60) day period can, however, be shortened in the discretion of the City
Council, for good cause shown by the applicant. No application shall be filed less than ten (10) days prior to the date of the City Council meeting at which a decision is requested.

1) An application shall include a site layout plan which shows the existing site features and proposed temporary use layout, including all temporary improvements and locations of materials related to the use.

2) Written property owner authorization shall be provided with all temporary use applications.

b) The City Council may authorize the Zoning Administrator to issue a temporary use permit if all of the requirements of Subsection C are satisfied.

c) A temporary use permit shall not be approved by the City Council unless all of the following requirements are satisfied:

1) Nuisance, hazardous features. The temporary use shall not result in any hazard or nuisance to adjacent lands or the uses thereof, nor otherwise be contrary to the public health, safety or welfare of the City.

2) Traffic and circulation. The temporary use shall not create hazardous vehicle or pedestrian traffic conditions on or adjacent of the streets serving the property. A temporary use permit shall not be issued if the City Council determines that the proposed use will:
   a. Unreasonably interfere with the use of a public or private street for vehicular travel;
   b. Unreasonably interfere with the view of access to or use of property adjacent to the public or private street serving the proposed temporary use;
   c. Cause a violation of any State laws or local ordinances;
   d. Create any public nuisances related to noise, dust, traffic, or other related condition; or
   e. Reduce the effectiveness of or access to any utility pole, street lighting, sign or other traffic control device.

3) Public facilities and services. Adequate utilities, drainage, refuse management, and sanitary facilities, at the discretion of the City Council, shall be assured. Access to emergency services and other necessary facilities and services shall be available for the proposed temporary use.

4) Natural environment. The proposed temporary use shall not have a substantial adverse effect on the natural environment or possible flood hazards, or storm water runoff problems.

5) Suitability of the site. The site of the proposed temporary use shall be suitable for the temporary use, giving consideration to size of the site, vehicle and pedestrian access and circulation, parking, effects on adjacent land uses, and other related conditions.

6) Building, electrical and other codes. The temporary use and all associated temporary improvements, including, but not limited to tents, stands, temporary electrical
systems, temporary heating systems, and temporary lighting systems shall comply with all applicable provisions of the City's Building Code, Electrical Code, and other applicable codes adopted or amended from time to time.

d) In addition to the requirements of Subsection c), the following requirements apply to mobile food unit operation:

1) Mobile food units shall only be permitted in the CC, GC, and P zoning districts and on the City Hall property within the RG2 zoning district. Mobile food units must be accessory and secondary to an established principal use of the property, and the subject site must be developed with driveway access and a parking lot.

2) There shall not be a reduction in the minimum number of parking spaces required by the principal use of the property.

3) Mobile food units shall not be parked within the public right-of-way and shall not be located within required setback areas.

4) Mobile food units shall vacate the site, and temporary displays or associated materials shall be removed during off-hours. In the case of a multi-day event, this requirement may be waived by the City Council.

5) Food service hours of operation are limited to 8:00 AM to 9:00 PM. In the case of a multi-day event, this requirement may be waived by the City Council.

6) Blinking and flashing lighting, or lighting of varying intensity, are prohibited.

7) Amplified music or sound is prohibited.

8) Existing walkways shall not be impeded. At least five (5) feet of clear area on sidewalks or pathways must be maintained, if applicable.

9) Outdoor cooking shall not be permitted within 200 feet of any residential dwelling.

10) Vehicle circulation and drive aisles shall not be blocked unless an alternative means of travel is maintained.

11) Waste receptacles shall be provided and emptied daily.

12) Two temporary sandwich board signs are permitted and shall be placed no further than 50 feet from the mobile food units. Signs shall not exceed six (6) square feet in size and four (4) feet in height. Signs shall be removed during off-hours.

13) Compliance with the State Food Law of 2000 shall be required at all times.

14) Ottawa County Health Department approval shall be secured prior to commencing food sales, and compliance with County regulations shall be required at all times.

15) Copies of all permits shall be kept within the mobile food unit during operation.

16) Operators of mobile food units shall provide a certificate of insurance that demonstrates active commercial liability coverage for the permit timeframe in the minimum amount of one million dollars ($1,000,000), and the City of Ferrysburg shall be named as an additional insured party.
e) Permit Validity. A temporary use shall be permitted only the minimum necessary period of time, given all of the circumstances. In no case shall a temporary use permit be issued for a period in excess of thirty (30) days during any twelve (12) month period, nor shall any property be used for a temporary use in excess of thirty (30) days during any twelve (12) month period.

f) The City may impose additional reasonable terms and conditions in connection with the approval of any temporary use.

g) The City may revoke or suspend a temporary use permit at any time upon the failure of the owner or any operator of the use to comply with the requirements of this Ordinance, the conditions imposed upon the issuance of any temporary use permit, or any other applicable provisions of State law or local Ordinance. [Ordinance No. 220, 12/20/04]

Section 4. Chapter 154 Zoning, Section 4.60 Special Land Use Validity is hereby amended to revise paragraphs c) and d) to read as follows:

c) Transfer of Ownership– Special Land Use permit approval shall convey with the transfer of property ownership. The use may continue under new ownership as long as compliance with all applicable zoning requirements and conditions of the Special Land Use approval is maintained.

d) Cessation of Special Use - Any use for which a special land use permit has been granted and which ceases to continuously operate for a one (1) year period shall be determined to be abandoned. Once a special land use is determined to be abandoned, the permit shall automatically become null and void, and all previously granted rights under the permit shall terminate. To re-establish the use, an applicant shall request a new Special Land Use permit in accordance with Sections 4.30 and 4.40.

Section 5. Chapter 154 Zoning, Section 5.20 Uses Subject to Site Plan Review is hereby amended to revise paragraph a), subparagraph 6, to read in its entirety as follows:

6) Change of Use- Change of a non-residential use to a permitted non-residential use that does not involve site development, increased parking, or other improvements to comply with zoning requirements. At the discretion of the Zoning Administrator, a change of use may be forwarded to the Planning Commission for Site Plan approval if there are concerns with the potential impact of the proposed use.
Section 6. Chapter 154 Zoning, Section 5.110 Changes to Approved Site Plans is hereby amended to revise paragraph b) and subparagraphs 1-10, to read in its entirety as follows:

b) Minor Amendments - Minor amendments to an approved site plan may be approved by the Zoning Administrator provided the proposed revisions do not alter the basic intent and design of the plan. Minor amendments shall be limited to the following:

1) Movement of a building or buildings by no more than ten (10) feet, provided however, the movement shall not encroach on required setbacks.

2) Horizontal and/or vertical elevations may be altered by up to ten (10) percent, provided however, that any alteration shall not exceed the height limitations of the underlying zone district.

3) Approved plantings may be replaced by similar types and sizes of landscaping.

4) Changes in floor plans that do not alter the character of the use or have an exterior site impact.

5) Slight modification of sign placement or reduction of sign size or height.

6) Relocation of sidewalks to avoid natural features or other physical conditions and relocation of refuse storage stations.

7) Internal arrangement of a parking lot which does not affect the number of parking spaces or alter access locations or general design.

8) Parking lot expansions of up to five (5) spaces that do not alter access locations or drive aisles.

9) Improvements to site access or circulation, such as inclusion of deceleration lanes, boulevards, curbing, pedestrian/bicycle paths, and similar features.

10) Changes of building materials to others of higher quality [ Ordinance No 224, 9/19/05 ]

Section 7. Chapter 154 Zoning, Section 7.20 Definitions is hereby amended to include the following definitions in alphabetical order and to read as follows:

Sign Copy- Letters, numerals, words, symbols, pictures, emblems, or other characters that constitute a message in either permanent or removable form.

Sign Face- A solid background or panel on which sign copy is affixed or located that is attached to a sign cabinet or other mounting structure.
Section 8. Chapter 154 Zoning, Section 7.40 Nonconforming Signs, Illegal Signs, and Signs Accessory to Nonconforming Uses is hereby amended to read in its entirety as follows:

a) Every permanent sign which does not conform to the height, size, area, or location requirements of this Article as of the date of the adoption of this Ordinance, is hereby deemed to be nonconforming.

b) Nonconforming signs may not be altered, expanded, enlarged, or extended; however, nonconforming signs may be maintained and repaired so as to continue the useful life of the sign. The inclusion of an electronic display on a sign is considered to be an alteration.

c) For the purposes of this Ordinance, a nonconforming sign may be diminished in size or dimension, a static sign face may be replaced by a static sign face of the same dimensions, or the copy of the sign may be amended or changed without jeopardizing the privilege of nonconforming use.

d) Any nonconforming sign destroyed by fire or other casualty loss shall not be restored or rebuilt if reconstruction will constitute more than fifty (50) percent of the value of the sign on the date of loss.

e) A sign accessory to a nonconforming use may be erected in the City in accordance with the sign regulations for the District in which the property is located.

Section 9. This Ordinance was approved and adopted by the City Council on the day of , 2021 and shall take effect upon publication in the Grand Haven Tribune, a newspaper of general circulation in the City of Ferrysburg.

Rebecca Hopp, Mayor

Debbie Wierenga City Clerk

CERTIFICATION

I, the undersigned City Clerk of the City of Ferrysburg, Ottawa County, Michigan, do hereby certify that the above ordinance, or a summary thereof, was published in the Grand Haven Tribune, a newspaper of general circulation in the City on , 2021.

Dated: , 2021
April 15, 2021

TO:        Mayor and City Council Members

FROM:      Craig Bessinger, City Manager

RE:        Ceiling – Fire Station

After the Carol Sing in December 2019, there were pallets leftover. The pallets were placed on a trailer and parked in the old section of the Fire Station to dry out (circled in red below). As the wood dried out, the moisture was absorbed into the acoustic ceiling tiles causing the tiles to buckle and fall.

Fire Chief Olthof has obtained two (2) quotes to repair the ceiling and recommends the proposal from Shoreline Metal Fabricators, Inc., be accepted.
**SHORELINE METAL FABRICATORS, INC.**
1880 Park St., Muskegon, MI 49441
Phone (231) 722-4443

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<tr>
<td>City of Ferrysburg Fire Department</td>
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<tr>
<td>17411 North Shore Drive</td>
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<tr>
<td>P.O. Box 38</td>
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<tr>
<td>Ferrysburg, MI 49409</td>
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<td>ATTN: Michael Olthof</td>
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<tr>
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<tr>
<td>Shoreline Metal Fabricators is pleased to submit this quote to you to supply all labor and materials to fabricate and install white metal ceiling in Ferrysburg Fire Station.</td>
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<td>-Size 30 ft. x 30 ft.</td>
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<td>-Flash in bulk head</td>
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<td>-No J-Channel on edges, same as existing metal ceiling</td>
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<tr>
<td>Total Cost:</td>
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<td>Michigan Sales Tax:</td>
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<td>Please reference our quote number when placing your order.</td>
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**PRICE PROTECTION GUARANTEED FOR 10 DAYS AFTER WHICH THIS QUOTE IS SUBJECT TO REVISION**

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**SIGNATURE**
"People's Choice" remodeler/contractor four years running

Job Subject: Ceiling in garage area 30'x 30'
For: Ferrysburg fire department
Address: Ferrysburg, MI.

Date: 2/20/20
“olthofmichael@att.net”
Phone: 616-638-7477

- Remove and dispose of existing ceiling tiles (existing drywall to remain)
- Remove garage door openers and tracks and re install after drywall is completed
- Remove conduit and lights and re hang after drywall is completed
- Supply and install 5/8" drywall to ceiling
- Prime and paint ceiling and border trim
- Add trim around ceiling border
- Clean up all construction debris

Items not Included in Quote:
- All Permits, asbestos abatement or covering, any architectural services, any fines or fees
- Any fire alarms, signage, communication wiring
- Any additional insulation

GRAND TOTAL for drywalled ceiling: -----> $8,989.00

Optional ceiling: Metal ceiling similar to back garage ceiling. ---> $7,800.00

Terms: $4,000.00 down payment due on start date, and balance due on day of completion.

Any changes or additions to an Agreement will be identified with a “Change Order” and will require a signature by one home owner before it can be processed. All “Change Orders” will be billed separately and are due upon receipt; these “Change Orders” may cause delays in construction time line.

James J. Twa,
TWA renovations.
April 14, 2021

Dear Council Members,

Please review the attached Board and Commission Policy Booklet. The information contained in this booklet provides each appointed representative; Ferrysburg’s governmental structure, board procedures and protocols. This educational tool has been created to assist appointed representatives who may have limited experiences in serving on municipal boards and commissions.

Best Regards,

Rebecca

Rebecca Hopp, Mayor

cc: Craig Bessinger
    Debbie Wierenga
"Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has." - Margaret Mead
City Structure and Governance:

The City of Ferrysburg is a home rule city under the laws of the State of Michigan, operating under a voter-approved Charter, adopted in 1963. The City is governed by a Charter, which is similar to a constitution, and adopted ordinances. The citizens have chosen a council-manager form of government. Under this form, the citizens elect a Mayor and six councilmembers “at large” from the entire City. Together the Mayor and Councilmembers set policy and goals for city government, and annually adopt a budget in support of city activities. The Mayor serves as the chief executive official of the City for ceremonial purposes and as required by statute and is the chairman of the Council. However, the Mayor’s participation and vote in all proceedings of the Council is equal to that of the other members. The City Council appoints a City Manager, who is the chief administrative official of the City, and is responsible for the day-to-day operation of the City and implementation of the Council’s policies. Department managers and their staff members report to the City Manager.

Board Member Eligibility:

Residents wishing to be considered for appointment to a board or commission must submit a completed City of Ferrysburg application to the City Clerk. Appointments are made by the City Council, by the Mayor with the concurrence of the Council. The length of the appointment term varies by board; some members may be appointed for a shorter time to fill a vacant unexpired term. Persons appointed to most boards and commissions of the City must be a qualified and registered elector of the City on the date of appointment and throughout the tenure of the office. Kitchel-Linquist Hartger Dune Preserve board grants appointments to individuals not residing in the City of Ferrysburg. When a member is no longer able to serve the City due to a change in residency or another reason, a letter of resignation should be sent to the City Clerk’s Office. The effective operation of a board depends upon regular attendance of the members at all meetings. As a result, a member may be removed from the position prior to the expiration of a term when that member is absent from four consecutive meetings, or twenty-five percent of the meetings in a fiscal year, unless the absence is excused by the board and the reason noted in the minutes of the meeting.

Diversity on the City of Ferrysburg’s Boards & Commissions ensures that a breadth of community perspectives can be heard.

- Thoughtful consideration of all points of view is strongly encouraged
- Separate people from issues when conflict arises
- Board members must represent all of the residents of the City of Ferrysburg fairly and without personal bias
- Teamwork and consensus building are paramount
Board and Commission Structure:

- Chairperson’s duty is not to control or dominate discussion or decisions, but to ensure the discussion remains on track; that all members and the public are given a fair opportunity to be heard; and that the motion to be decided is clear before voting begins.
- The chairperson conducts the meetings according to adopted by-laws and, to the extent feasible, Robert’s Rules of Order Newly Revised

Board & Commission Responsibilities

- Regular attendance
- Advance preparation and review of materials
- Observe and model decorum at all times. Board members represent all residents of the City of Ferrysburg
- Follow parliamentary procedure to conduct meetings
- Make recommendations to City of Ferrysburg City Council as required by law or upon request
- Abide by the requirements of the Open Meetings Act
- Avoid any conflict of interest, whether real or perceived
- Avoid the appearance of impropriety or partiality
- Request permission from board members to abstain from voting on any issue where the member has a personal financial interest
- Board and commissioners represent every resident in the City of Ferrysburg and must refrain from personal attacks against residents

Role of the Chairperson/presiding officer

- The chair is key to the effectiveness of meetings
- The chair must utilize Parliamentary Procedure to conduct each meeting
- The chair must set the tone by ensuring that all voices are heard, and divergent perspectives are given consideration
- The chair must treat the public with courtesy and diplomacy

Successful Meetings: Public hearings are public meetings and not meetings of the public

- Refrain from displaying negative gestures and sounds of disagreement
- Clarify acronyms used during the board meeting
- Treat the public with dignity and respect and thank them for their participation
Challenging Meeting:

- Convey to the public the board and commissioners are aware of concerns
- Explain the meetings rules at the beginning of the meeting ensuring the public will have an opportunity to address the board and commissioners
- Remain calm and receptive during deliberations
- Anticipate and prepare in advance, responses to difficult questions that may arise
- Request that staff re-state the issue(s) to provide clarification of the facts
- Model polite listening behavior
- Apply public speaking time limits impartially and consistently

Rules & Procedures for Boards and Commissions

- Appointments are for three-year terms, without term limits
- A commissioner filling a vacancy for the remainder of the terms is still eligible for reappointment on the same commission
- A quorum is required to conduct business and is defined as a majority of the members appointed and serving
- Board and commissioners are strongly encouraged to notify staff if you are unable to attend so that the presence of a quorum can be determine

Media Relations: The City of Ferrysburg is covered by all forms of media

- Media may misquote or misrepresent comments so if you do not want to read it in the paper or see it in social media, do not say it!
- Each board and commission member has the right to expression opinions as a private citizen
- Each board and commission member must be certain to clarify with the media a statement or remark is not representing any other viewpoint other than their own

Adopted: _____, 2021
ACKNOWLEDGEMENT

NAME:___________________________________________

DATE ISSUED:_______________________________

I have received, read, and reviewed the Board and Commission Policy Booklet. Those sections that I did not understand have been explained to me by the City Manager and/or City Clerk.

I understand that after I have signed this form, it will be placed in the board/commission file at City Hall.

______________________________________________
Board/Commission member signature

______________________________________________
Date
April 13, 2021

TO: Mayor and City Council Members

FROM: Craig Bessinger, City Manager

RE: Strategic Plan – Goal #3: Economic Development

In 2004, an Economic Development Task Force (EDTF) was put together to prepare a visionary economic development plan for the City. The EDTF met monthly to develop the plan. In May 2005, City Council accepted the Visionary Plan.

Attached is a copy of the visionary plan and other documents regarding the EDTF. Openings on the EDTF was advertised, however, the only applications received were three (3) Planning Commission Members, three (3) City Council Members, and one (1) resident. City Council appointed members to the committee.

Chamber President Joy Gaasch participated in the EDTF and has agreed to assist the City with this endeavor. Elizabeth Butler, Director of Economic Development Strategic Directions at the Chamber will take the lead.

Minimum funds were used in the creating the Visionary Plan in 2005 and minimal funds are expected to be needed in 2021. This item is on the agenda to get approval to create an Economic Development Task Force and to begin advertising for openings on the EDTF.

c: Debbie Wierenga, City Clerk
CITY OF FERRYSBURG
Ferrysburg Economic Development Task Force

The City of Ferrysburg has created a Ferrysburg Economic Development Task Force. Ferrysburg residents (you must be a registered voter in Ferrysburg) who wish to be considered for appointment are invited to submit an Application for Appointment Form to the Ferrysburg City Clerk, 408 Fifth Street, P.O. Box 38, Ferrysburg, Michigan, 49409. Forms are available at City Hall, by calling 842-5803, or at www.ferrysburg.org.

Ferrysburg Economic Development Task Force:
The Task Force will be responsible for preparing a Economic Development Plan. Members will discuss issues and future opportunities for a vision for economic development in the City of Ferrysburg.

Applications are due by 5:00 p.m., Monday, April 26, 2004. For more information, please contact Debbie Wierenga at 842-5803.

Debbie Wierenga
City Clerk
April 12, 2004
May 10, 2005

Economic Development Task Force

Mission Statement: The purpose of the EDTF is to investigate, understand, coordinate and promote community resources which create the environment for sustainable and desirable economic growth and investment. The end result being greater civic pride and a vibrant business community.

The EDTF has met and compiled the following projects for economic development. These projects are not listed in any particular order.

I. Relocate City Hall to act as a catalyst for development.

II. High Grade Property

A: To encourage development of the property.

1. Explore extending Maple Street to Ridge Avenue.
2. Rezone the property to RG2 to match the surrounding properties.

III. Ferrysburg Elementary School

A: The City ought to consider controlling future development of the Ferrysburg Elementary School property.

IV. Murphy Oil Tank Farm

A: To encourage development of the property.

1. Review possible options to have the tanks removed.
2. Consider developing this property as an industrial park.
3. Extend Carmen Drive to the west.

B: Brownfield Redevelopment Authority

1. Establish a district that encompasses the area: Ridge Avenue to 174th Avenue to North Shore Road to the west 17 section line, south to the City limits, and east to Spring Lake.

V. City Center Improvement District

A: That Pine Street to Ridge Avenue to 174th Avenue to Third Street to Pine Street have the same design theme.
EDTF
Page Two
May 10, 2005

B: In the City Center Improvement District, consider incentives to encourage
development such as reduced setbacks, increase allowable lot coverage and
rezoning to allow for broader uses.

C: Extend the Pine Street landscaping and lighting, and install curb and gutter along
both sides of West Spring Lake Road from Ridge Avenue to Smiths Bridge, and
install a bike path in place of the sidewalk from Ridge Avenue to Smith’s Bridge.

VI. Zip Code

A: Have the zip code 40409 for the entire City limits.

VII. Intergovernmental Cooperation

A: The City of Ferrysburg ought to work closely with MDOT for future planning of

B: The City of Ferrysburg ought to work closely with Ottawa County for future
planning opportunities with the North Ottawa Dunes.
MEMORANDUM

TO: Craig Bessinger
FROM: George Bauer
RE: Downtown Economic Development Task Force
DATE: April 26, 2004

The City Council has established a Downtown Economic Development Task Force. You asked if City Council members are able to serve on the Task Force.

There is no bar against member of the City Council from serving on the Task Force. The only limitation is that the number of City Council members serving on the Task Force must be less that would be required to constitute a quorum of the City Council.

I assume that duties of the Task Force are to investigate and recommend. If my assumption is correct then the Task Force should follow these guidelines:

• The Task Force is established as a board or committee pursuant to City Charter section 4.25 and is advisory in nature.

• The Task Force may have no authority to expend or control funds.

• The Task Force is established for a specific purpose and must operate within the scope of its assigned responsibilities. Standing Committees are barred by section 5.5.5 of the City Charter.

• The Task Force appears to meet the definition of a “public body” under the Open Meetings Act.¹ Meetings must be noticed and minutes must be kept.

¹ In a 2003 decision, the Court of Appeals applied the Open Meetings Act to a municipal committee formed to interview architects, work with the community, and recommend a conceptual plan for a proposed community center. Morrison, et al v East Lansing, 255 Mich App 505 (2003).
TRANSMITTAL

To: Craig Bessinger, City Manager
Ferrysburg, MI

From: Jerry Adams

Date: January 19, 2004

Subject: Market Study

Pages: Cover plus 4 pages.

Dear Craig:

A possible starting point for the City in determining the potential for developing a core downtown/business district is the completion of a basic market study to analyze present and future needs. Enclosed is a preliminary outline for such an effort. LSL, per se, does not prepare market studies. However, we would gladly recommend qualified firms.

Jerry
BUSINESS DISTRICT DEVELOPMENT PROGRAM
CITY OF FERRYSBURG

Purpose
It is the purpose of the Business District Development Program to prepare an overall blueprint within which the retail and office sectors of the City of Ferrysburg may occur, including the potential for realizing a core downtown district. To that end, the development program will build on existing community assets and prior planning and development initiatives, rather than overlook them.

In broad terms, the Business District Development Program involves the completion of a Market Study to determine the City's potential for securing and sustaining retail and office development. The study should:

1) identify local issues and opportunities for retail and office growth
2) identify development goals
3) define the market area
4) identify market demand based on consumer/market research
5) identify specific projects for local implementation
6) address physical design considerations pursuant to future development
7) provide implementation actions

The following offers a basic description of the Ferrysburg Business District Development Program (i.e. market study) components and a possible work effort.

1) **Issues and Opportunities**

**Description** - This element identifies local issues and opportunities associated with the existing business environment and with the area's potential to enhance that environment.

Issues reflect existing conditions which are not conducive to a positive business environment. Issues must be identified and overcome if the City is to achieve the type of development desired. Issues might include such conditions as:

*limited land area - lack of utilities - disjointed nature of existing businesses limited public dollars - limited private investment - severe competition - apathy*

Opportunities reflect the opposite of issues. They are the conditions or factors leading to and/or sustaining a positive business environment. Opportunities might include:
transient traffic - solid business base - captive market - population growth
visitor base - walkable downtown - intergovernmental cooperation - excitement

Project Effort - The Redevelopment Strategy should identify and describe local
economic development issues and opportunities.

2) Development Goals

Description - This element identifies the specific goals associated with the
area’s development. Goals reflect the collective, long range, vision of the City
(e.g. how the business district will look and function over the next 5 to 20 years).

Goal One: “Enhance synergism or sharing of customer and patron bases
among current and future activities and uses.”

The establishment of realistic goals will require the formation of strong public-
private partnerships, targeting of limited public and private resources, leveraging
limited resources, aggressive marketing, and public support.

Project Effort - The Business District Development Program should identify a
series of development goals specific to the City of Ferrysburg. Said goals should
evolve through various public input processes and strategic planning sessions.

3) Define The Market Area

Description - This element identifies the general location (limits) of the local
market area, including detail on:

- primary market area - geographic location in which the majority of the
  area’s business patrons are likely to originate
- secondary market area - geographic location in which the “second level”
  of the area’s business patrons are likely to originate
- transient market - general character of the transient/tourist market

Identification of the market area(s) is necessary in order to define and
characterize the potential business patron base.

Project Effort - The Business District Development Program should identify the
various (potential) market areas and the demographic characteristics of those
areas.
Identify Market Demand Based On Consumer/Market Research

Description - This element represents the market analysis component of the project. It addresses the City's potential to grow and sustain a business district and includes detail pursuant to:

- reasons for doing business in the area - why people shop/do business in the Ferrysburg area
- frequency of shopping/business trips - how often people shop/do business in the Ferrysburg area
- household character of patron base - characteristics of the patron base such as household income, family size, etc.
- patron/retail spending patterns - dollars spent by patrons in the Ferrysburg area (existing and projected to 2008, and possibly beyond)
- market area competition - identification of area business competition (such as in Spring Lake, Grand Haven, Norton Shores, etc.)
- perceptions of the local area - views of the Ferrysburg area as a "business" location, including local resident perception of existing development

Project Effort - The project should identify local market demand in order to prepare a Development Strategy. It is important to note that estimates of market demand should be based on the generation of a high level of "original data" as opposed to full reliance on historic information such as the Census. Important components of the original data include the following surveys that should be completed as part of the project effort:

- general telephone survey of the project area - a telephone survey should be completed in order to identify local perceptions of the Ferrysburg area business environment, as well as business patron characteristics. A sample of approximately 200 surveys should be completed.
- on-site patron surveys - a series of on-site patron surveys at local businesses should be completed. The surveys should be completed at varying days and times, including weekends. A sample of approximately 100 surveys should be completed.
- one-on-one business/agency/governmental leader surveys - a series of in-depth, one-on-one, interviews with a sample (10 to 15) of local business owners, agency heads, and governmental leaders should be completed.
5) **Identification Of Specific Projects For Local Implementation**

**Description** - The study should identify projects and business opportunities offering potential to bring increased economic vitality to the project area.

**Project Effort** - To assist the City in future planning and development efforts, projects and new business opportunities which have shown to offer potential success as a result of the market analysis should be identified.

6) **Physical Design Considerations**

**Description** - It is important that the physical structure of the City's business district(s) be designed and maintained in a fashion conducive to business development. Presently, the physical structure of the area offers a variety of challenges and opportunities.

**Project Effort** - The study should identify the basic physical improvements needed to compliment a positive business environment. This might include concept drawings of potential business sectors.

7) **Implementation**

**Description** - Implementation is key to the success of any project. An implementation program must be realistic and achievable, and must have the support of program participants.

**Project Effort** - The program should identify basic implementation actions needed to grow a successful business district. In doing so, it is important that the implementation of Development Strategies be designed around the maximum leveraging of private resources and state and federal grant dollars.
Panel to study establishing a downtown

Tuesday, February 17, 2004

By Terry Judd
CHRONICLE STAFF WRITER

The Ferrysburg City Council will appoint a special committee to study future development in the city, including establishing a downtown.

Meeting in a work session Monday, the Ferrysburg City Council authorized City Manager Craig Bessinger to look into forming a task force that would study what direction the city should head as it considers additional industrial and retail development.

While the focus of the task force will be broad, it will include ways to create a downtown, or central character, which the city currently lacks.

Even though it overlooks Spring Lake and the Grand River, Ferrysburg is a city without a downtown.

Joy Gaasch, president of the Grand Haven, Spring Lake and Ferrysburg Chamber, told the council that redeveloping Ferrysburg will take substantial citizen involvement and a commitment by city officials.

"As far as a traditional downtown for Ferrysburg, one does not exist," Gaasch noted. "But you have to be careful. It's not a 'build it and they will come' type of situation. You need an understanding of the market."

Monday's council consensus was an outgrowth of a suggestion last month by Councilman Daniel Ruiter, who said officials should start laying the groundwork for developing a downtown. He said there isn't much to Ferrysburg once a driver traveling north on Pine Street passes William Ferry Park.

While a traditional downtown area might not be feasible, Gaasch said the city could take action to create an environment for redevelopment. One area the council could consider is its nearly invisible city hall, which is tucked

away at the end of Fifth Street and is not easily seen by residents.

She said moving city hall to Third and Pine streets would create a focal point and could encourage additional development. She said officials could start the process by purchasing properties in the area that would be keys to redevelopment efforts.

"I think it is important for your community to look at this," she said. "You're not barking up the wrong tree by looking at this."

She said Pinconning in Bay County relocated its downtown, but only after a thorough review by a 100-member committee. It has enjoyed a redevelopment renaissance ever since.

"Input from residents is a key piece," she said. "When it comes to which properties stay and which go, these are the questions and issues people really grab on to."

As envisioned, the special committee will include planners and representatives of the Chamber, who will be able to bring a "regional approach" to the review process.

Mayor Ray Tejchma said he is impressed with how Roosevelt Park has redefined itself over the years by building a new city hall and unifying streetscaping along Broadway Avenue. And Councilman Jeff Stille said it is important that the city get a plan on the books for future development.

But several councilmen questioned whether the city has any chance of retail development when it is surrounded to the north and south by malls and national retailers.

"Retail is a major issue," Gaasch said. "The focus will have to be on specialty, niche shops."

Councilwoman Barb Johnson reminded the council that U.S. 31, which divides the city, will be changing. She said the council should consider the area of 174th Avenue and North Shore Drive as the future center of the city.

The now tabled plan for improvements to U.S. 31, coupled with a bypass, calls for either a new drawbridge or a fixed span bridge that would be built to the west of the existing drawbridge. Those plans would change traffic flow patterns in Ferrysburg and potentially would divert traffic.

"Let's remember that U.S. 31 will move and change," she said. "I really don't see a city hall on Pine Street."

Johnson said whatever plan the city pursues, it must include a network of linked bike paths and sidewalks to keep the city pedestrian friendly.

"Whatever we come up with, it must support this bedroom community," she said.
April 12, 2021

TO: Mayor and City Council Members

FROM: Craig Bessinger, City Manager

RE: Communication Platforms

At the March 1 meeting, City Council discussed three (3) communication platforms:

- My City Pocket ($349/year)
- Everbridge/Nixle ($2,600/year, one-time $300 setup fee)
- See Click Fix ($400/month, (2019 quote)).

City Council requested staff to list how the communication platforms could be utilized. Below are some topics:

- Events, e.g., 4th of July, Monster Bash, Carol Sing.
- Street Closures.
- Water/Sewer Main incidents.
- Below is from the Nixle web site.

**USE CASES**

When seconds matter, notify citizens over multiple communication paths, including voice, sms, email and social media. Nixle proactively manages incident communications before, during and after an event to keep residents safe and informed.

Emergency Alerts

Immediately notify residents during emergency incidents including:

- Severe Weather
- Natural Disaster
- Active Shooters
- Terrorist Acts

Community Engagement

Inform or seek assistance from the public about relevant community incidents including:

- Finding Missing Persons
- Send Severe Traffic or Road Closures Alerts
- Provide Public Safety Information at Events (i.e. Fairs, Parades, etc.)
- Sharing Criminal Activity

C: Debbie Wierenga, City Clerk