



Internal Memo

August 8, 2019

TO: Mayor and City Council

FROM: Mark C. Meyers, City Administrator *MEM*

SUBJECT: August 2019 Information Update

1. Arts & Drafts Festival – The Arts & Drafts Festival kicks off with the Community Picnic and Ginka Memorial Softball Tournament Friday, August 16th at 5 pm. A beverage tent and live music will include two bands, ReFurnished and West Side Soul Surfers. On Saturday, August 17th the day will kick off with the Arts & Dash 5K at 8 am, followed by Arts & Crafts Fair and Children’s Area at 10 am, and the Arts & Wheels Car Show at 11 am. The beverage tent opens at noon on Saturday and will feature three bands throughout the day starting with JGJ Band at noon, Decades at 4 pm and Tell Yo Mama at 8:30 pm, closing out the festival at 11:30 pm.
2. Labor Day Holiday – Please be advised that non-emergency offices will be closed on Monday, September 2, 2019 to recognize the Labor Day holiday.
3. MML Annual Convention – Registration for the Michigan Municipal League Annual Convention, being held in Detroit from September 25 – 27, 2019, is now open. A list of keynote and breakout sessions is attached. If you would like to attend please contact City Clerk Shelly Stibitz.
4. Election Results – Attached is a spreadsheet reflecting the results of this week’s Special Election. The renewal of the 0.077 Veteran’s Millage was approved by 84% of those voting in Muskegon County.
5. Local Street Improvement Update – The contractor for milling and resurfacing has been busy the last two weeks. First Avenue, Second Avenue, Bakker Street, Lakeshore Boulevard and Lakeview Avenue have been resurfaced. Getz Road, Rousell Street, Rood Road and West Sternberg Road. Lake Harbor Road, Paul Court and Tanglewood Drive are milled and the base course has been laid. Final course of asphalt for these roadways should be done next week weather permitting. In addition, the hot-in-place recycling and resurfacing projects are tentatively planned to begin on Monday, August 12th. This project includes sixteen sections of roadway including Ninth Street, Donna Avenue, Dorothy Street, East Byron Road, Eric Street, Eugene Avenue, Gay Street, Marshall Road, McDowell Street, Neece Drive, Park Street, Reneer Avenue, Southwood Avenue, Speers Street, Thrush Street and Zuder Street. Lastly, work has begun on the Seminole Road crosswalk and related construction of sidewalk along Padelt Street.

6. Mona Lake Channel Update – Following the January 2019 work session when staff discussed the City's participation in repairing the south channel wall with Maranatha and the Mona Lake Improvement Association (MLIA), the parties reconvened to further discuss the scope of repair and the funding. The result of the discussion decreased the scope of work and cost from approximately \$80,000 to \$45,000. Staff was prepared to present the new scope of work to City Council, however, I wanted a commitment from the MLIA regarding their participation in funding. While the MLIA was willing to help fund it, they applied new conditions which Maranatha could not agree to. At the end of the day, Maranatha is moving forward with repairs on their own and are currently seeking permits from MDNR. I will update the Council as work progresses.

/ss

Attachments

Ginka Memorial Softball Tournament & Community Picnic

**Free
Family
Event!**

Wednesday August 16th

5pm—10pm

**Face
Painting**

Ross Park

**Bounce
House**

Norton Shores

Vehicle Displays

Dunk Tank



Food
(at will donation accepted)

POLICE • FIRE • Mona Shores • Sheriff • Prosecutors • DPW



All proceeds to benefit the city of Norton Shores police memorial



FRIDAY, AUGUST 16

FREE Community Picnic 5:30 pm - 7 pm, plus the annual Ginka Memorial Softball Tournament featuring teams from the Police Dept., Fire Dept., and more!

Beverage Tent with Live Music

ReFURBUSHed	Westside Soul Surfers
5 pm - 7:30 pm	8 pm - 11 pm

SATURDAY, AUGUST 17

Muskegon Area District			
Arts & Dash 5K	Library	Arts & Crafts Fair	Arts & Wheels
8 AM	Children's Area	10 AM - 4 PM	Car Show
	10 am - 2 pm		11 am - 3 pm

Beverage Tent with Live Music Noon - 11:30 pm

Noon - 3 pm	4 - 7 pm	8:30 - 11:30 pm
JGJ Band	Decades	Tell Yo Mama

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General Sessions

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Wednesday, September 25
10:00 am- 11:30 am

Why Organizational and Employee Well-being are Critical to Your Community

Speaker: Jon Robinson PhD, MS, MA, CIC, Salveo Partners

We know from the research that well being DOES matter, for employees and organizations alike. And it's not just the job of your community's wellness or HR person or some outside consultant. Employee well being is profoundly impacted by workplace culture, leadership practices and whether we feel physically and psychologically safe at work. Yet, there has been lots of controversy recently about what impact employee wellbeing programs actually have on health care costs and health behaviors. In fact, research suggests that we would be wise to reposition employee wellbeing as part of the people development, on boarding, engagement and retention strategies. This thought-provoking session will have you reexamining the role of well being at your workplace and how you can support everyone in bringing their best selves to work – and home – each day.

Thursday, September 26
9:00 am- 10:00 am

The Power of Small

Speaker: Jia-Ping LEE, Programme Director, Think City

In Malaysian cities where local councils traditionally practice top down planning, Think City a social purpose think-and-do tank has created a paradigm shift by going down to the ground, engaging and working hand in hand with the community whilst lobbying and advocating simple innovations to create a more humane and livable city. The talk will highlight our partnerships with local councils and government bodies and communities to create area masterplans, laneway improvements as well as empowering individuals to take charge of their city.

(<http://blogs.mml.org/wp/events>)

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Breakout Sessions

[🏠](#) / [HOME \(HTTP://BLOGS.MML.ORG/WP/EVENTS\)](http://blogs.mml.org/wp/events) / BREAKOUT SESSIONS

Breakout Sessions

Breakout Sessions will connect attendees with ready-to-use resources and opportunities to help their communities thrive. Attendees will have the opportunity to attend up to five breakout sessions during the Convention. These sessions will cover everything from essential skills to innovative new ideas.

Thursday, September 26, 2019

11:00 – Noon

Everyday Bias: Institutional and Implicit, Part 2

Implicit bias can be described as an unconscious process that influences how we perceive ourselves and others. This thought process is shaped by repetitive messages in the media, education and other socio-cultural contexts. Implicit biases inevitably impact our decision-

making and generate unintended outcomes. In this session, attendees will explore the undesired effect of unexplored biases and review how personal, interpersonal, institutional and structural biases may form exclusive policies, procedures and outcomes. Debiasing strategies and socially conscious approaches will be presented.

Revitalizing Hamtramck: Local Investment, Regional Impact

Want to build partnerships with community organizations, but don't know where to start? Learn how a placemaking opportunity created a special relationship between the City of Hamtramck, Hamtramck Public Schools, the League, MML Foundation, Detroit City Football Club, and the Friends of Historic Hamtramck Stadium. The partners will share how they collaborated to get an \$807,000 grant; tips on building a successful decision-making process; and key lessons learned so you know what pitfalls to avoid.

Health- What is it? How can you get it? And why doesn't everyone have it?

Whether at the workplace or in the culture at large, people's individual health behaviors are ubiquitously assumed to be the main causes of poor health and exploding health care costs. In fact, however, research consistently demonstrates that these behaviors account for less than 25% of the disparities in health across our nation. It turns out that by far, the major causes of these disparities have to do with the larger context of people's lives – what are often referred to as The Social Determinants of Health. This presentation takes a look at these underlying cultural/societal/environmental issues that are the "causes of the causes" of poor health. Both at the workplace and in the culture at large; instead of trying to blame, shame, and incentivize people to "get healthy" the focus should be on "creating the conditions" for them and their organizations and communities to flourish.

Headwinds and Oversight

When it comes to managing pension and retiree health liabilities, many local units of government face challenges of fluctuating investment markets and increasing retiree longevity. At the same time, complying with recently enacted reporting requirements and fiscal review by the state places additional focus and pressure on these issues. This session will identify these challenges and explore actions that local units of government can take now to prepare.

Best Practices in Building and Maintaining a Domestic Violence High Risk Response Team

The Farmington Hills High Risk Response Team was created in 2012 as a multi-disciplinary task force dedicated to developing a coordinated community response to high risk domestic violence cases. The team includes members from the Farmington Hills Police Department's Investigative Division, the 47th District Court, HAVEN of Oakland County, city and county prosecutors, Jewish Family Services, and others. Join us to hear lessons learned and strategies for building a response team in your own community.

2:45– 3:45 pm

Crowdfunding

Michigan's Community Capital partners are national leaders in the development and use of local, state, and federal crowdfunding tools. Many of these projects have been downtown placemaking projects or rehabs of historic buildings and sites. This session will celebrate successful case studies and inspire new projects using these funding methods.

Electrifying Michigan's Transportation with All-New Incentives

EV (electric vehicle) sales are forecasted to make up 35% of total vehicle sales by 2030! Come learn how EVs benefit drivers, the environment and municipalities. Prepare your community for the transportation electrification wave of the future by capitalizing on newly available infrastructure incentives.

Developing a Parks and Rec Assets Management Plan

Communities across the state have invested millions to preserve and develop our favorite parks. Grant money is collected leveraging the often dwindling parks and recreation budgets. What happens when you realize you can no longer afford to replace or even maintain the parks your community has grown to love? We will show you how a detailed, data driven Parks & Recreation Asset Management Plan is developed and how it can help you understand and anticipate future expenditures before it's too late.

The 2020 Census Adds Up for Michigan Communities

In 2020, the U.S. Census Bureau will once again be conducting a census of our country's population. For communities, getting an accurate census count is important because that data determines the number of seats each state has in the U.S. House of Representatives

and is also used to distribute billions in federal funds to local communities. In this session, you'll learn about different ways you can engage with the census to help ensure the most accurate results, including 2020 census jobs and how to support recruitment efforts; the census timeline; the U.S. Census Bureau's Community Partnership Engagement Program, and forming Complete Count committees in your community.

The Power of Small Follow-Up

Join Jia Ping- Lee for a follow-up discussion of her presentation on partnerships with local councils and government bodies and communities were done to create area masterplans, laneway improvements as well as empowering individuals to take charge of their city.

4:00– 5:00 pm

Aging Housing Stock: Is It Time for a Residential PACE Program?

Buildings account for a whopping 39 percent of carbon emissions, and demolition does nothing to improve on that statistic. Pragmatic rehabbing of older and historic single-family and multi-unit residential housing can help Michigan property owners not only reinvest in cities, but it can also reduce environmental impact. It can sometimes be difficult to finance important yet costly retrofit and energy efficiency measures. This session will discuss ways to establish alternative financing options so people who want to fix up their aging building stock can access the funds to accomplish the work.

Cultivating a Culture of Equity

Inclusion is beyond just race, but when executed well, it empowers unique identities and experiences that make our communities truly great. Join us for a conversation on how we can both honor and thrive in our greatest strength – our diversity. You'll hear from civil-rights, disability, human resources and legal experts on how you can empower your workplace and community culture towards more equitable and effective success.

Opportunity Zones

The Federal Opportunity Zone tax incentive provides no formal approval or oversight role to municipalities – but local government can take action to guide investments for the public benefit. Learn how local governments can be proactive about attracting OZ capital to support the community's priority projects.

Social Media – Making it Happen in Your Community

Social media can be daunting and intimidating with so many questions like 'what do I do about negative comments?', 'we're so short staffed how can we now add social media?', 'can social media be used for community policing?', and 'where should we start?' Get answers to these questions as well as social media tips and tricks from those doing it well in small and medium-sized communities.

Small Communities Networking

Join us for this round table discussion on the opportunities, challenges, and unique experiences of leading in a small town.

Friday, September 27, 2019

9:00 – 10:00 am

Distracted Driving Awareness – Understanding Cognitive Distraction & Strategies for Reducing Its Risk

This presentation will increase your awareness of distracted driving danger specifically with cognitive distraction, review key research findings that quantify the severity of risk, and provide strategies to help organizations better manage this ever-growing exposure.

Everyday Bias: Institutional and Implicit Part 2 with Judge Tim Connors

Bias is part of the human experience. When we stop listening to each other, we stop growing, and our bias hardens into prejudice. Prejudice pre judges a situation, and is seldom based on truth, but is always based on fear. Institutions are only as strong as the individuals in them. Hear about an emerging path in one of our institutions: peacemaking in state

courts. Deeper and broader than restorative justice or mediation, peacemaking restores relationships, nurtures individual and collective responsibility, respects respect and protects resiliency. Peacemaking is the antidote to prejudice which harms individuals, families and communities. Peacemaking emphasizes bias towards positive values that can heal communities. Judge Timothy Connors will share stories of the positive outcomes of peacemaking in addressing institutional bias.

Leading in a Crisis/Emergency Preparedness

Your community can be hit by a natural, or other, disaster at any time. How prepared are you to handle an emergency? The Michigan State Police Division of Emergency Management will share emergency management concepts, explain who does what in an emergency, outline the role of emergency management coordinators, define the role of municipal officials, and discuss the importance of having an emergency management plan.

You've Been Breached

In this interactive session, participants will receive a unique education where they will be placed in the shoes of a municipal official during a breach, weighing difficult decisions, conversing with a panel of industry experts (IT, legal and insurance) and ultimately deciding the fate of their municipality.

Human Trafficking

Human trafficking is the second largest criminal enterprise in Michigan – eclipsed only by drugs. Join experts and other officials to break down the issue and learn steps local governments can take to tackle trafficking in our communities.

10:15 – 11:15 am

Food Trucks 101: What you need to know

Food trucks are an innovative trend and a creative strategy to revitalize city scapes and inspire new concepts. Learn how the city of Detroit established their mobile food vendor zones, what lessons were learned in the process and what strategies must consider strategies to effectively integrate food trucks with traditional brick and mortar businesses in their community.

Filling the gaps: tiny houses, modular construction, and ADUs

With construction costs rising, communities and builders are getting creative to keep homes attainable. This session will explore how approaches like modular construction, tiny houses, and accessory dwelling units are being used to bring costs in line with budgets, expanding access to housing.

Elected Officials Academy 101

What is the Elected Officials Academy and why should I join? The League's Elected Officials Academy is a leading, voluntary, four-level, recognition program that has been emulated by several state municipal leagues since its inception in 1997. Hundreds of Michigan officials have graduated from the program, and many more are actively working on completing credits at the various levels. Attend this session to hear from League staff and EOA graduates about the need for education, the importance of participating in the EOA, and details on what is needed to graduate from each of the levels.

Civil Discourse

Does your local government struggle with having civil discussions and cordial conversations during and outside of the meetings? Do you have unproductive meetings and poor relationships with members of your community? This session won't iron out all the issues, but it will help you learn how to get along better and to effectively combat these types of situations using good public engagement skills. Turn the focus to what's most important: moving your community forward.

From the Budget to Roads and Everything In Between – Legislative Insights from the League's Lobbying Team

The League's State and Federal Affairs team will review the political and legislative landscape and the affect that divided government has had on the state budget, transportation funding, municipal finance, and local control.

City of Norton Shores Special Election August 6, 2019	Pct. 1	Pct. 2	Pct. 3	Pct. 4	Pct. 5	Pct. 6	Pct. 7	Pct. 8	Pct. 9	Pct. 10	Total
County Proposal											
Veterans Millage Renewal											
Yes	16	41	19	30	45	48	58	43	48	72	420
No	0	6	6	1	2	7	13	4	8	8	55
Total Voting	16	47	25	31	47	55	71	47	56	80	475
Total Registered	1791	1855	1802	1965	1926	1626	2033	2030	2289	2198	19,515
Percent Voting	0.89%	2.53%	1.39%	1.58%	2.44%	3.38%	3.49%	2.32%	2.45%	3.64%	2.43%

City of Norton Shores Special Election August 6, 2019	AV Pct. 1	AV Pct. 2	AV Pct. 3	AV Pct. 4	AV Pct. 5	AV Pct. 6	AV Pct. 7	AV Pct. 8	AV Pct. 9	AV Pct. 10	AV Total
County Proposal											
Veterans Millage Renewal											
Yes	56	137	170	160	204	164	217	241	181	210	1740
No	8	20	30	22	40	18	30	30	21	20	239
Total Voting	64	159	201	182	244	182	247	272	205	232	1,988
Total Registered	1791	1855	1802	1965	1926	1626	2033	2030	2289	2198	19,515
Percent Voting	3.57%	8.57%	11.15%	9.26%	12.67%	11.19%	12.15%	13.40%	8.96%	10.56%	10.19%

TOTAL
(Precinct + AV)

City of Norton Shores Special Election County Proposal	Pct. 1	Pct. 2	Pct. 3	Pct. 4	Pct. 5	Pct. 6	Pct. 7	Pct. 8	Pct. 9	Pct. 10	Total
Veterans Millage Renewal											
Yes	72	178	189	190	249	212	275	284	229	282	2160
No	8	26	36	23	42	25	43	34	29	28	294
Total Voting	80	206	226	213	291	237	318	319	261	312	2,463
Total Registered	1791	1855	1802	1965	1926	1626	2033	2030	2289	2198	19,515
Percent Voting	4.47%	11.11%	12.54%	10.84%	15.11%	14.58%	15.64%	15.71%	11.40%	14.19%	12.62%