



## Internal Memo

June 6, 2019

TO: Mayor and City Council

FROM: Mark C. Meyers, City Administrator 

SUBJECT: June 2019 Information Update

1. Leaf Disposal Site Schedule – Ross Park leaf disposal site was closed for the season beginning this week. The Wood Road site will remain open on Saturdays and Sundays from 11 am to 7 pm for the remainder of the summer. Both of the sites will resume daily schedules in the fall.
2. Welcome New City Planner/Zoning Administrator – As I mentioned at the City Council meeting this week a new City Planner/Zoning Administrator, Ted Woodcock, was hired to replace long-time Planner Robert Bilkie who retired at the end of May. Attached is a full bio on Mr. Woodcock. Additionally, he will be introduced at a future City Council meeting.
3. Forest Park Road Phase II Resurfacing – The second phase of resurfacing Forest Park Road between Stryker Drive and Lake Point Drive is nearly complete. The roadway was milled and the first course of asphalt applied on Saturday. The top coat of asphalt was applied on Tuesday. Permanent pavement markings will be painted within 1 – 2 weeks.
4. Ride with Pride National Recognition – Attached is an article included on the Community Anti Drug Coalitions of America (CADCA) featuring the Coalition for a Drug Free Muskegon, Muskegon ALI and Ride with Pride. Muskegon ALI and the Ride with Pride programs were originally launched by the Norton Shores Police Department and Mona Shores School District. The Ride with Pride program has won multiple awards and recognition and is now offered in seven Muskegon County school districts. Congratulations and thanks to our leadership in the Police Department for providing such an important and impactful program for our youth!
5. Airport Events – The 2019 Muskegon CareAffaire benefitting Wings of Mercy is scheduled for Saturday, June 8 from 8 am to noon at the Muskegon County Airport. The event includes a pancake breakfast, 5K run, classic car show and memorial motorcycle ride. Also this summer at the airport, every Thursday from 11 am to 1:30 pm will be "Food Truck Days". This week Big Red's BBQ and Yodels Frozen Yogurt are featured. Please see the attached notices of both events for further information.
6. Smart Commute Week and Bike to Work Day – The annual Smart Commute Week and Bike to Work Day is happening June 10 – 14. Attached is a flyer with details.

7. Kayak Launch – Improvements to the kayak launch drive were completed early last month. Attached are some photos. Streets and Drainage Superintendent Bryan DeGroot and his crew did an awesome job applying fill to raise the elevation of the roadway to keep it dry, placed 6” of aggregate and contoured it. In a related matter, power has been supplied to the light pole and both the lighting and video cameras are now operational.

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Attachments



## Internal Memo

June 5, 2019

TO: Mark C. Meyers, City Administrator

FROM: Anthony Chandler, Director of Administrative Services *AC*

SUBJECT: Ted Woodcock – City Planner/Zoning Administrator

On behalf of the Public Works and Administrative Services staff, we would like to introduce Mr. Ted Woodcock as the new City Planner/Zoning Administrator to the Mayor and City Council.

Ted comes to us from Georgetown Township where he most recently served as the Deputy Zoning Administrator since August 2016. Ted has additional experience at Georgetown Township working as the Public Service Specialist before taking on the role of Deputy Zoning Administrator.



Ted is very familiar with the City of Norton Shores having been raised here locally and being a graduate of Mona Shores Schools. Ted then went on to graduate from Grand Valley State University with a B.A. in Political Science and a Master's in Public Administration.

We are pleased to welcome Ted to the Norton Shores team and wish him well as he embarks on his new career.

## Coalitions in Action— Coalition for a Drug Free Muskegon County Helps Students Ride with Pride



**Tell me about your community and the communities that your coalition serves. When was the coalition formed?**

The Coalition for a Drug Free Muskegon County was formed in 2004 with a mission to reduce substance use disorder in Muskegon County, Michigan through education, prevention, and treatment. The coalition acts as one organizing body for over 50 community organizations and 90 active members. The coalition serves as a backbone to many sub-committees that focus on interacting with the community to achieve success.

**What unique issues is your coalition facing?**

“Muskegon County was once known as ‘Beer Tent Capital of Michigan,’” said Community Health Improvement Coordinator **Rachel McCoy**. “Summer celebrations, community events, and outdoor concerts allowed more access to alcohol and opportunities for drunk drivers and over-serving. In 2007, Muskegon’s student youth data showed 28% of high school juniors reported binge drinking in the past 30 days. Muskegon County also suffered from a significant number of alcohol-related car crashes involving youth. In December 2007, three teens were involved in a triple fatal car accident. They were able to purchase alcohol, underage, at a local alcohol retailer. Within a month, the community organized a town hall meeting on alcohol and later obtained a Strategic Prevention Framework (SPF) grant to reduce youth alcohol use in Muskegon County.”

“Since then, it has been the Muskegon Alcohol Liability Initiative’s (ALI) mission to reduce youth alcohol access, educate on the social, health, and legal consequences of alcohol use, and

decrease alcohol-related car crashes in Muskegon. ALI established a plan through the SPF planning process to use data to drive action within the community. They relaunched their alcohol task force with new law enforcement members, new branding and a new name, the Muskegon Alcohol Liability Initiative."

**What activity or program is your coalition most proud of and/or what activity would you like us to spotlight?**

"Our student data highlighted youth perceptions of risk for alcohol and tobacco use were very low, and that most youth were receiving incorrect information about the law and consequences of underage drinking from their peers," said **McCoy**. "Since 2010, several successful initiatives have been implemented to combat these issues, such as retailer education, compliance checks, the [FaceTheBook Campaign](#), and the [Community College "Binge Effects" Campaigns](#)."

"While these initiatives continually hammered the message home about the safety, health and legal consequences of alcohol use, members began to discuss a different approach that would align with the school's multi-tiered system of support as well as reinforce positive behaviors. Muskegon ALI members asked to implement the Ride with Pride student pledge along with the Positive Behavior Intervention and Support (PBIS) culture and climate program. In 2012, Mona Shores School District, the Norton Shores Police Department and Muskegon ALI launched their first Ride with Pride program. In the beginning of the year, the students are asked to sign a positive behavior pledge, which consists of positive behavior and choices the student needs to follow in order to be entered to win a car at the end of the year."

"We learn that positive behavior is what motivates people to do the right thing, instead of always using the negative punishment side," said **Chief Jon Gale** of the Norton Shores Police Department. "We need to be proactive and be involved with the schools to help educate kids and help them do the right thing."

"The current initiative serves 4,800 students among seven high schools and middle schools, and hopes to expand to expand to 8,587 high and middle school students among an additional five school districts," said **McCoy**. "This individual school-based approach engages community members on underage drinking, builds the capacity of communities to improve alcohol-related issues, and has a dramatic effect on local school climate and culture, including drops in violence and bullying, and students building positive relationships with teachers, administrators, and law enforcement."

**How did you get there, and what are your outcomes?**

"Since 2012, Mona Shores High School saw a 51% decrease in school suspensions and in-school referrals for alcohol or other drugs," said **McCoy**. "Mona Shores recently reported that this positive school climate has now impacted reading comprehension scores, which were up 13% in 2018."

In the past 10 years, due to the efforts of the Muskegon ALI and the Ride with Pride Program, Muskegon County has seen:

- a 20% reduction in students reporting they ever drank alcohol since 2010
- a 37% decline in recent alcohol use
- a 48% reduction of binge drinking among youth
- a 61% reduction of youth riding with someone who had been drinking

**What advice would you give to other coalitions that may be addressing some of the same issues?**

"Muskegon ALI and Ride with Pride are proud of our accomplishments and encourage this kind of prevention work in other counties," said **McCoy**. "The best advice our coalition can give is collaboration. Collaboration with other community partners has been the key to this coalition's success. Without the capacity of other partners, Ride with Pride would not where it is today."

"Inviting key stakeholders to the table is also very important, especially when trying to develop ways to reach our youth. For example, developing relationships with school boards, principals, and school resource officers has been integral. Connecting with these individuals is a great way to get local schools invested in this program."

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## Support A Great Cause!

Join us for the 2019 Muskegon CareAffaire benefiting Wings of Mercy, Inc! The event will be held at Executive Air Transport at the Muskegon County Airport from 8:00 AM to noon on Saturday, June 8th. All proceeds will benefit Wings of Mercy, a volunteer pilot organization dedicated to helping people in need get access to life-saving medical care by arranging free flights to distant medical facilities. You can learn more about this event at <http://wingsofmercy.org/2481>.



**WINGS OF MERCY**

**SATURDAY  
JUNE 8, 2019**

**MUSKEGON  
CAREAFFAIRE**

**PANCAKE BREAKFAST**  
8 AM TO NOON  
MUSKEGON HOST LIONS

**RUN FOR WINGS 5K**  
8 AM START  
REGISTRATION OPEN  
[RUNSIGNUP.COM](http://RUNSIGNUP.COM)  
[RUNFORWINGS.ORG](http://RUNFORWINGS.ORG)

**CLASSIC CAR SHOW**  
FOR MORE INFORMATION CONTACT MATT BOES  
[MBOES@STRUCTURALCONCEPTS.COM](mailto:MBOES@STRUCTURALCONCEPTS.COM)  
231-286-1497

**CHRIS BOES MEMORIAL RIDE**  
FOR MORE INFORMATION CONTACT JOHN BOES  
[JBOES@CEDARCRESTDDELIVERS.COM](mailto:JBOES@CEDARCRESTDDELIVERS.COM)

**HOSTED BY EXECUTIVE AIR TRANSPORT, MUSKEGON CO. AIRPORT**

## Enjoy A Great Meal!

Stop out to the Muskegon County Airport every Thursday from 11:00 AM to 1:30 PM for our Airport Food Truck Days! Enjoy a great meal this week from Big Red's BBQ and Yodels Frozen Yogurt, with an hour of free parking and plenty of indoor terminal seating!



**FOOD TRUCKS**

Enjoy A Great Meal!  
MUSKEGON COUNTY AIRPORT  
**THURSDAY | 11:00 AM - 1:30 PM**  
1 HOUR FREE PARKING

Big Red's BBQ • Yodels Frozen Yogurt

The graphic features a teal background with a white border. On the left is a white line-art illustration of a food truck with a canopy and a small airplane icon above it. The text is in white, with 'FOOD TRUCKS' in a large, bold, sans-serif font. Below it, the event details are in a smaller, clean font. At the bottom, the participating vendors are listed in a casual, handwritten-style font.



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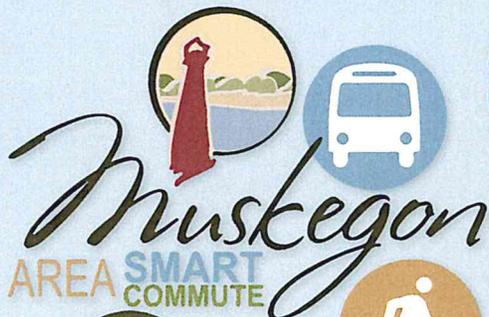
The United Airlines logo is on the left, featuring the word 'UNITED' in a bold, sans-serif font and a globe icon to its right. Below the logo, it says 'Operated by SkyWest Airlines'. To the right of the logo, separated by a vertical line, is the text 'IT PAYS TO FLY LOCAL' in a bold, sans-serif font, with the hashtag '#CheckMKGFirst' below it.



\*Prices and promotions are subject to change.  
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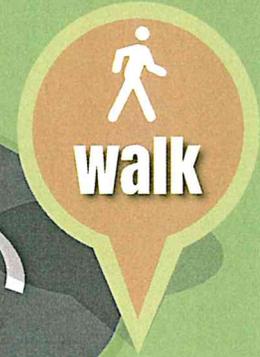
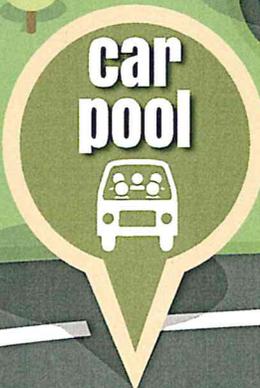
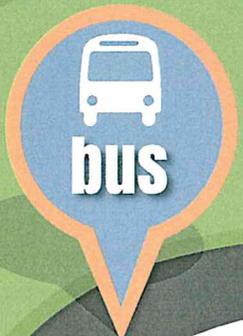
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# Smart Commute WEEK

## Bike to Work DAY



# June 10-14, 2019

### Smart Commute Week: June 10-14 Bike to Work Day: Friday, June 14

There are many opportunities to join cycling and running groups to enjoy the great outdoors and discover healthy ways to commute.

Group events take place every week in the Greater Muskegon area from April to November with special emphasis during Smart Commute Week.

Why not make **Bike To Work** an every day **Smart Commute**? Check out our website for details.

Participants must register online at [www.muskegonsmartcommute.com](http://www.muskegonsmartcommute.com) in order to be eligible for prizes and business discounts.

Register for **BIKE TO WORK DAY - June 14th** and earn Taste of Muskegon Taste Tickets, donated by the Bicycle Rack.

Register at: [muskegonsmartcommute.com](http://muskegonsmartcommute.com)



SmartCommuteMuskegonArea  
@RideOnMuskegon

Visit our website and Facebook page for team/individual registration, activity reporting, listing of events and updates.

This event is a proud partner of:



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LIGHTING, CAMERAS AND ROAD LEADING TO KAYAK LAUNCH**

