

**Muskegon County
Community Development/Strategic Planning Committee
May 16, 2013
4:00 p.m.
Hall of Justice
990 Terrace
Muskegon, MI**

Robert Scolnik, Chair

Ben Cross, Vice-Chair

MINUTES

CALL TO ORDER

The meeting was called to order by Commissioner Scolnik at 4:18 p.m.

ROLL CALL

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

Excused: Rillastine Wilkins

APPROVAL OF MINUTES

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

PUBLIC COMMENT (On an agenda item)

None.

PRESENTATION

Ms. Kathy Evans, West Michigan Shoreline Regional Development Commission, presented information regarding the Heritage Landing Habitat Restoration and Maintenance Plan. She noted the project goal was to protect, restore and enhance degraded fish and wildlife habitat on public and private lands in the Muskegon Lake Area of Concern, one of which was Heritage Landing. Ms. Evans also noted a maintenance plan was developed to guide volunteers and staff to maintain the native fish and wildlife habitat.

Commissioner Scolnik thanked Ms. Evans for her continued support of area habitat restoration.

ITEMS FOR CONSIDERATION

CD/SP13/05 - 06 It was moved by Hughes, supported by Mahoney, to adopt the Heritage Landing Maintenance Plan as submitted and encourage staff and volunteers in the County of Muskegon to assist in maintaining the habitat restoration work that has been completed. Motion carried.

OLD BUSINESS

Mr. Bob Lukens, Community Development Director, provided an update of the CVB activities which included:

- ATAC bylaws were distributed which reflect the term of office to staggered year terms and eligibility for reappointment
- 2013 Muskegon County Festivals list was distributed
- 62,000 copies of the 2013 Visitors Guide have been received for distribution. It was noted there is now a municipalities/county page of information as well as expanded restaurant listings and multiple listings have been removed. The majority of Visitors Guides are distributed through the Michigan Welcome Centers.
- Heritage Landing fence is near completion from Rotary Park to the YMCA property. Many positive comments have been received.
- Electrical upgrades are being made at Heritage Landing to improve tour lighting, stage lighting, etc.
- 2013 Winter campaign is underway with marketing activities occurring in Fort Wayne, South Bend and Toledo
- 2013 Summer campaign marketing will target Milwaukee, Dayton, Cincinnati for the Muskegon CVB and Chicago, Indianapolis and St. Louis for Beachtowns

NEW BUSINESS

Commissioner Scolnik noted he attended the recent Sobriety Court graduation in which 28 graduates successfully completed the program.

PUBLIC COMMENT (On a new topic)

Ms. Evans addressed the Board regarding branding. She noted a concern perceptions research study is being investigated now for the Muskegon and White Lake areas. She encouraged anyone interested to contact her at West Michigan Shoreline Regional Development Commission.

ADJOURNMENT

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There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 4:57 p.m.