



CITY OF MARINE CITY

Community & Economic Development Board Agenda

260 South Parker Street, Marine City, MI

Wednesday, March 22, 2023 6:00 PM

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1. **CALL TO ORDER**
 2. **PLEDGE OF ALLEGIANCE**
 3. **ROLL CALL:** Board Members Heather Hatcher, Cheryl Ross; Planning Commission Representative Joseph Moran; City Commissioner Michael Hilferink; TIFA Board Representative Robert Weisenbaugh; Business Representative Cheryl Vercammen; Chamber of Commerce Representative Paul Merchant; Interim City Manager James Heaslip
 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. March 1, 2022 Minutes
 8. **UNFINISHED BUSINESS**
 - A. 300 Broadway
 - B. Discussion: 13 Ways to Kill Your Community (#13)
 - C. Attracting New Business in Marine City
 9. **NEW BUSINESS**
 - A. River Rec Teen Zone - Community Center
 - B. Rediscover Marine City partnership with Chamber of Commerce
 - C. Community Centered Outreach
 - D. Financial Request for painting supplies
 10. **OPEN DISCUSSION**
 11. **ADJOURNMENT**

**City of Marine City
Community and Economic Development Board
March 1, 2023**

A rescheduled meeting of the Community and Economic Development Board was held on Wednesday, March 1, 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; Business Representative Cheryl Vercammen; Board Member Cheryl Ross; Interim City Manager James Heaslip; Deputy Clerk Michele Goodrich

Absent: TIFA Board Representative Bob Weisenbaugh; City Commission Representative Michael Hilferink, Board Member Heather Hatcher

Motion by Business Representative Vercammen, seconded by Board Member Ross, to excuse Board Members Hilferink, Hatcher and Weisenbaugh. All Ayes. Motion Carried.

Communications

None.

Approve Agenda

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

Public Comment

Laura Merchant, Chamber of Commerce President, spoke about a potential partnership with the CED Board regarding a "Rediscover Marine City" campaign and requested the item be on the next CED Agenda.

Approve Minutes

Motion by Business Representative Vercammen, seconded by Board Member Ross, to approve the Community & Economic Development Board minutes of December 7, 2022. All Ayes. Motion Carried.

Unfinished Business

300 Broadway

Board Member Ross informed the Board of a grant funding opportunity through the MEDC - CDBG Public Gathering Spaces Initiative that would require a 10% committed match with the potential grant award of \$2 million. She advised that the 300 Broadway Committee was interested in moving forward with the grant, with permission from the City Commission.

Board Member Ross stated that the River Rec Teen Zone would be vacating 300 Broadway at the end of March and that the City could use the space as a temporary "Community Center" to gauge if there was community support or need for a community center. Chairperson Moran suggested utilizing volunteers to help staff the space.

13 Ways to Kill Your Community: Number 12 - Complacency

Chairperson Moran stated he did not see complacency on the CED Board however, the members still needed to be mindful of forward momentum and potential discouragement.

Board Member Ross stated that the Board needed to keep people thinking in different ways.

Attracting New Business in Marine City

Chairperson Moran stated his opinion that businesses in Marine City were not closing due to poor sales or politics but rather due to retirement and overall changes in life.

Business Representative Vercammen read aloud a passage commenting on the 37 most promising businesses for a small town. She requested the City put information on the website directing potential investors to the vacant buildings in town and potential business ideas.

Chamber of Commerce Representative addressed the need to keep representation on the EDA.

Lake St. Clair Guide Design Approval

Chairperson Moran informed the Board that the Lake St. Clair Guide was available. Business Representative Vercammen stated the guide has been very popular at her restaurant and that she had already distributed four boxes.

New BusinessCommunity Center

Business Representative Vercammen stated her opinion that Washington Life Center should be considered the City's Community Center as they offer a variety of activities including open gym, knitting, lunch, card clubs, and social events.

The Board discussed the need to present utilizing the current River Rec Teen Zone space as a temporary Community Center to the City Commission.

Marine City Marina Development and Grant Opening

Chairperson Moran stated that he had spoken to DPW Superintendent Itrich and advised that it was too soon in the development of the space to address a grand opening.

Open Discussion

Chairperson Moran requested the DPW pick up the tree from the "Twinkling Forest," he also stated that after numerous discussions, there was no feasibility for St. Clair River dockage. He questioned what events the CED Board could hold for the community, without the business component, around town such as Maritime Days, trunk or treat events, ect, and requested the Board come up with suggestions to be presented at the next meeting.

Interim City Manager Heaslip informed the Board that they currently had \$7,395.26 in the CED account. He informed the Board that he was made aware that the Maritime Days Committee had disbanded and that there was still an outstanding invoice for services due to the City. He suggested that the CED Board members become involved with Maritime Days, in some capacity, in an effort to help make the function successful and ensure they are aware of what needs to be done through the City. He addressed the current Vacant Building Ordinance and questioned how the City could enforce an ordinance when it had 300 Broadway vacant. Chamber of Commerce Representative Merchant addressed the waiver available to businesses who were actively trying to rent out their spaces. Chairperson Moran stated that the CED Board had voted in favor of the Ordinance.

Business Representative Vercammen requested the need for money for paint needed to touch up the large chair and paint a mural behind it to be put on the next agenda.

Chamber of Commerce Representative Merchant informed the Board that the Fire, Ice, and Spice event was very successful and that the Chamber will be focusing more toward business.

Adjournment

Motion by City Commission Representative Vercammen, seconded Chamber of Commerce Representative Merchant to adjourn at 7:18pm. All Ayes. Motion Carried.

Respectfully submitted,

Michele Goodrich

Deputy Clerk

Jason Bell
Interim City Clerk

**DISCOVER MARINE CITY
Campaign Summer 2023**

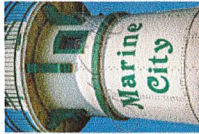
The Marine City Chamber of Commerce would like to team up with the Community and Economic Development board to create the Discover Marine City campaign. This campaign will be created in order to invite visitors to Marine City and make them aware of all that Marine City has to offer. The campaign begins with postcards mailed to residents in Macomb County (see attached). This post card invites people to discover Marine City on a specific day. The journey begins at the Chamber office where they will pick up a passport card which they can have stamped by participating businesses. Once this card is filled it can be turned in to the Chamber and a drawing will take place for a raffle basket valued at over \$500.00. Winner will be announced at the end of the campaign.

The Chamber office will have an information station, be available to answer questions and give interesting details about Marine City (events, kayak launch, marina, Bridge to Bay Trail, camping, beach, organizations and more). In addition, the chamber will be handing out Marine City decorative stickers. Remaining stickers will be available to pick up at the city office. We will ask that business owners extend their hours that day and offer something special to visitors.

The following are estimates of expenses to create and deliver this campaign. We would ask that the Community & Economic Development Board help with expenses by allocating \$1,800.00 to the Chamber of Commerce.

Item	Quantity	Source	Cost	Notes
Posters	10	Canva	\$24.00	
Postcards	7600	Canva	\$1,600.00	
Marine City Stickers	5000	Stickermule.com	\$786.00	
Gift Basket Give Away			\$500.00	
Passport Postcards	1000	Vistaprint	\$160.00	
I-94 Billboard	1 week		\$400.00	
Total Campaign Cost			\$3,470.00	

This campaign is in alignment with the mission statements of the CED Board as well as the Chamber. It is a win/win for not only the business community but the community as a whole as we help to promote and market Marine City beyond the Blue Water Area. This effort to build awareness will help create new growth in Marine City.



THURSDAY, JULY 14, 2022 - 12 PM-8 PM

DISCOVER MARINE CITY, MI

shop. explore. dine. & enjoy



DRAFT

PRSRST STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

Local
Postal Customer

Summer is here! We are inviting you to discover Marine City and all that Marine City has to offer. On Thursday, July 14th, between 12:00 pm & 8:00 pm set aside some time for yourself to visit your downtown!

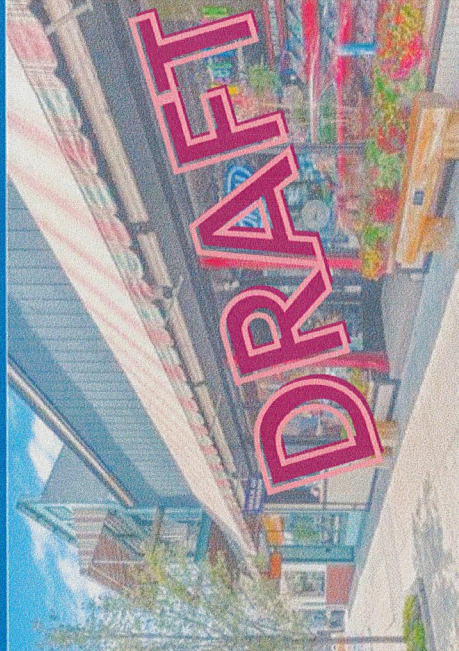
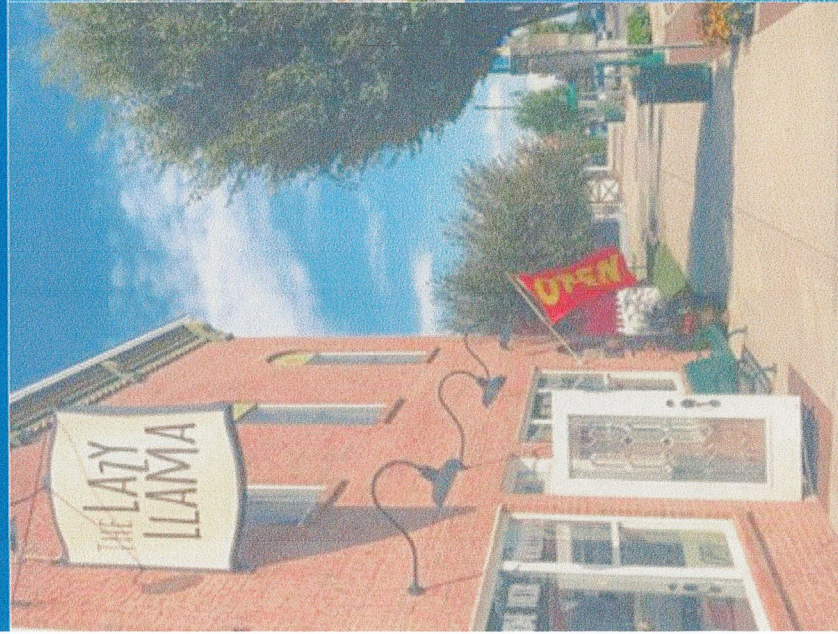
Discovery begins at the Chamber office where you will pick up your "Passport Card" (limited to 1,000) that you can have stamped by participating businesses for a chance to win a Marine City themed gift basket valued at over \$500! We will also have a Marine City information station with interesting details about your city. The Chamber office is located at 480 S. Water Street. We look forward to seeing you on July 14th!

Co-sponsored by the Marine City Area Chamber of Commerce & the Marine City Community and Economic Development Board



480 S. Water Street - Marine City, MI 48039
www.visitmarinecity.com
810-765-4501

shop . explore . dine . stay . enjoy



DISCOVER MARINE CITY, MI

