



# **CITY OF MARINE CITY**

## **300 Broadway Committee Meeting Agenda**

City Hall, 260 S. Parker Street

Monday, November 28, 2022; 5:00 P.M.

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1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL:** Chairperson Brian Ross, Committee Members Laura Merchant, Michelle Nichter, Cheryl Ross, Kim Turner, Andrew Pakledinaz, Sheryl Zimmer; City Manager Holly Tatman; Deputy Clerk Michele Goodrich.
4. **APPROVE AGENDA**
5. **PUBLIC COMMENT** *Anyone in attendance is welcome to address the Board. Please state name and limit comments to five (5) minutes.*
6. **APPROVE MINUTES**
  - A. Meeting Minutes – October 24, 2022
7. **UNFINISHED BUSINESS**
  - A. 13 Ways to Kill a Community
  - B. Project Priorities:
    - i. Changing Locks Update
    - ii. HVAC Reschedule Update
    - iii. Fire Suppression System Update
8. **NEW BUSINESS**
  - A. Fundraising Opportunities
9. **ADJOURNMENT**

**City of Marine City  
300 Broadway Committee Meeting Minutes  
October 24, 2022**

A regular meeting of the 300 Broadway Committee was held on Monday, September 26, 2022, at 260 S. Parker Street, Marine City, MI 48039 and was called to order at 5:00 pm by Chairperson Brian Ross.

The Pledge of Allegiance was led by Chairperson Ross.

**Present:** Chairperson Brian Ross, Committee Members Michelle Nichter, Andrew Pakledinaz, Laura Merchant, Sheryl Zimmer, Kim Turner; City Manager Holly Tatman; Deputy Clerk Michele Goodrich.

**Absent:** Committee Member Cheryl Ross.

Motion by Committee Member Merchant, seconded by Committee Member Pakledinaz, to excuse Committee Member C. Ross due to being out of town. All Ayes. Motion Carried.

**Approve Agenda**

Motion by Committee Member Turner, seconded by Committee Member Merchant, to approve the agenda. All Ayes. Motion Carried.

**Public Comment**

Heather Bokram spoke to potential elevator placement and submitted pictures to Chairperson B. Ross to forward to the Committee.

**Approve Minutes**

Motion by Committee Member Nichter, seconded by Committee Member Turner, to approve the 300 Broadway Committee Meeting Minutes of September 26, 2022. All Ayes. Motion Carried.

**Unfinished Business**

### 13 Ways to Kill a Community # 7

Committee Member Merchant spoke to the importance of volunteers working together.

Chairperson B. Ross tasked the Committee with reviewing the handout to discuss at the November meeting.

### Project Priorities

Changing Locks Update – City Manager Tatman informed the Committee that changing the locks was more complicated than originally believed due to the style of existing locks and doors. She stated that the DPW Superintendent was looking into how to change the locks, while being fiscally responsible. Chairperson B. Ross stated that there was a locksmith out of New Baltimore who may be able to give suggestions on how to change locks.

HVAC Estimate Update – City Manager Tatman advised that due to the Halloween decorations put up for the River Rec Teen Zone Haunted House that HVAC estimates would be assessed after Halloween.

Teen Center Lease Update – City Manager Tatman informed the Committee that the lease with River Rec Teen Zone had been finalized, that it was a month to month lease, and the first rent payment had been received.

City Manager Tatman also stated that revising the signage ordinance would not be a quick process and recommended that the Committee come up with some signage ideas that could be submitted to the Building Official for compliance review. Chairperson B. Ross suggested putting signs on a board situated on posts so they could still be displayed but not be attached to the building. Committee Member Merchant confirmed that there was no signage affixed to the exterior of the building and that the Haunted House would be completed soon.

Committee Member Pakledinaz questioned if the Committee body should look at potential leases that come through when there are additional spaces ready to rent. City Manager Tatman responded that she could bring potential leases before the Committee to weigh-in and she additionally informed them that all leases go to the City Attorney for review.

Fire Suppression System Update – Committee Member Pakledinaz informed the Committee that the fire suppression installation was completed and that all inspections

and been performed and finalized. He further informed the Committee that DPW Superintendent Itrich had cleared out and capped off a stove pipe coming out of the building and that rain water had appeared in the building and that DPW Superintendent Itrich would look into where it was coming from and how to fix.

City Manager Tatman questioned if the issues identified at the new bandstand would be rectified. Committee Member Pakledinaz advised that he had a meeting with the contractor on 10/26/2022 to address craftsmanship concerns.

#### Business Plan & Branding Name

Chairperson B. Ross informed the Committee that he had not had time to sufficiently review the business plan presented. Committee Member Nichter advised that she had submitted a few revisions to the business plan. Committee Member Scaccia suggested that all revisions be submitted to Committee Member Zimmer to create a master list.

Committee Member Turner advised that she could pull together information for the history of the building section.

Chairperson B. Ross advised that he would reach out to SHPO regarding elevator placement and accessibility requirements for historical structures.

Committee Member Turner questioned the need for a management team to be listed in the business plan. City Manager Tatman responded that she did not think it would be necessary to list specific names however, it was important to show there was a City Commission level and advisory committee designated to the preservation of the building. Committee Member Turner stated that she would put together information for the business plan.

Committee Member Merchant questioned the status of the architectural drawings. City Manager Tatman stated upon information received from SHPO, it would be important to revisit the architectural drawings. She also suggested that Committee Member Pakledinaz contact the previous architect to discuss overall design and why certain layout choices were made. City Manager Tatman recommended that the Committee email questions for the architect to City Clerk Adams and she would comprise a master list.

City Manager Tatman also recommended that the Committee tread lightly with renaming the building at this moment and advised that the name needed to remain consistent with how it had been referenced in previous documents. The title Historic

City Hall had been used in previous grant submissions and advised the Committee look into rebranding once the project was near completion. She also suggested that the Committee look into creating a website to help establish a presence that can be easily referenced. She also advised that grant submissions would need to be run through the City Offices.

## **New Business**

### Potential Grants

Committee Members Nichter and Zimmer were tasked with being their respective foundations' contact person for potential grant opportunities and subsequent submission, if applicable.

Committee Member Merchant advised that she would reach out to the City's County Commissioner in an attempt to get in contact with the DTE grants committee.

### Cancel December Meeting or Reschedule to 12/19/2022

Motion by Committee Member Merchant, seconded by Committee Member Pakledinaz, to cancel the 12/26/2022 300 Broadway Committee Meeting. All Ayes. Motion Carried.

Motion by Committee Member Pakledinaz, seconded by Committee Member Turner, to reschedule the 300 Broadway Committee Meeting to 12/19/2022. All Ayes. Motion Carried.

### Open Discussion

Committee Member Nichter questioned the feasibility of allowing small tours in the building during Merrytime Christmas. City Manager Tatman responded that she would look into the limitations on group limits and the City's Liability Insurance. She also advised that a Special Event Application would need to be submitted and approved.

## **Adjournment**

Motion by Committee Member Turner, seconded by Committee Member Nichter, to adjourn at 6:10 pm. All Ayes. Motion Carried.

Respectfully submitted,

Michele Goodrich  
Deputy Clerk

Shannon Adams  
City Clerk

# 13 WAYS

## To Kill Your Community

Summarized from *13 Ways To Kill Your Community*, by Doug Griffiths, MBA

“Unquestionably the various levels of government play an important role in this process, but...they do not have the ultimate responsibility. That responsibility rests with those in the community. ...the only way to ever ensure the long-term success of any community is for the community itself to decide it wants to be successful.”

### 1. Forget the Water:

- Safe, drinkable water is one of our city's most valuable assets, one which we should not take for granted.
- Having it is not a guarantee of a successful community but losing it is a guaranteed way to kill it.
- (The book does not mention the value of our rivers as an asset but failure to protect and develop our waterfront is a town killer as well.)

### 2. Don't Attract Business:

- Competitive business-tax rates, appropriate support services, reduced rules and regulations, flexible multi-use zoning, and an environment friendly to enterprise are things city government needs to think about in order to retain and attract new businesses.
- Ask existing businesses what they need from the city.
- Ask residents what kinds of businesses they want to have available in the city.
- Look within the city to develop businesses and services that residents usually go outside the city to get.
- Be open to encouraging and inviting competition among existing businesses.
- Be wary of city officials who discourage new business to protect a business of their own or a family member's.

### 3. Don't Engage Youth:

- People 35 and under- have energy and creativity and not yet prejudiced by bad experiences and fruitless pursuits.
- Are probably not members of councils, committees, chambers or volunteer groups- need to find ways to get them there.

- Engage in succession planning for government positions and business ownership. Co-op, work/study and civics programs in school should be widely available staffed by local business owners and community leaders.
- These same leaders can create jobs and/or business opportunities for crops of graduating or near graduating students.
- Local business owners can invest time and capital in a “business incubator” to help entrepreneurial youth develop prospective business ideas in the community through low interest loans and mentorship.
- Expect youth to leave, to explore and grow beyond the borders of home, but create opportunities for them to return.
- Rule of thumb: You have to ask youth (or anyone) seven times to get involved.
- Three stages of involvement:
  - Ask for ideas as to how to solve a problem.
  - Create ways to implement those ideas.
  - Carry out the implementation.

#### 4. Deceive Yourself:

- Every community has elements that are advantages and others that are disadvantages.
- Focus on advantages: what can we do to sustain our advantages and/or make them better.
- Focus on disadvantages: develop plans to neutralize or turn disadvantages in to advantages.
- Plans are not enough, they must lead to action steps.
- Action steps rarely succeed unless the community values the outcome.
- People, and communities live in comfort zones; you have to be willing to leave.

#### 5. Shop Elsewhere:

- Keep your dollars in town and shop locally; every dollar spent will touch an average of seven hands before it leaves.
- Jealousy can drive new businesses from your community (the coffee shop gossip):
  - Why would anyone invest in such a business; products/services probably no good
  - Focus on how the owners are wealthy, live in big homes (maybe outside of town), or don't look like or act like us
  - Bad gossip drives potential customers to shop elsewhere
- Chambers of Commerce must continually talk up the benefits of shopping locally and finding ways to encourage people to do so.



- Businesses must continually find ways to refresh themselves in their physical location, their products and their services.

#### 6. Don't Paint:

- Don't paint, dust, clean, mow, wash, pick up garbage, plant flowers...
- In short, don't do anything to make your community look visually appealing; people do judge books by their covers.
- Visual aesthetics are not a 'nice-to-have' item on the budget list; they are much more important than that.
- The aesthetic aspects of a community are an outward sign of what lies deep within, about whether or not a community has confidence and pride in itself, and believes it is successful and is worth investing in.
- Invest in main street and community beautification projects, providing financial incentives if possible and/or community pride awards and recognition.
- Utilize volunteer cleanup projects for public areas and, in some cases, private areas where owners are unable to do so. Enlist existing groups or service clubs.
- If you look successful, even if you are not, you will probably get there. If you look like you are failing, you will. 'Fake it until you make it' applies here.

#### 7. Don't Cooperate:

- Community growth and survival is too big a job for one person to accomplish; it takes many people who are willing to cooperate to achieve common goals.
- Cooperation on a high level becomes synergy, a state where group energy expands beyond individual levels and achieves higher results.
- The pool of volunteers is generally limited, often meaning multiple groups are comprised of many of the same individuals.
- Forms of non-cooperation:
  - Volunteers refuse to cooperate with one another
  - Volunteer groups refuse to cooperate with one another
  - Your community refuses to cooperate with other communities
- Result of non-cooperation is that volunteers get frustrated, burned out, alienated and never experience synergy.
- Beware of leaders who surround themselves with weak and vulnerable people who are eager to agree with anything this leader proposes just to stay on h/her good side. This leader keeps everything bundled up, not sharing, so that if this leader is ever out of the picture, nothing gets done. This leader also discourages or prevents others from reaching out to form strategic partnerships elsewhere.

- Another type of leader gets h/her power as an elected councilor, manager, administrator or chair of some board or committee by saying 'No' and throwing up road blocks whenever they can.
- Some leaders become recognized as super volunteers, stepping up to multiple challenges and tasks and assuming control only to suck the life out of every idea and helpful volunteer.
- Real leaders build teams, empower and encourage the members, find ways to say 'Yes' and work toward making the team successful.
- Groups and organizations can enhance a communities growth through cooperative competition but can damage it through competition based upon a need for recognition, membership, funding or just a 'we're the best' mentality.
- Beware of creating arbitrary boundaries between groups, organizations or neighboring communities that could otherwise make valuable partners.

#### 8. Live in the Past:

- The beginning and end of every community is its people and the collective attitude they have about success and their ability to achieve it.
- Few attitudes are more successful in killing a community than the one that has you living in the past, especially using events in the past that have kept them from moving forward. ("We tried that before but it didn't work because...")
- One way of living in the past is to romanticize it making it difficult to accept new ideas or respond to a changing world. These people are prone to draining the energy of new ideas or projects.
- Another way of living in the past is to remember the wrongs. These people become angry and hostile, stubbornly refusing to let past wrongs go and standing in the way of moving forward until 'justice is served.'
- Either viewpoint keeps people distracted from moving forward.

#### 9. Shut Out Your Seniors:

- Knowledge, experience, wealth and time are all valuable in building a successful community; seniors have these in abundance.
- Some communities employ a volunteer or community organizer to help identify, recruit and match senior volunteers to tasks within the community.
- Much like matching kids and grandparents, matching the energy and ideas of young volunteers with the wisdom and experience of senior volunteers can create great results.

- Many seniors find themselves living in homes that no longer meet their needs. Rather than see them moving away and taking their time, talents and treasure with them communities need to pay serious attention to developing senior housing or living arrangements.
- In addition to housing, seniors need their community to provide quality-of-life aspects as well.

#### 10. Reject Everything New:

- People crave security and consistency and, hence, resist change, often enduring considerable amounts of pain in doing so.
- As communities we often reject new ideas, people, ways of thinking or attitudes rather than let go of the old and familiar.
- People who take hold and reject new ideas are easy to identify: NIMBY (Not In My Back Yard), CAVE (Citizens Against Virtually Everything), BANANAs (Build Absolutely Nothing Anywhere Near Anything); their arguments are a desperate desire to keep everything the same and maintain the status-quo.
- The most dangerous of these are the FEARS (Fire-up Everyone Against Reasonable Solutions). They yell and scream, present lies and feelings as facts, attack people personally so good people become afraid to speak up at meetings and succeed by spreading fear. They are powerful and their sole intent is to stop change and prevent solutions.
- You can ignore change and change; you can deny change and change; you can fight change and change; or you can accept change and shape it to your ends.

#### 11. Ignore Outsiders:

- Outsiders can be from different and distinct cultural groups, may speak a different language, may have a different history or religion, may have different lifestyles or eat different food or may just not originate from your community.
- Three main groups:
  - People who come from a country outside the U.S.
  - People who come from other communities within the U.S.
  - People who are inside the community but become outsiders because they do not fit into the collective character and accepted mindset of the community
- People within the first two groups are marginalized because they do not know the history of the community, who the leaders are to whom they should be paying homage, who is more important than whom or the way things always get done.

- The lack of this knowledge is precisely why these people are valuable to the community. They are agents of change because they are not entrenched in the history or politics or accepted practice that may be holding your community back.
- Also, these people chose to come to your community which means they see something of value in it to begin with. Generally, they are making an investment, either in a home or business or both and are motivated to see the community succeed.
- People coming from 'away' have living and working experiences that may be much different from those in your community; they have seen other ways that things may be done which may yield better results.
- Those coming from places outside the U.S. must have a strong spirit that has led them to leave everything they knew and the energy to do so, both of which can be valuable to your community. Studies show that they are likely to be 3-8 times more likely to be successful professionally and financially than the rest of us.
- People in the third group are home grown but along the way begin to say or do things or think in ways that do not fit the norm; they are people whose lifestyle choices run against common practice.
- While many will choose to move away those who remain can contribute unique points of view, new ideas, different skill sets or just a different and interesting character to your community.

## 12. Grow Complacent:

- Complacency, being comfortable with the way things are, can cause us to lose focus on achieving our goals, and the more we remain out of focus the harder it is to regain it.
- Sometimes a leader can suffer a burnout, and while they seem to be engaged on the outside, inside they have become complacent and cannot become reengaged.
- Realize that success is neither a sprint or a marathon but a relay; leadership and responsibility can and should be passed on from time to time; it can always be passed back again.
- Success at any endeavor takes work. Once success is achieved, however, it takes just as much, if not more, work to maintain it. And don't stop there!
- Overconfidence is another form of complacency. The attitude that you are unbeatable is the first step to being beaten.
- Do not allow the new goal of 'sustainability' to become another word for status quo, for keeping things the way they are. Maintaining the successes you have does not mean you should not continually strive to achieve more.
- Complacency is resistance to change. You say you want to change but do not want to leave your comfort zone to do it.

13. Don't Take Responsibility:

- The most effective way to create failure is to find someone else to blame for what is wrong.
- Complaining and blaming are easy; taking responsibility for solving/fixing the problem/issue is not but that is what it takes to make your community successful. It starts and ends with you.
- Success or failure always comes down to attitude. There are many things in the world, in our communities that we cannot control; we always have control of our attitude.
- Take the responsibility to believe in yourself, in your community. Your belief in success and your willingness to act on that belief is what counts.
- The author ends with two quotes:
  - "Whether you think you can or think you can't, you're right."
  - "Those who say it cannot be done should not interrupt those who are doing it."