



September 12, 2019

TO: Mayor and City Council

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

SUBJECT: General Information Packet

Attached are general items of information you may find interesting. If you have any questions or comments regarding the information, please contact me.

MCM/co  
Attachments

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Administration/City Clerk (231) 798-4391	Assessing Division (231) 799-6806	Building Division (231) 799-6801	Finance/Treasurer (231) 799-6805	Fire Prevention (231) 799-6809	Fire Department (231) 798-2255
Parks/Recreation (231) 799-6802	Planning/Zoning (231) 799-6800	Police Department (231) 733-2691	Public Works (231) 799-6803	Streets Division (231) 798-2156	Water/Sewer (231) 799-6804



NOTICE  
AMENDED MEETING TIME

ZONING BOARD OF APPEALS

At the September 4, 2019 rescheduled Zoning Board of Appeals meeting Board Members unanimously approved the following:

From September 4, 2019 forward,  
the **regular meeting time** will be **4:00 p.m.**

  
Shelly Stibitz, City Clerk

Posted: 09.11.2019

# 2019 NORTON SHORES CONSTRUCTION PROJECTS

Last Updated: 6-Sep-19

Road Project	Construction Limits	Type of Work	Contract Cost	Estimated Start Date	Estimated Open to Traffic	Funding Source	Estimated % Completed
Forest Park Road, Phase 2	Stryker to Lake Point	Resurfacing	\$225,330.70	May 28, 2019.	Mid-July 2019	Capital Improvement	100%
Mount Garfield Road	Grand Haven to east Cul-de-Sac	Sidewalk Installation	\$492,151.70	August 2019.	October 31, 2019.	TIFA Funds	1%
Mount Garfield Road	Harvey Street to point 400' West						1%
Padelft Street	Norton to Seminole						100%
Grand Haven Road	Pontaluna to Gateway						75%
North Gateway Blvd.	Grand Haven to east Cul-de-Sac						1%
Norton Center Drive	North Gateway to South Cul-de-Sac						1%
Gateway Blvd.	Grand Haven to Norton Center						50%
Pontaluna Road	Railroad Crossing						1%
Seminole/Padelft X-Walk	Mona Shores High School						100%
Broadway Avenue, Phase 2	Geity to Bailey						Crosswalk
9th Street	Eric to Norton	Reconstruction	\$1,675,407.05	July 8, 2019.	October 31, 2019.	Federal Grant w/ Capital	100%
E. Bryon Road	Grand Haven to Cul-de-Sac	Hot-in-Place Recycling with HMA overlay Rehabilitation	\$ 208,067.24	July 8, 2019.	September 30, 2019.	Municipal Road Funds/Capital Improvement	100%
Donna Avenue	Dorothy to Zuder						60%
Dorothy Street	Hile to Zuder						60%
Eric Street	Park to Thush						100%
Eugene Avenue	Henry to Susan						60%
Gay Street	Neece to Porter						60%
Marshall Road	Cherry to Hile						60%
McDowell Street	Neece to Porter						60%
Neece Drive	Rood to McDowell						60%
Park Street	Eric to Norton						100%
Renner Avenue	Leon to Griesbach	60%					
Southwood Avenue	Lincoln to Leon	60%					
Spiers Street	Eric to Norton	100%					
Thrush Street	Eric to Norton	100%					
Zuder Street	Donna to Eugene	60%					
1st Street	Hoyt to Cul-de-Sac	100%					
2nd Street	Hoyt to Cul-de-Sac	100%					
Getz Road	Carol to Rood Road	100%					
Lake Harbor Road	Henry Street to Ridgeview	95%					
Lakeshore/Baker	Hoyt to Lakeview	100%					
Lakeview Avenue	Baker to Cul-de-Sac	100%					
Paul Court	Ellis to Cul-de-Sac	100%					
Rood Road	Sternberg to Getz	100%					
Rousell Street	Porter to Getz	100%					
West Sternberg Road	Lake Harbor to Rood	100%					
Tanglewood Drive	Seminole to Cul-de-Sac	100%					
2019 CIPP Sewer Project	McCracken, Bonnieville to R&R Forest Park, Lake Point to Styker Ellis Road @ Starria	Sewer Lining		August 28, 2019. August 28, 2019. July 16, 2019.	Early Sept. Early Sept. July 31, 2019.	Sanitary Sewer Funds	60%
2019 Water Main Projects	Various (to be finalized)	Reconstruction	TDB	Fall 2019	Summer 2020	Repair and/or Replacement of	0%
Lake Harbor Bridge	Over Mona Lake Channel	Preventative Maintenance	TBD	Summer 2020	Fall 2020	Federal Grant w/ Capital	Design Phase
Airline Road Bridge	Over Black Creek	Preventative Maintenance	TBD	Spring 2021	Fall 2021	Federal Grant w/ Capital	Design Phase
Sheffield Lift Station	Sheffield Street, north of Summit	Replacement of Lift Station	TBD	Summer 2020	Summer 2020	Sanitary Sewer Funds	Future
Seminole Road, Phase 1	Henry to Park	Reconstruction	TBD	Spring 2021	Fall 2021	Federal Grant w/ Capital	Future
Seminole Road, Phase 2	Park to Seaway	Reconstruction	TBD	Spring 2022	Fall 2022	Federal Grant w/ Capital	Future
	Completed						
	Underway						
	Different Year						

Total Road & Sidewalk = \$4,054,933.80

# La Colombe Releases Hard Cold Brew Coffee with MillerCoors

The 4.2 ABV cold brews debut in five cities this month.

By **Mike Pomranz**

September 09, 2019



PHOTO: LA COLOMBE/MILLERCOORS

America has been engrossed in hard seltzer mania recently, but that doesn't mean there isn't room for other types of the beer alternatives known as "flavored malt beverages." Back in July, Pabst Blue Ribbon shocked the nation

by releasing a 5 percent ABV hard coffee version of their beloved bargain beer brand. (Equally surprising: Our tasting team thought it was pretty good.) And today, somewhat opposite news: One of America's trendiest coffee brands has teamed up with none other than beer giant MillerCoors to throw their collective weight behind a new hard coffee: La Colombe Hard Cold Brew Coffee.

This new 4.2 percent ABV boozy cold brew is debuting this month in five markets: Boston, Massachusetts; Tampa, Ft. Meyers, and Treasure Coast, Florida; and Denver, Colorado. The beverage is made from La Colombe's medium-roasted Colombian and Brazilian cold brew coffee, along with cane sugar, natural flavors, and, of course, alcohol. It will be available in two varieties: Black, which is described as "an authentic, smooth cold brew coffee with a delicate balance of sweetness and bitterness highlighted by notes of baker's cocoa," and Vanilla, which is said to also be "accented by rich vanilla bean and dark chocolate notes [with] a hint of vanilla sweetness that balances the dark, roasted flavors from the coffee beans."

PAID CONTENT



## The 5 Stages of Back to School Season

Summer may be over, but don't fret – here's everything you need to do before the start of a new school year.

From Keurig

"We're thrilled to team up with La Colombe on this exciting launch – they bring deep expertise in the category and their focus on quality sourcing, roasting and innovation made them the perfect partner," Sofia Colucci, vice president of innovation at MillerCoors, said in the announcement. "Millennials

are constantly looking for new products to keep up with their busy lives. Now people can start or keep the celebration going by grabbing a La Colombe Cold Hard Brew Coffee."

Speaking of keeping the celebration going, La Colombe Hard Cold Brew Coffee will be promoted with the clearly youth-targeted slogan, "Rally like a grown-up." Not that this drink packs a massive punch (4.2 percent ABV is fittingly the same as a Miller Lite), but since mixing alcohol and caffeine can sometimes be controversial, you may be left wondering when a good rally time is. "There are many social occasions to enjoy La Colombe Hard Cold Brew Coffee, like all-day events including weddings, tailgates and barbecues or when you want to transition from day to night while keeping the momentum going," Todd Carmichael, CEO and co-founder of La Colombe, told me via email. In fact, he suggested you could drink it pretty much any time to you might have a coffee: "It's ideal for Saturday brunches, early morning golf tee times, or in the evening between dinner and a later celebration," he added.

As for why the roaster decided to team with MillerCoors, Carmichael addressed that, too. "La Colombe has a long legacy of working with some of the most innovative chefs and restaurants from around the world. We have deep roots in the culinary scene, starting as purveyors of roasted coffee in the kitchens of Philadelphia and New York. Now, 25 years later, we are roasting and purveying cold brew to some of America's most iconic companies – like MillerCoors," he told me. "MillerCoors and La Colombe are similar in many ways. We are both beverage companies that are pushing the boundaries of what is possible in food and beverage. The introduction of the Hard Cold Brew Coffee is a reflection of that."

But does the new drink do La Colombe – and even MillerCoors, for that matter – justice? Our staff got an early preview of the two flavors and found them to be surprisingly smooth and rich. While not as "strong" as a cup of black coffee in aroma or those notes of bitterness and char, the slightly sweet drinks taste surprisingly sans-alcohol at first sip (though a bit of astringency starts to

appear on the back of the palate after a few sips). By way of comparison, the PBR coffee was booze flavored with coffee, whereas La Colombe's entry seems more like coffee with a splash of booze.

If rallying like a grown up sounds up your alley, you'll be able to find both La Colombe Hard Cold Brew Coffee Black and Vanilla in both 9-ounce single serve cans or four-packs starting today.



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Michigan Government

# Short-term rental advocates, foes work toward a deal on laws in Michigan

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https://www.bridgemi.com/michigan-government/short-term-rental-advocates-foes-work-t... 9/12/2019

 August 21, 2019

 Lindsay VanHulle

 Michigan Government

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Michigan policymakers are again working to regulate short-term rentals such as those on sites like Airbnb, as they try to balance neighborhood concerns with private property rights.

But unlike previous attempts in Lansing, legislators are enlisting the help of groups that have fought on opposite sides of the issue.

Since the spring, a group of local government advocates, hotel representatives and real estate agents -- all with strong, often conflicting stances on how to manage the growing short-term rental industry -- has met to find middle ground.

It's not yet clear if they will be successful, but both sides report progress. How cities and townships use zoning rules to determine where rentals are allowed remains a sticking point. They do, however, seem to have found consensus that local governments should not be allowed to enact outright bans on short-term rentals.

On one side is the real estate industry, which supports giving homeowners expansive leeway to rent out their properties and views local restrictions as potentially dampening sales in Michigan's second home market.

On the other side are municipal government leaders, who want to maintain control over zoning practices and preserve neighborhood stability. Aligning with local governments is the hotel industry, which has its own stake in short-term rental policy. Hotels see Airbnb and sites like it as direct competition for hospitality dollars, and argue that people who routinely rent out their homes are engaged in a commercial enterprise and should have to pay the same industry fees hotels are saddled with.

Despite the potential for conflict, those engaged in negotiations told Bridge Magazine they feel like early talks have unfolded in a spirit of good faith, [perhaps another example](#) of an effort to seek common ground in a new era of divided government in Lansing.

“There’s been ideas we’re throwing out on the table,” said Jennifer Rigterink, a legislative associate for the Michigan Municipal League, which represents the interests of cities. “I think there’s a path, but all the different stakeholders around the table have to be willing to give something up.”

Whether they reach an agreement or not, the short-term rental industry isn’t going away. More than 7,000 Michigan residents listed their homes on [Airbnb](#) as of August 2018, per the company. Another site, [Vrbo](#), says it has more than 10,000 vacation listings in Michigan in 2019.

In 2018, an estimated 640,000 guests booked stays through Airbnb in Michigan, and homeowners in the state who used the service earned roughly \$78 million from the rentals, Allison Schraub, Airbnb’s deputy policy director, said in House committee testimony earlier this year.

## Competing laws introduced

The debate over regulating short-term rentals is playing out in two competing sets of legislation in Lansing.

The first, [introduced in January by Rep. Jason Sheppard](#), a commercial real estate agent, would forbid outright zoning bans and is supported by Airbnb. It defines a short-term rental as housing leased for fewer than 28 days at one time and, crucially, classifies it as a residential property use, not a commercial one, and would allow them in all residential zones.

Sheppard's bill would not preclude local governments from enforcing ordinances on noise, traffic or nuisances to deal with nightmare renters, nor would it prevent towns from setting rules about occupancy or allowing local fees, such as for inspections or permits.

Sheppard, R-Temperance, did not respond to messages left with his office seeking comment.

In [testimony on his bill at a House committee hearing in May](#), Sheppard argued that homeowners have rented second vacation homes long before sites like Airbnb were created to offset more expensive non-homestead taxes and costs incurred for a house they don't use the entire year.

People who book short-term homestays contribute to the local economies they visit, notably in resort communities popular with tourists, Sheppard said.

"Many local units of government have shut down this practice by zoning out the use of short-term rentals completely," he testified. "We are looking to reverse those bans today with this bill, because I believe that's a clear violation of a personal property right."

Airbnb declined to comment to Bridge on Sheppard's legislation, citing the ongoing work group discussions, which it said it is not participating in.

The company paid more than \$4.2 million in state use taxes to the Michigan Department of Treasury in the first year of a voluntary agreement it reached with the state, starting in July 2017, according to Airbnb. Treasury does not release information about individual taxpayers, but said in general a 6 percent use tax is applied to each nightly rental.

Sheppard's effort is backed by Michigan Realtors, a trade association representing real estate agents in the state. The group [worked with Sheppard on crafting the bill](#).

Prospective buyers ask real estate agents if they're allowed to rent out the property when they're not using it, Brian Westrin, the association's public policy and legal affairs director, told Bridge. If the home is located in a neighborhood that a municipality has closed off to short-term rentals, he said, it creates uncertainty for potential buyers and may lead them not to buy the home.

"This idea that Realtors would want to support the second-home market, yes, absolutely, that makes good sense because that's good for Michigan," Westrin said. "Also, Realtors want to support people's rights to maximize the value of their property."

Private property rights also get invoked by opponents of Sheppard's bill – namely, the right of exasperated neighbors to be free from loud partying and trash produced by a revolving cast of renters.

Local government leaders say they're concerned about what they view as a proliferation of people buying homes not as a secondary residence, but as an investment for the sole purpose of renting it out. Absentee owners, they argue,

are less invested in renting out to responsible guests and less attuned to neighbors' concerns. Evidence of an uptick in investment purchases is mostly anecdotal, but municipal leaders say it already has had the effect of changing the character of primarily owner-occupied neighborhoods.

In Grand Haven, city leaders surveyed property owners and occupants about short-term rentals and found that, in general, residents supported the positive impact they have on the local economy. But they also wanted them thoughtfully placed in neighborhoods, City Manager Pat McGinnis told Bridge.

In late 2016, the city released a report that led to an overhaul of a city ordinance related to short-term rentals. It allowed short-term rentals in some neighborhoods, prohibited them in another and required special use permits in still others, McGinnis said. The changes were developed with input from property owners based on the share of short-term rentals they believed their neighborhoods could support.

Local leaders like McGinnis say Sheppard's bill is more overreach from Lansing and infringes on the ability of communities to make their own land-use decisions based on what their residents want.

"The proponents of these bills are saying, 'You're trying to tell people what to do with their properties.' Well, that's what zoning is," McGinnis said. "It's what supports and stabilizes property values."

If every individual property was developed however someone wanted, with no guiding principles or rules, "you'd have a real patchwork and hodgepodge of uses in every town," he said.

## Legislators seek compromise

A bipartisan group of legislators, led by Rep. Jim Lilly, a Republican from Ottawa County's Park Township, responded to Sheppard's measure by [introducing a separate package of bills](#) that places specific restrictions on such rentals. It would create a statewide short-term rental registry and require operators of short-term rentals to pay the kind of state excise taxes also required of hotels, which support such things as tourism promotion and convention facilities.

The legislation would exempt homes or apartments from the regulations if they're rented for no more than 14 days out of the year. This is intended to exclude homeowners who only sporadically rent out their homes from having to comply with the proposed rules.

Like the Sheppard package, these bills would also prevent local governments from completely banning short-term rentals from their communities.

Lilly did not respond to messages seeking comment about the bill. But Rep. Julie Brixie, a Democrat from Ingham County's Meridian Township who cosponsored the legislation, told Bridge that short-term rentals are essentially commercial properties and should be treated as such.

"I am a big fan of local control," said Brixie, a former township elected official, "and every community is different."

The lobbying arm for Michigan's hotel industry, the Michigan Restaurant and Lodging Association, said it was involved in crafting the bills Lilly and Brixie sponsored.

Homeowners who open their homes to vacationers have [disrupted the traditional hotel industry](#), offering travelers vacation experiences without charging the same

fees hotels are legally required to pass on to guests. That's a sore point for the lodging industry, which argues short-term rentals are essentially hotels, and so their operators should have to play by similar rules.

Last term, when Sheppard introduced a similar bill to the one this year that challenges local zoning rules, the hotel industry "was only on defense," said Justin Winslow, the association's president and CEO. "We got a lot more aggressive this year."

Why? Because, Winslow said, short-term rental operators and hosts like Airbnb benefit from regional tourism marketing efforts, but don't pay the taxes hotels do to support the larger system, Winslow said.

"I think the Airbnbs or any of these short-term rentals would benefit just as much as the hotels would on that return on investment," he said, since the purpose of the fees is to help drive tourism and visitors to a region.

Lilly's legislation has not been debated in a House committee hearing; Sheppard and Lilly convened the work group to find a compromise, several participants told Bridge.

Representatives of the three industries involved in the discussions say the groups remain far apart on local zoning rules.

But they are finding other areas of compromise. Westrin, of Michigan Realtors, said his association hasn't necessarily opposed the idea of a statewide registry of short-term rentals. Riggerink, of the Michigan Municipal League, said it has compromised on language that exempts rentals of 14 days or less from regulation, even though some city leaders aren't happy about that.

While differences remain, “we’re not going to leave the conversation,” Westrin said. “We still think it’s an important discussion to have.”



# Your Input Is Vital

In July, you spoke, we listened.

On Tuesday, September 24th, we will present potential service improvement scenarios, based on a comprehensive analysis of existing services and feedback received from riders and non-riders through surveys and at the previous round of public meetings, held in July.

Whether you are an existing transit user or simply an interested citizen, we encourage you to attend one of the public outreach sessions to learn about the potential service improvements and share your views on how well each scenario meets the mobility needs of your community.

Public transportation is vital to the future of the Muskegon region. MATS is currently engaged in a Route Study and Comprehensive Operational Analysis that will help set priorities for transit service in the region. The aim of the study is to identify the strengths and weaknesses of the existing transit network, and highlight opportunities for service improvement and expansion.

Community participation is vital to the success of this effort.

**TUESDAY, SEPTEMBER 24, 2019**

**9-11 AM**

**HERMAN IVORY TERMINAL**

351 MORRIS AVENUE

(OPEN-HOUSE-STYLE MEETING -  
COME AND GO AS YOU PLEASE)

**TUESDAY, SEPTEMBER 24, 2019**

**6-8 PM**

**STURRUS TECH CENTER**

**DOWNTOWN MCC CAMPUS**

388 W. CLAY AVENUE

(OLD CHRONICLE BLDG. - USE CLAY ST ENTRANCE  
PRESENTATION-STYLE MEETING)

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