

MUSKEGON COUNTY BOARD OF COMMISSIONERS  
MUSKEGON COUNTY, MICHIGAN

AGENDA

**Community Development/Strategic Planning**

Hall of Justice

990 Terrace, Muskegon, MI 49442

January 23, 2014 - 4:00 PM

Robert Scolnik, Chair

Benjamin Cross, Vice-Chair

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- 1) Call to Order
  - 2) Roll Call
  - 3) Approval of Minutes of December 19, 2013
  - 4) Public Comment (on an agenda item)
  - 5) Items for Consideration  
CDSP14/01 – 01 Adopt the FY14 Tourism Agreement with the White Lake Chamber of Commerce
  - 6) Old Business
  - 7) New Business
  - 8) Public Comment
  - 9) Adjournment

**Public Comment**

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

**AMERICAN DISABILITY ACT POLICY FOR ACCESS TO OPEN MEETINGS OF THE MUSKEGON COUNTY BOARD OF COMMISSIONERS AND ANY OF ITS COMMITTEES OR SUBCOMMITTEES**

The County of Muskegon will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities who want to attend the meeting upon 24-hours notice to the County of Muskegon. Individuals with disabilities requiring auxiliary aids or services should contact the County of Muskegon by writing or calling: Administration, 990 Terrace Street, Muskegon, MI 49442 (231) 724-6520.

**Muskegon County  
Community Development/Strategic Planning Committee  
December 19, 2013  
4:00 p.m.  
Hall of Justice  
990 Terrace  
Muskegon, MI**

**Robert Scolnik, Chair**

**Benjamin Cross, Vice-Chair**

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**MINUTES**

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**CALL TO ORDER**

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

**ROLL CALL**

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

**APPROVAL OF MINUTES**

It was moved by Cross, supported by Wilkins, to approve the minutes of the November 21, 2013, meeting as written. Motion carried.

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

None.

**PRESENTATIONS**

Mr. Dennis Marvin, Public Affairs Director for Consumer Energy, and Mr. Juan Lopez-Doriga, Rockford Berge, presented the Muskegon Port End Users Report. Mr. Lopez-Doriga, Rockford Berge, was contracted with to conduct studies relative to options for replacing coal with other viable materials when the BC Cobb plant is closed, how to keep the port alive, potential future uses and comparing other active ports in the area. Recommendations include marketing at both the domestic level and international level and future economic viability studies.

Commissioner Sabo identified and thanked Mr. Ron Matthews, Vice-Chair of the Port Committee and Verplank CEO, for his continued work and support of this issue.

Commissioner Derezinski thanked Consumers Power for their Veterans' Memorial Park donation.

Mr. Bob Lukens, CVB Director, presented the Convention & Visitors Bureau (CVB) annual report. He previewed the 2014 Visitors Guide. Mr. Lukens also discussed future marketing initiatives, state and national tourism partners, advertising, billboards, e-newsletters and the 2014 plan and goals.

**ITEMS FOR CONSIDERATION**

There were no action items presented.

**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 4:52 p.m.

# REQUEST FOR BOARD CONSIDERATION-COUNTY OF MUSKEGON

COMMITTEE COMMUNITY DEVELOPMENT/STRATEGIC PLANNING	BUDGETED X	NON-BUDGETED	PARTIALLY BUDGETED
REQUESTING DEPARTMENT CONVENTION & VISITORS BUREAU	COMMITTEE DATE 1/23/14	REQUESTOR SIGNATURE Robert M. Lukens	
SUMMARY OF REQUEST (GENERAL DESCRIPTION, FINANCING, OTHER OPERATIONAL IMPACT, POSSIBLE ALTERNATIVES)			
<p>The White Lake Chamber of Commerce, through an agreement with the County of Muskegon, provides tourism promotion, convention and group sales activities, event promotions, and maintains a visitor information center to serve the northern portion of Muskegon County for visitors and meeting/event planners.</p> <p>This agreement continues this tourism promotion arrangement and specifies the entire amount provided to the White Lake Chamber of Commerce be expended on tourism advertising and promotion, and that the expenses must have the approval of the White Lake Chamber of Commerce Board of Directors.</p>			
SUGGESTED MOTION (STATE EXACTLY AS IT SHOULD APPEAR IN THE MINUTES)			
Move to adopt the FY14 Tourism Agreement with the White Lake Chamber of Commerce to provide tourism promotion services for the northern portion of Muskegon County, and to authorize the Chairperson of the County Board to execute the agreement through September 30, 2014.			
ADMINISTRATIVE ANALYSIS (AS APPLICABLE)			
<u>HUMAN RESOURCES ANALYSIS:</u>	<u>FINANCE &amp; MANAGEMENT ANALYSIS:</u>		
CORPORATE COUNSEL ANALYSIS:  Concur D. Hughes	<u>ADMINISTRATOR RECOMMENDATION:</u>  		
If motion originates from a Statutory Board, Authority or Advisory Committee, please provide the date the motion was approved by that Board/Authority/Committee:			
			n/a
AGENDA DATE: 1-23-14	AGENDA NO.: CDSPI4/01-01	BOARD DATE: 1-28-14	PAGE NO.

**COUNTY OF MUSKEGON  
AND  
WHITE LAKE AREA CHAMBER OF COMMERCE  
TOURISM AGREEMENT**

This Agreement is entered into effective the 1<sup>st</sup> day of October, 2013, by and between the County of Muskegon, hereinafter referred to as "County", and the White Lake Area Chamber of Commerce, hereinafter referred to as "Chamber", a not-for-profit corporation serving the White Lake, Muskegon County area.

**RECITALS**

- A. Muskegon County, by and through its Board of County Commissioners, has levied and is responsible for the governance, management, and administration of accommodation tax revenues which the County Board has chosen to utilize for the support of convention and tourism activities in Muskegon County.
- B. The Chamber for many years has also been involved in maintaining a tourism center and pursuing other activities relating to the tourism and convention promotion of Muskegon County Interests.
- C. The Board has appropriated funding to the Chamber in support of continuing efforts in such regards.
- D. The Board by law is required to provide oversight with regard to the expenditure of such appropriated funding.
- E. The Board desires that Tourism Promotion and activities be well coordinated and non-duplicative.

NOW, THEREFORE, IN CONSIDERATION OF MUTUAL COVENANTS AND CONDITIONS HEREINAFTER SET FORTH, THE PARTIES HEREBY AGREE AS FOLLOWS:

Section 1. Appropriation and Disbursement of Funding. The County of Muskegon agrees to disburse for the fiscal year 2013, (i.e. the period October 1, 2013, through September 30, 2014), a total amount not to exceed Seventy-Eight Thousand, Five Hundred Dollars (\$78,500) and the Chamber hereby agrees to utilize such funding only in accordance with the provision hereinafter set forth.

The entire funding provided to the Chamber shall be spent on advertising and promotion. Furthermore, the expenses must have the approval of the Chamber Board of Directors.

The parties agree that Seventy-Eight Thousand, Five Hundred Dollars (\$78,500) shall be disbursed by the County in four equal, quarterly installments.

The Annual advertising plan for the ensuing year shall be provided to the County Board annually for their review and input before expenditures are incurred.

It is understood and agreed by the parties that when practicable advertising and promotional materials prepared by the Muskegon County Convention & Visitors Bureau shall include the website address or telephone number, or both, of the White Lake Chamber of Commerce. Likewise, it is understood and agreed by the parties that the White Lake Chamber of Commerce shall do the same for the Muskegon County Convention & Visitors Bureau website and telephone.

Section 2. Reports and Auditing. Chamber agrees to maintain appropriate accounting records, and provide invoices serving to evidence services rendered by Chamber during period of the Agreement. In addition, Chamber agrees to permit County, and to fully cooperate, with County staff in their performance of an audit following completion of the fiscal year.

Section 3. Term of Agreement/Termination. This Agreement shall commence as of October 1, 2013, and continue through September 30, 2014. Provided, however, that this agreement may be terminated by either party by providing thirty (30) days written notice of intent to cancel. In the event of an early termination, the parties agree to reconcile accounts so as to assure that Chamber is funded to the extent of appropriations provided for hereunder through effective date of termination of the agreement, or notification by County of termination of agreement.

IN WITNESS WHEREOF, the parties hereto have executed this agreement as of the date above written.

COUNTY OF MUSKEGON

By \_\_\_\_\_ Date \_\_\_\_\_

Kenneth Mahoney, Chairperson  
County Board of Commissioners

WHITE LAKE AREA CHAMBER OF COMMERCE

By \_\_\_\_\_ Date \_\_\_\_\_

Mark Zickel, Chairperson