

CITY OF NORTON SHORES
CITY COUNCIL WORK SESSION
July 28, 2020

A regular work session of the Norton Shores City Council was held remotely on Tuesday, July 28, 2020 at 5:40 p.m.

Present: Mayor Nelund, Council Members Flanders, Hylland, Jurkas, Morgenstern, Moulatsiotis, and Olson; also, Anthony Chandler, Shelly Stibitz, Doug Hughes, Jim Murphy, Bob Gagnon, Jon Gale, and Mike Huston

1. Street Intersection Camera Project

Lt. Marc VanderStelt presented information supporting purchase and implementation of street intersection cameras at Sternberg/Harvey, Grand Haven/Sternberg/ Grand Haven/Pontaluna, Seaway/Grand Haven and Seaway/Norton for transparency, accountability, officer oversight and evidentiary value. An appropriation in the FY21 Capital Improvement and Tax Increment Finance Authority budgets for purchase, connectivity and support and, following research, the Police Department is recommending purchase of a sole-source system from Avigilon through the MiDeal State purchasing program. Two representatives from Avigilon provided Council members with details related to connectivity, camera operation in inclement weather, life span and the warranty of the equipment and the method for viewing the footage. Council members were informed that the cameras cannot be used as a tool for traffic violations not associated with an accident or criminal act. The contract with Avigilon includes everything required to monitor the intersections selected with a 5-year warranty and three years of connectivity. Council Member Hylland believes the system and recurring costs for connectivity in years four and five is too high for what he feels will be a small return. Council Member Morgenstern feels the three years will provide a good idea of what the value of the return will be. Council's consensus was to move forward with the equipment purchase and contract.

2. Communications/Marketing Plan Budget

Administrative Services Director/Assistant to the City Administrator Anthony Chandler gave Council members an overview of the communications and marketing proposal to move forward with the marketing theme chosen at the July 14, 2020 special meeting. The first steps would be establishing the visual and non-visual Norton Shores brand and development of an email list of residents, business owners and visitors with Revel as the City's advisor and contractor. Council Member Morgenstern was pleased with the proposal and asked if we can reduce costs by taking advantage of City staff's skillset for photo/videography and concentrate more on a social media overhaul. Mr. Chandler responded that the photography budget is an estimate and costs will probably come in under budget and, to ensure that summer photos are included, this aspect of the campaign should be initiated soon. He stated that a small social media overhaul could be accomplished in the initial phase by redirecting the funds approved for creation and

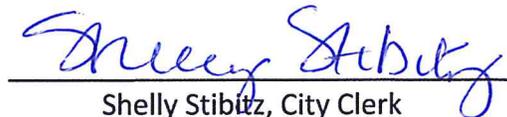
mailing of a City newsletter. Council Member Hylland asked how confident we can be that the \$55,000 budget will be sufficient when it was based on all low investment choices. Council Members Moulatsiotis and Morgenstern questions having two website and Mr. Chandler said that it was strongly advised by Revel. Council Member Flanders asked about incentives for website visitors for signing up and use of Business Registration emails was discussed. City Administrator Mark Meyers clarified that the project will consist of a new marketing logo, similar to but not replacing, our current logo and the City will have the ability to ask for another design if not happy with the one presented. The new website host will be chosen following the bid process, hopefully by the end of this year, and Mr. Meyers said that Revel's timeline for the communication and marketing plan would be shared with Council. Council members agreed to keep the process moving along.

General Comments

Council Member Olson read a prepared statement (attached) regarding Mona Shores School Board's adoption of a resolution related to the Black Lives Matter movement after being inundated with complaints from constituents. The resolution contains a paragraph stating that the City had a historic pattern of endemic racist housing policies, restrictive covenants and intentional urban planning that prevented people of color from even entering white spaces, let alone establishing themselves in the city in any permanent way. After reading his statement, Council Member Olson said that he was made aware of other information that made him seriously question the Board's direction and has received documents, following FOIA requests, that have only enhanced his concerns. Mayor Nelund shared that he, Mr. Meyers, School Board President Stan Miller and School Superintendent Bill O'Brien met earlier that day regarding this issue. During the meeting, the Mayor and Mr. Meyers strongly advocated their position to amend paragraph three of the resolution and, specifically the language, 'intentional urban planning'. School representatives understood the City's point and said they would talk as a Board and may, at some point in the future, bring the suggestion to a formal open meeting for consideration to amend paragraph three of the resolution. The Mayor is encouraged that they are open to speaking as a Board and reconsidering the language. Council Member Morgenstern described a planned low-income housing development on Seminole Road in early 1980 that never happened and suggested support for the City may be found by researching details of the proposed project.

Mr. Meyers reminded everyone that the next Council meeting will be on Monday due to the Tuesday, August 4 State Primary Election. Mayor Nelund relayed that it appears public meetings will continue remotely for the foreseeable future.

Meeting adjourned at 6:41 p.m.


Shelly Stibitz, City Clerk