

CITY OF MARINE CITY

Community & Economic Development Board Meeting Agenda

Marine City Fire Hall, 200 South Parker Street

Regular Meeting: Wednesday, February 26, 2020 6:00 PM

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. **ROLL CALL:** Board Members Danielle Donahue, Heather Hatcher, Robert Klingler, Laura Scaccia; Planning Commission Representative Joseph Moran; City Commissioner Cheryl Vercammen; TIFA Board Representative Robert Weisenbaugh; City Manager Elaine Leven

4. COMMUNICATIONS

5. APPROVE AGENDA

6. **PUBLIC COMMENT** *Anyone in attendance is welcome to address the Community & Economic Development Board. Please state name and limit comments to five (5) minutes.*

7. APPROVE MINUTES

- A. January 22, 2020 Meeting Minutes

8. UNFINISHED BUSINESS

- A. Kayak Launch Site (C. Vercammen)
- B. Clinton River Cruise Boat (L. Scaccia/J. Moran)
- C. Tall Ship/Large Ship Tie-Up (L. Scaccia/J. Moran)
- D. Shuttle Bus (R. Weisenbaugh)
- E. Alternative Signage for Marine City
 - Billboards
 - Street Banners
- F. 2020 Objectives
- G. New City Hall Visitor Center

9. NEW BUSINESS

- A. March 25, 2020 CED Regular Meeting Cancellation
- B. HGTV Submission
- C. FIT Community Opportunities
- D. Viking Cruise Line in 2020
- E. EDA February 10, 2020 Meeting Report
- F. Theatre Advertisements

10.OPEN DISCUSSION

11.ADJOURNMENT

**City of Marine City
Community and Economic Development Board
January 22, 2020**

A regular meeting of the Community and Economic Development Board was held on Wednesday, January 22, 2020 in the Fire Hall, 200 South Parker Street, Marine City, Michigan, 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; Board Members Danielle Donahue (arrived at 6:09pm); Robert Klingler; Planning Commission Representative Joseph Moran, TIFA Board Representative Robert Weisenbaugh; City Commissioner Cheryl Vercammen; Deputy Clerk Michele Goodrich

Absent: Board Member Heather Hatcher, City Manager Elaine Leven

Communications

None.

Approve Agenda

Motion by Planning Commission Representative Moran, seconded by TIFA Board Representative Weisenbaugh, to approve agenda. All Ayes. Motion Carried.

Public Comment

None.

Approve Minutes

Motion by Board Member Klingler, seconded by TIFA Board Representative Weisenbaugh, to approve the Community & Economic Development Board minutes of December 18, 2019. All Ayes. Motion Carried.

Unfinished Business

Kayak Launch Site

City Commissioner Vercammen advised the Board that she planned to solicit on Facebook Marketplace for a floating dock for the kayak launch.

Clinton River Cruise Boat

No updates at this time.

Tall Ship/Large Ship Tie-Up

No updates at this time.

Shuttle Bus

TIFA Board Representative Weisenbaugh advised the Board that he is in the process of setting up a meeting with interested parties in Clay Township, and Algonac and Blue Water Transit.

City Commissioner Vercammen stated that she will reach out to her contacts for more information regarding purchasing vehicles.

Alternative Signage for Marine City

Board Member Donahue reviewed the pricing scale for billboard advertisements, she advised the Board that the price is dependent upon location, length of advertisement and time slots available. She will compile information to be presented in a handout at a future Board meeting.

City Commissioner Vercammen stated she tried to reach out to Kathy Vertin, who also had researched billboards, and is awaiting a response.

Economic Development Alliance of St. Clair

Board Member Klingler informed the Board that Dan Casey, from the Economic Development Alliance of St. Clair County, contacted him and advised him of an open seat on the CDA Board. Board Member Klingler volunteered and was approved by Dan Casey to be the EDA Board Representative for Marine City. He advised the Board that he will start to attend the Economic Development Alliance Board meetings starting in February.

Chairperson Scaccia stated that Mr. Casey also offered to come to a future Board meeting to discuss the Economic Development Alliance of St. Clair County.

New Business

Marijuana Update

Planning Commission Representative Moran reviewed the current status of the City regarding the allowance of sales and production of marijuana within City limits. He advised that the City Commission tasked the Planning Commission with determining if there was space available within the City for the retail and production of marijuana. Planning Commissioner Moran presented and discussed the zoning maps created by the Planning Commission, using the most extreme setbacks he thought the City could

impose, which identified the potential allowable locations within Marine City where marijuana facilities could be located.

City Commissioner Vercammen stated that the City would have Town Hall meetings prior to anything being put on a ballot.

TIFA Board Representative Weisenbaugh stated that marijuana facilities should be set up in TIFA districts so that the City could collect a 1.5% tax.

New City Hall Visitor Center

Chairperson Scaccia discussed allocating an area in the new City Hall building as an extension of the Chamber of Commerce, similar to a visitor's center. The space would feature a Discover the Blue kiosk, cork board and racks for brochures in addition to the City's applications and documents, all features that do not need to be manned by City staff. Chairperson Scaccia questioned if utilizing the space needed to be presented to the City Commission.

City Commissioner Vercammen confirmed that the utilization of space within the new City Hall would need to go to the architect to incorporate the visitor center concept into the design of the building and the Board would need City Commission approval to present to the architect. City Commissioner Vercammen requested that the CED Board draw up a sketch of the area to be utilized.

Chairperson Scaccia stated that she will obtain kiosk measurements and put together a sketch of the visitor center concept.

Planning Commission Representative Moran would like all of the CED and Chamber of Commerce information to be available online on the new City website.

2020 Objectives

Board Member Weisenbaugh stated that he contacted YouTube and presented information regarding how to make money with a YouTube Shipcam channel.

City Commissioner Vercammen informed the Board of a show on HGTV called "Hometown" where the TV channel will select a city to make over. She stated that she is writing out the initial application and would like input from the Board regarding what to include. Chairperson Scaccia advised that she would reach out to a videographer and designate someone she knows to work on the application.

Planning Commission Representative Moran stated that he will research pricing and information regarding advertisements that feature Marine City that play prior to a movie at surrounding movie theatres.

City Commissioner Vercammen would like to see more art featured throughout Marine City. Chairperson Scaccia expressed interest in graffiti walls in town and said that the Beach bathroom wall would be a great spot to feature a mural. City Commissioner Vercammen stressed that the art displays need to feature the words, "Marine City, Michigan." She also requested that the Board brainstorm on where to put photo-ops throughout town and gave the example of a wooden ship with a captain's port cutout to be placed at the Marine City Beach during the summer. Chairperson Scaccia stated that Board Member Hatcher designed snowmen to be placed near the ice rink and that she is a phenomenal artist.

Board Member Klingler expressed his interest in an interface for high school/SC4 co-ops and the Board regarding career planning.

Open Discussion

None.

Adjournment

Motion by City Commissioner Vercammen, seconded by Board Member Klingler, to adjourn at 7:11 pm. All Ayes. Motion Carried.

Respectfully submitted,

Michele Goodrich
Deputy Clerk

Kristen Baxter
City Clerk

Valentine's promo buy 3 save \$100

We are SHRCC Chamber members and your single point contact for billboards, cable/Internet streaming and radio advertising.

Get a M-59 digital billboard Feb 10-16 at M-53 for \$499 pin 4. Buy 3 spots and save \$100. Great opportunity for a Valentine's promotion! Add \$199 for art if needed.

Webinar about advertising on billboards, cable/internet TV and radio Wed, Jan 29 @ 12 noon [register to attend](#) this free 30 minute webinar.

Add 30,000 x 15 second internet TV ads targeted to specific zip codes and one subgroup for \$2,499 i.e. interests, income, age, gender + \$499 for basic production.

Call (248) 881-9505 or email alan@yourbigsign.com. We have an A+ rating with the [BBB](#) and have been helping businesses for 5 years see YourBigSign.com.

Thank you,

Al

Alan Pittel

cell (248) 881-9505

Your Big Sign



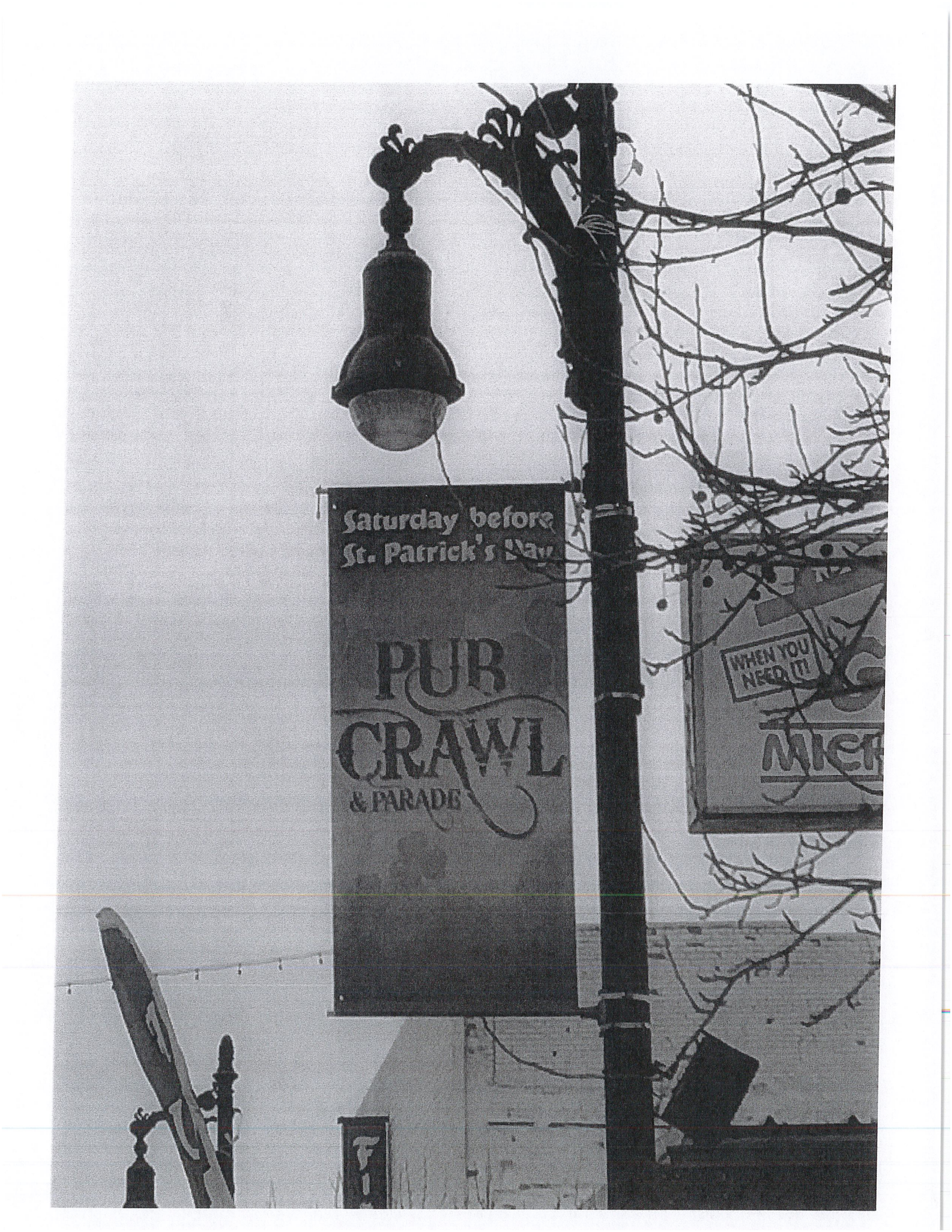
M-59 digital billboard 8 sec display each 5.3 min at M-53 pin 5

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Hartland, MI 48353 US

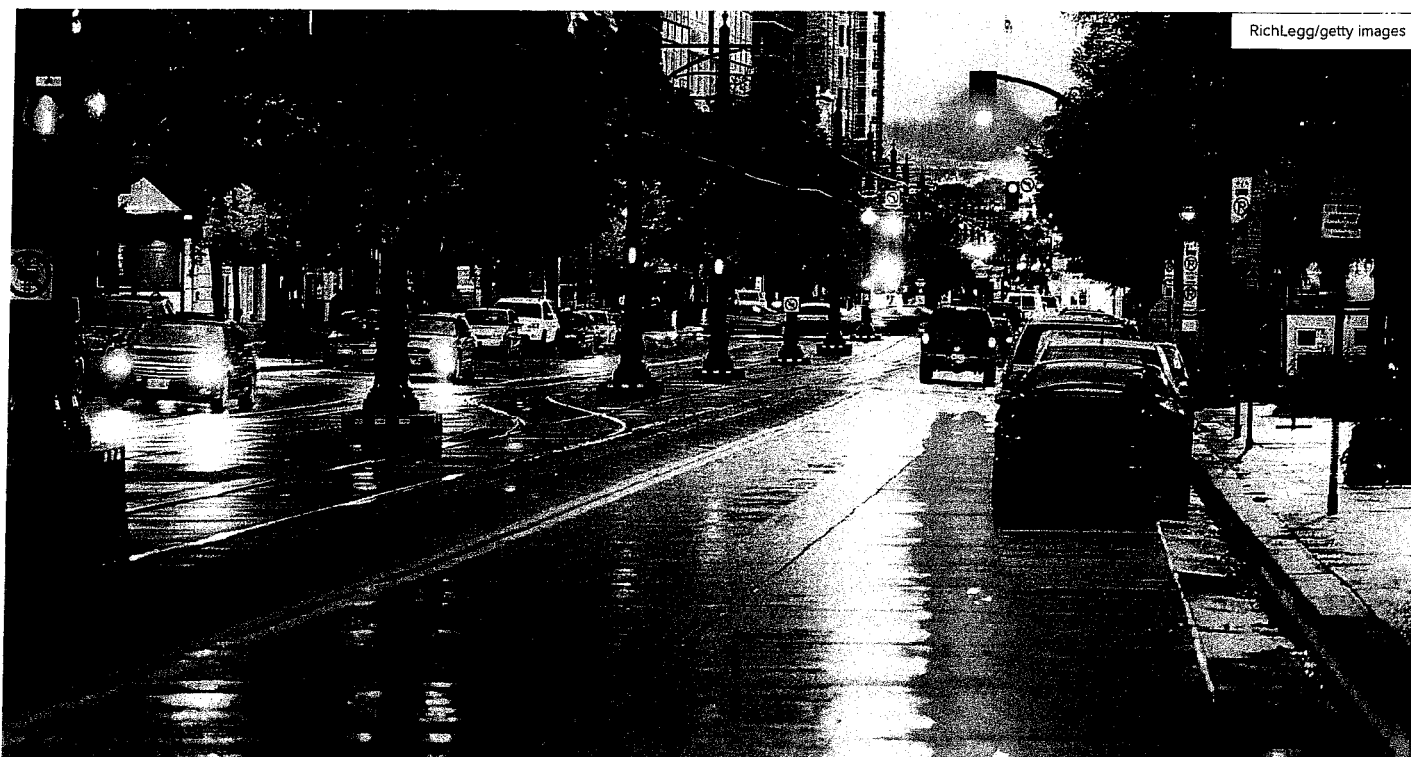


Saturday before
St. Patrick's Day

PUB
CRAWL
& PARADE

WHEN YOU
NEED IT!

MICHAEL



SMALL-TOWN BOOST: Consumers Energy Foundation is providing \$50,000 to support big ideas in Michigan small towns.

Small towns in Michigan can compete for \$50,000 in grants

The Consumers Energy Foundation is funding a 'Put Your Town on the Map' competition.

Feb 06, 2020

The Consumers Energy Foundation is sponsoring a competition that will provide \$50,000 to support big ideas in small towns across Michigan's Lower Peninsula.

The "Put Your Town on the Map" pitch competition will provide dollars for three projects that build strong communities. Up to 10 finalist communities will compete for the funding April 22 at the annual Small Town and Rural Development Conference at Crystal Mountain in Thompsonville, Mich.

"Consumers Energy is committed to ensuring that Michigan's communities of all sizes are growing and thriving," says Roger Curtis, Consumers Energy's vice president of public affairs. "We were impressed by

the incredible ideas from so many communities last year. We're excited to invest more dollars into the competition's prizes and look forward to seeing even more creativity and innovation on display."

Consumers Energy created the competition to reward ideas and provide critical dollars for projects in Michigan's small towns. Communities with a population of up to 10,000 have until March 2 to submit proposals.

Consumers Energy and the Community Economic Development Association of Michigan will select 10 communities to make a pitch at the Rural Partners of Michigan conference for grants worth \$25,000; \$15,000; and \$10,000.

Last year's first competition featured \$15,000 in grants. The winners were:

- Port Austin, first place (\$7,500), a large vacant lot will be developed into an interactive and dynamic space for tourists and community members.
- Spring Lake, second place (\$5,000), a plan to bring public art to the Lakeside Trail to make the village a destination for visitors.
- Sparta, third place (\$2,500), The Orchard, an incubator for small businesses.

The "Put Your Town on the Map" competition aims to reward a variety of innovative ideas, such as those that attract visitors to downtowns; focus on housing, education or employment; create community pride and more. Community leaders can learn more and apply at cedamichigan.org.

The Consumers Energy Foundation is the charitable arm of Consumers Energy, Michigan's largest energy provider. In 2019, the Consumers Energy Foundation, Consumers Energy, its employees and retirees contributed more than \$11.5 million to Michigan nonprofits.

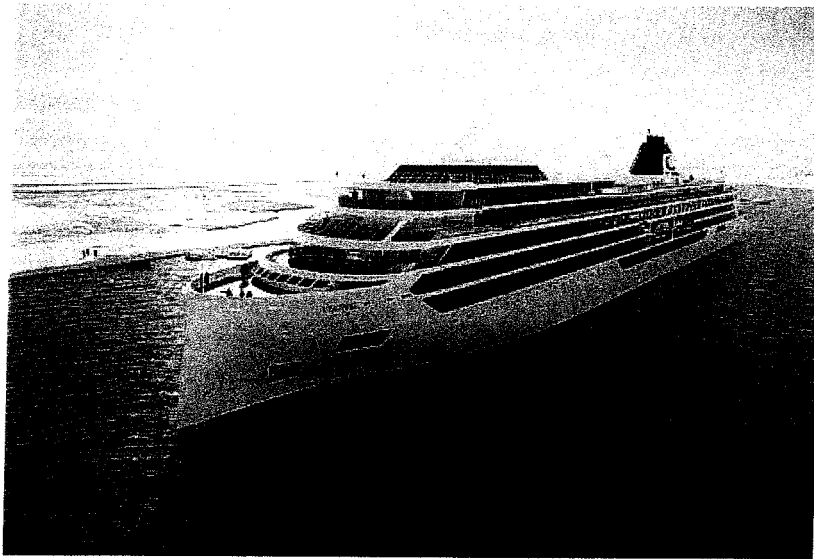
For more information about the Consumers Energy Foundation, visit consumersenergy.com/foundation.

Source: Consumers Energy, which is solely responsible for the information provided and is wholly owned by the source. Informa Business Media and all its subsidiaries are not responsible for any of the content contained in this information asset.

Source URL: <https://www.farmprogress.com/business/small-towns-michigan-can-compete-50000-grants>

New Viking cruise ship scheduled to visit Great Lakes in 2022

Associated Press Published 1:09 p.m. ET Feb. 11, 2020 | Updated 1:46 p.m. ET Feb. 11, 2020

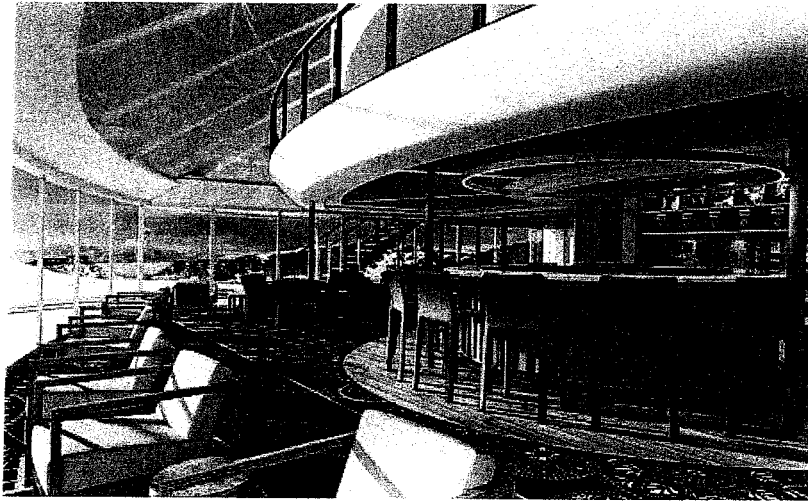


A Viking Expedition ship. (Photo: Viking)

TRAVERSE CITY, Mich. — A cruise ship currently being built in Norway is scheduled to visit the Great Lakes, including a stop at Traverse City in northern Michigan eight times in 2022.

About a year ago, the Discovery Center & Pier announced plans to transform a former Michigan coal dock in Greilickville into a site that ships could use to land passengers — in efforts to attract more cruise ship traffic to Grand Traverse Bay, the Traverse City Record-Eagle reported (https://www.record-eagle.com/news/business/cruise-ship-to-visit-traverse-city-eight-times-in/article_5a55305e-3c53-11ea-8cd3-bb84313fb338.html).

The 665-foot-long Viking Octantis is offering four different itineraries, starting in January 2022. A sister ship, the Viking Polaris, is scheduled to launch in August 2022.



A rendering of the Explorer's Lounge on-board the Viking Octantis. (Photo: Viking)

"This is all happening a little faster than we expected," said Discovery Center & Pier CEO Matt McDonough. "We didn't expect to have eight ships come to call from one company in two years."

The cruise itinerary that includes dates in Traverse City, called "Niagara & the Great Lakes," will shuttle between Toronto and Milwaukee, with stops at Niagara Falls, Point Pelee on Lake Erie in Ontario, Detroit, Alpena and Mackinac Island.

Discovery Pier officials said they're excited about the scientific bent of Viking's planned cruises and the demographic the company is marketing toward.



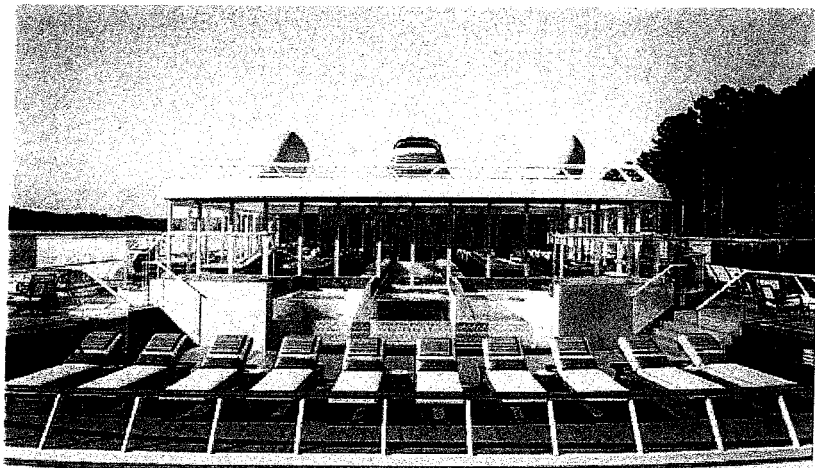
A rendering of Explorer Suite living room on-board the Viking Expedition ships Polaris and Octantis. (Photo: Viking)

"They're interested in learning about science, and the natural resources of the Great Lakes," McDonough said. "We're talking with our partners on developing programming for them."

Viking, based in Switzerland, launched in 1997 as Viking River Cruises and operates river vessels and ocean ships.

More: [New \\$46M AC hotel in Midtown Detroit will include Bonstelle Theatre restoration \(/story/money/business/2020/02/11/ac-hotel-detroit-midtown-bonstelle-theatre/4722084002/\)](https://www.detroitnews.com/story/money/business/2020/02/11/ac-hotel-detroit-midtown-bonstelle-theatre/4722084002/)

More: [Cruise ship seeking port in Thailand amid coronavirus concerns \(/story/news/local/michigan/2020/02/10/coronavirus-outbreak-cruise-ship-thailand/4711631002/\)](https://www.detroitnews.com/story/news/local/michigan/2020/02/10/coronavirus-outbreak-cruise-ship-thailand/4711631002/)



A rendering of the Aquavit Terrace and Infinity Pool on-board a Viking Expedition ship. (Photo: Viking)

Read or Share this story: <https://www.freep.com/story/news/local/michigan/2020/02/11/new-cruise-ship-great-lakes-viking-octantis/4711422002/>

Forwarded Message -----

From: Cindy Thieme <cindy.thieme@ncm.com>

To: jmoran.mc@att.net <jmoran.mc@att.net>

Sent: Tuesday, February 11, 2020, 07:50:29 PM EST

Subject: City of Marine City + Macomb County Cinemas

Joseph-

Thank you for your interest in building your awareness and interested in the City of Marine City across Macomb county theatres.

Why Cinema-

*Captive + Engaged audience sees your message in an Uncluttered Environment

*National CineMedia is the largest Cinema network in the country owning over 70% of Opening Weekend box office traffic

*The Movie Industry is coming off two of the largest Box Office years ever in 2018 and 2019

*NCM viewers have a 75% recall of Ads run in the PreShow and a 67% favorability to TRY THAT LOCAL BRAND

Here is what I created for you to review:

Economic Development Board of Marine City

8 Weeks

April 3 – May 28

NCM Produced :30 Spot

On Screen options: Chesterfield Crossing, Gratiot 15, Forum 30, Krafft 8, Marketplace, Partridge Creek and Universal Grand

Added-Value Lobby Display Entertainment available at: Gratiot 15, Forum 30, Krafft 8

On the attached spreadsheet I have highlighted the cost for each theatre. (You can see a total Impression and Cost number)

We have the Krafft 8 in St Clair County (Port Huron), but we do not partner with any theatres in Lapeer County unfortunately.

As I mentioned when we spoke, you are buying a spot before EACH showing in EACH auditorium for the duration of the flight. The variables we can change are the length of the flight, length of the spot or most importantly the theatre mix you wish to run in.

Lastly, the net cost to produce a :30 Cinema ad with professional voiceover is \$775. Again, we will use a mix of your assets (still + video) as well as stock photos or video to bring the spot to life with site, sound and motion to capture the audiences attention. A minimum of 10-15 business days are requested to complete that.

I'm happy to talk through what is important to you to adjust these plans, or work to a budget number if you have one in mind.

Thank you again for considering the power of Cinema... it is a great time to be on-screen!

Look forward to connecting soon,

Cindy



City of Marine City
2/10/2020 Displayed by Theater

Segment 2 CPS 0:30 4/3/2020 - 5/28/2020 (8 weeks)							
DMA	DMA #	Theater Name	Location	# of Screens	Estimated Spots	Projected Impressions	Net Media Cost
Detroit	14	Chesterfield Crossing Cinema 16	CHESTERFIELD, Michigan	16	3,584	61,348	\$3,200.00
Detroit	14	Forum 30	STERLING HEIGHTS, Michigan	30	6,720	62,585	\$3,600.00
Detroit	14	Gratiot 15	CLINTON TOWNSHIP, Michigan	15	3,360	41,558	\$2,400.00
Detroit	14	Kraft 8	PORT HURON, Michigan	8	1,792	13,330	\$384.00
Detroit	14	Marketplace Cinema 20	STERLING HEIGHTS, Michigan	20	4,480	23,150	\$1,280.00
Detroit	14	Partridge Creek Cinema 14	CLINTON TOWNSHIP, Michigan	14	3,136	69,176	\$2,800.00
Detroit	14	Universal Grand Cinema 16	WARREN, Michigan	16	3,584	46,510	\$2,688.00
			7	119	26,656	317,657	\$16,352.00

Regional LEN 0:30 4/3/2020 - 5/28/2020 (8 weeks)							
DMA	DMA #	Theater Name	Location	# of Screens	Estimated Spots	Projected Impressions	Net Media Cost
Detroit	14	Forum 30	STERLING HEIGHTS, Michigan	30		16,915	\$1.00
Detroit	14	Gratiot 15	CLINTON TOWNSHIP, Michigan	15		11,232	\$1.00
Detroit	14	Kraft 8	PORT HURON, Michigan	8		3,603	\$1.00
			3	53		31,750	\$3.00

Regional LEN 0:30 4/3/2020 - 5/28/2020 (8 weeks)							
DMA	DMA #	Theater Name	Location	# of Screens	Estimated Spots	Projected Impressions	Net Media Cost
Detroit	14	Forum 30	STERLING HEIGHTS, Michigan	30		16,915	\$1.00
Detroit	14	Gratiot 15	CLINTON TOWNSHIP, Michigan	15		11,232	\$1.00
Detroit	14	Kraft 8	PORT HURON, Michigan	8		3,603	\$1.00
			3	53		31,750	\$3.00

Program Totals

Total Projected Impressions:	381,157
Total Net Media:	\$16,358.00
Total Net Production:	\$775
Net Total:	\$17,133.00

NCM Scenario for - The Economic Development Board of Marine City - Proprietary & Confidential

ORD-2002-00375