

**City of Marine City  
Community and Economic Development Board  
August 23, 2023**

A regularly scheduled meeting of the Community and Economic Development Board was held on Wednesday, August 23, 2023 at 260 South Parker Street, and was called to order by Chairperson Moran at 6:00 pm.

The Pledge of Allegiance was led by Chairperson Moran.

**Present: Planning Commission Representative (Chairperson) Joseph Moran; Board Members Cheryl Ross, Heather Hatcher; TIFA Board Representative Bob Weisenbaugh; Chamber of Commerce Representative Paul Merchant; Business Representative David Warner; City Manager Adkins; Deputy Clerk Michele Goodrich.**

**Absent: City Commission Representative Jennifer Vandebossche**

Motion by Board Member Ross, seconded by Chamber Representative Merchant, to excuse City Commission Representative Jennifer Vandebossche from the meeting. All Ayes. Motion Carried.

**Communications**

None.

**Approve Agenda**

Motion by Board Member Ross, seconded by Chamber Representative Merchant, to approve the Agenda. All Ayes. Motion Carried.

**Public Comment**

None.

**Approve Minutes**

Chairperson Moran revisited outstanding questions from the July meeting: City Manager Adkins confirmed that there was no booth for the Master Plan present at Maritime Days and that the Master Plan survey was still available; City Staff confirmed there was a detailed flow chart outlining the process of opening a business in Marine City on the

application and City Manager Adkins encouraged businesses to visit the City Offices if they had any questions regarding the process of opening a business in Marine City.

Motion by Board Member Ross, seconded by TIFA Representative Weisenbaugh, to approve the Community & Economic Development Board minutes of June 26, 2023. All Ayes. Motion Carried.

## **Unfinished Business**

### 13 Ways to Kill Your Community: Number 4: Deceive Yourself

Board Member Ross expressed that there was a wide spectrum of what “blue collar” may represent and that it did not necessarily define one’s personal wealth or success. She stated that Marine City had a cross section of demographics and finances that were important to keep in mind when making decisions.

Chairperson Moran questioned if there were any advantages afforded to the City that should be capitalized on. Board Member Merchant responded about the City’s rich maritime history and questioned if the Master Plan defined what a “Nautical Theme” was. Chairperson Moran stated that the City could not dictate how people chose to design their building however, he stressed the need to encourage property owners to adhere to a Nautical Mile theme and design. City Manager Adkins suggested incentivizing the incorporation of a Nautical Mile theme and the incorporation of recommended design standards.

Board Member Hatcher questioned what was being done to address the empty storefronts throughout the City. City Manager Adkins briefly reviewed the moratorium on the Vacant Business ordinance and how it needed to be reevaluated.

## **New Business**

### Car Show

TIFA Board Representative Weisenbaugh informed the Board that he had received positive feedback from Algonac and Clay Township about moving forward with a car show that extends through the communities. Clay Township Supervisor suggested October 19, 2024 so that the event could be incorporated into the Sturgeon Festival. TIFA Board Representative Weisenbaugh advised that he was working on funding for event maps and brochures and suggested that business owners offer discounts during the event. He stated that he would like the Community & Economic Development Board to support the car show concept in an effort to help promote the event.

Motion by Chairperson Moran, seconded by TIFA Board Representative Weisenbaugh, to promote the fall cruise set for October 19, 2024 in partnership with Algonac and Clay Township. All Ayes. Motion Carried.

Chairperson Moran informed the Board that he would present the fall car show during public comment at the next City Commission meeting.

### Redevelopment Ready and Best Practices

City Manager Adkins presented a brief overview of what the Redevelopment Ready Communities Program entailed and how Marine City was beginning the process of becoming “re-engaged” in an effort to become “engaged” or “certified” based on the 6 Best Practices outlined by the program handbook. He summarized what the 6 Best Practices were and encouraged the Board to read the full descriptions on their own. City Manager Adkins requested that the Community and Economic Development Board start to discuss the Best Practices over the course of the next meetings and proposed bringing in guest speakers. City Manager Adkins informed the Board that the perimeters of the program had changed over the course of time and smaller communities now had a better opportunity to become “engaged” or “certified” and that the Master Plan update would significantly help Marine City complete the process.

### **Open Discussion**

Chairperson Moran stated that the Vacant Building Ordinance was derived from the Community and Economic Development Board was valid, well researched and developed and his opinion that it needed to stay in effect. City Manager Adkins believed that the ordinance needed to be retained but with modifications. He stated that the current moratorium would give the City time to work on the gray areas and Commission concerns. He was in the process of reviewing the ordinance against several other municipalities and the City’s business license procedure.

Board Member Ross presented a handout of MiMLS listings and questioned if the Board could have general conversations regarding what was available in the City.

Chamber of Commerce Representative Merchant stated that the CNG Newspaper ads were wonderfully successful and that the use of the coupons featured in the newspaper was indicative of measurable success. He informed the Board that the Chamber was contracting a drone to come into the City to take pictures and videos in an effort to promote Marine City and that the brochures, previously approved, were being delivered to Michigan Welcome Centers. Chamber of Commerce Representative Merchant informed the Board that the Chamber would be holding a networking event on September 6 aimed at manufacturing companies and were hoping to bring in speakers from the EDA and SBDC.

### **Adjournment**

Motion by Board Member Hatcher, seconded by Board Member Ross, to adjourn at 7:30pm. All Ayes. Motion Carried.

Respectfully submitted,

Michele Goodrich  
Deputy Clerk

Jason Bell  
City Clerk