

**City of Marine City
Community and Economic Development Board
July 28, 2021**

A regular meeting of the Community and Economic Development Board was held on Wednesday, July 28, 2021 at 260 South Parker Street, and was called to order by Chairperson Scaccia at 6:00 pm.

The Pledge of Allegiance was led by Chairperson Scaccia.

Present: Chairperson Laura Scaccia; Planning Commission Representative Joseph Moran; City Commission Representative Cheryl Vercammen; TIFA Board Representative Bob Weisenbaugh; Board Member Cheryl Ross, Board Member Robert Klingler; Interim City Manager Mike Itrich; Deputy Clerk Michele Goodrich

Absent: None.

Communications

None.

Approve Agenda

Motion by Planning Commission Representative Moran, seconded by City Commission Representative Vercammen, to approve the agenda as amended:

- Add supporting attachments for Agenda Items 8B, 8C, and 9A

All Ayes. Motion Carried.

Public Comment

None.

Approve Minutes

Motion by Board Member Klingler, seconded by Board Member Ross, to approve the Community & Economic Development Board minutes of June 23, 2021. All Ayes. Motion Carried.

Unfinished Business

Marine City Marina Project

Chairperson Scaccia announced that the DNR grant presentation with Six Rivers Conservancy was scheduled for August 18, 2021, the time and location had not been announced. The presentation speakers will include Interim City Manager Itrich, Chairperson Scaccia, County Commissioner Jeff Bohm and Mayor Vercammen. She advised that the DNR's decision would not be announced until December.

Mission Statement

Chairperson Scaccia read three potential Mission Statements and discussed possible revisions.

Rebranding Marine City

Chairperson Scaccia presented the tagline, "Take Me to the River" that will be used in the rebranding of Marine City. Board Member Klingler stated that it was important to highlight places to work in addition to places to shop, eat and stay.

Informational Area in City Hall

Chairperson Scaccia informed the Board that there was a designated space in the City Hall lobby for pamphlets and informational materials and she would work on a design concept. She stated that she did not know if the Discover the Blue kiosk was going to be utilized.

New Business

Splash Cash Raffle Amount

Chairperson Scaccia presented the final Marine City Chamber of Commerce Profit and Loss by Class report for the Splash Cash Raffle. She informed the Board that the portion allocated to the Marine City Community and Economic Development Board was \$7,730.11.

Billboard

Chairperson Scaccia presented a billboard advertisement design for the promotion of Marine City to be placed near I94 and M59. She stated that the cost to rent the billboard space was \$399.00 per month and the sign flashed 200 times a day for five days. The billboard space was available during August, September, October, November and December and the Chamber was willing to commit to half of the cost.

Motion by Planning Commission Representative Moran, seconded by City Commission Representative Vercammen, to submit a letter to the City Commission on August 19, 2021 requesting authorization to utilize designated CED funds, not to exceed \$1200, to fund half of the cost of a promotional billboard. Ayes: Hatcher, Ross, Scaccia, Moran, Vercammen, Weisenbaugh. Nays: Klingler. Motion Carried.

Bus Tour Welcome Bag

Chairperson Scaccia presented the flyer that was being inserted into the promotional welcome bags for the bus tours that have been visiting Marine City. Board Member Ross suggested including a map of the City on the back of the flyer.

Grant Opportunity: Promotion of the Arts

Board Member Ross stated that she was going to look into art installations and possible locations within the City. Chairperson Scaccia advised her to contact Jason Stier who worked with the River Rec Teen Zone and St. Clair County Art Association. Chairperson Scaccia said that Board Member Ross should look into a possible partnership between the CED Board, Board Member Hatcher, and the River Rec Teen Zone.

Golf Outing Sponsorship Opportunity

Chairperson Scaccia questioned if the CED Board wanted to be involved with the Golf Par-Tee event as a possible sponsor. She advised that the Chamber would design the logo on behalf of the CED Board. Board Member Ross offered to write a letter to the City Commission requesting permission to utilize funds.

Motion by City Commission Representative Vercammen, seconded by Board Member Klingler, to submit a letter to the City Commission on August 19, 2021 requesting authorization to utilize designated CED funds, in the amount of \$200, to become a lunch sponsor at the Golf Par-Tee event. All Ayes. Motion Carried.

Open Discussion

Board Member Ross questioned if there was interest in contacting food truck vendors to come into town on the days when most restaurants were not open. City Commission Representative Vercammen stated that she had previously tried to contact several food truck vendors and they had not contacted her back about setting up in Marine City.

City Commission Representative Vercammen stated that she was in the process of requesting pricing for a large Adirondack chair with the words "Marine City" on it, and that it would provide a great photo opportunity in the City.

Chairperson Scaccia advised the Board that several businesses were interested in a large scale decorating or lighting project for their storefronts. There was interest in heavily decorating and lighting up one of the City Parks. Interim City Manager Itrich stated that the City had tried that before and the lighting proved too costly and there were major vandalism issues with people destroying timers, extension cords and bulbs. Chairperson Scaccia stated she would continue to think of ideas on what businesses throughout the City could do as a large scale display.

Planning Commission Representative Moran petitioned the Board to move their meeting time from 6:00pm to 7:00pm. Interim City Manager Itrich stated that the City was currently looking into revising the meeting schedules.

Adjournment

Motion by Board Member Klingler, seconded by City Commission Representative Vercammen, to adjourn at 7:13 pm. All Ayes. Motion Carried.

Respectfully submitted,

Michele Goodrich
Deputy Clerk

Kristen Baxter
City Clerk