

**City of Marine City  
Community and Economic Development Board  
October 23, 2019**

A regular meeting of the Community and Economic Development Board was held on Wednesday, October 23, 2019 in the Fire Hall, 200 South Parker Street, Marine City, Michigan, and was called to order by Chairperson Laura Scaccia at 6:00 pm.

The Pledge of Allegiance was led by Chairperson Laura Scaccia.

**Present: Chairperson Laura Scaccia, Board Members Danielle Donahue, Heather Hatcher, Robert Klingler; TIFA Board Representative Robert Weisenbaugh; Planning Commission Representative Joseph Moran; City Commissioner Cheryl Vercammen; City Manager Elaine Leven (arrived at 6:25 pm), City Clerk Kristen Baxter, Deputy Clerk Michele Goodrich**

**Communications**

None.

**Approve Agenda**

Chairperson Scaccia requested to add the following to the agenda:

New Business #9-B: Streamtime Live Camera

Motion by City Commissioner Vercammen, seconded by Board Member Klingler, to approve amended agenda. All Ayes. Motion Carried.

**Public Comment**

Todd May, 312 S. Water St., spoke in favor of updating the Christmas decorations in the City and purchasing seasonal banners announcing seasons and events.

**Approve Minutes**

Motion by Planning Commission Representative Moran, seconded by TIFA Board Representative Weisenbaugh, to approve the Community & Economic Development Board minutes of September 25, 2019.

All Ayes. Motion Carried.

## **Unfinished Business**

### Kayak Launch Site

City Commissioner Vercammen reported that she had no new information for the Board at this time and would like to table the Kayak Launch site until the spring.

Planning Commissioner Representative Moran stated that any grants the City was interested in needed to be started as soon as possible as they are due in the spring.

### Clinton River Cruise Boat

Planning Commission Representative Moran stated that there was nothing to present at this time, however, a subcommittee meeting was forthcoming.

### Tall Ship/Large Ship Tie-Up

Board Member Klingler advised the Board that he is now in discussions with Keri Sutton, in place of Champion Marine, regarding permitting and that he is currently gathering information on the different Governmental agencies that are involved in the permitting process.

Chairperson Scaccia requested to add 2021 grant funding on to the next meeting agenda.

### Shuttle Bus

Chairperson Scaccia stated that Merrytime Christmas would be utilizing a shuttlebus and invited Todd May to present information to the Board.

Todd May, on behalf of the Merrytime Christmas Committee, informed the Board that they had a contract with Preferred Charters for a decorated trolley that would run from 10:00am – 3:00pm for a cost of \$700.00 and the trolley will have designated stops from Water Street to South Parker Street

TIFA Representative Weisenbaugh stated that he is in the process of formulating a timeframe map and has contacted several marinas and businesses in Clay Township to determine interest. The route size, he said, would depend on the interest.

Chairperson Scaccia advised that the Board should focus on a couple of key stops instead of a large amount stating, “less is more.” She also suggested setting meetings with the owners of potential stopping points.

Board Member Klingler brought up the concept of ride-share apps and their popularity and questioned if the City could have an app designed for the shuttlebus service.

## Billboards

Board Member Donahue researched billboard pricing and informed the Board that the average cost of a traditional billboard was anywhere from \$1,500.00 to \$2,000.00 for four weeks and the different slot designations and pricing associated with digital billboards.

Chairperson Scaccia requested that Board Member Donahue put together an informational packet of her findings and submit it to the Board.

Board Member Klingler discussed Marine City's online presence, especially on Linkden, and spoke about how it would benefit the economic development of the City.

City Manager Leven discussed the potential of the new website in reaching several platforms and the ability to provide links to established groups.

City Commissioner Vercammen requested that the City's social media presence be added to a future agenda. She also advised that she will work with Board Member Donahue to explore billboard options and visuals.

## **New Business**

### Ice Rink

Chairperson Scaccia discussed the ice rink being installed and the history of its inception as an example of a project the City couldn't do on its own and through private initiatives, they were able to fund the ice rink.

Planning Commission Representative Moran discussed future funding and possible advertisement.

### StreamTime Live Cam

Chairperson Scaccia informed the Board that StreamTime Live required \$3,000.00 per year to keep the StreamTime Live Cam available in Marine City. She stated that they are doing sponsorship endeavours to raise the funds. She stated she would gather information regarding viewership analytics.

Board Member Klingler questioned the option of private cameras that were installed by the City.

TIFA Representative Weisenbaugh discussed possible funding for a City-owned web-cam that broadcasts marine traffic on YouTube instead of paying StreamTime Live for the service.

### November 27 and December 25 Meeting Schedule

Chairperson Scaccia discussed moving the November and December meeting times due to the Thanksgiving and Christmas Holidays. She directed the Clerk to move the November 27<sup>th</sup> meeting to November 20<sup>th</sup> if the meeting space was available and to research alternate dates for the December 25 meeting.

### **Open Discussion**

Deputy Clerk Goodrich presented the article for the Winter Newsletter highlighting the Community and Economic Development Board.

City Manager Leven presented information regarding a Food Truck Rally in Marine City and the City's possible interest. Planning Commission Representative Moran requested that the individual who wanted to put on the Rally to present his ideas at a future meeting.

City Commissioner Vercammen addressed the issue of City Manager Leven being unable to attend County EDA meetings due to scheduling conflicts. Chairperson Scaccia expressed the importance of having a Marine City representative present at the EDA meetings. City Manager Leven stated that she would be willing to step down and allow a board member to be a representative and said she would contact the EDA to discuss this option. Board Member Klingler said he would be willing to be the Marine City EDA representative.

City Commissioner Vercammen presented the idea of City tours for prospective business owners. With the assistance of Chairperson Scaccia, they will reach out to local realtors to put together packets of available properties for sale for potential business owners.

### **Adjournment**

Motion by Planning Commission Representative Moran, seconded by City Commissioner Vercammen, to adjourn at 7:29 pm. All Ayes. Motion Carried.

Respectfully submitted,

Michele Goodrich  
Deputy Clerk

Kristen Baxter  
City Clerk