

**AGENDA
CASCADE CHARTER TOWNSHIP
REGULAR BOARD MEETING**

Wednesday, July 12th, 2017

7:00 P.M.

Cascade Branch of the Kent District Library, Wisner Center
2870 Jacksmith, S.E.

Expected Meeting Procedures

1. During public comments you may speak on any item not noted on the agenda for a public hearing.
2. Please limit comments to 3 minutes per person and the Board may or may not choose to respond.
3. Please limit your comments to a specific issue.
4. Please turn OFF cellular phones.

- Article 1. Call to Order, Roll Call**
- Article 2. Pledge of Allegiance to the Flag**
- Article 3. Approval of Agenda**
- Article 4. Presentations**
- Article 5. Public Comments-Anything on the Agenda not scheduled for a public hearing. (limit comments to 3 minutes)**
- Article 6. Approval of Consent Agenda**
- a. Receive and File Various Meeting Minutes
 1. Regular/Township Board Minutes for 6/28/17.
 - b. Receive and File Reports
 - 1.
 - c. Receive and File Communications
 1. Kent County Road Commission – re: “No Turn on Red” at Cascade Road and Thornapple River Drive.
 - d. Education Requests
 1. Steve Peterson/Stephanie Fast – Michigan Association of Planning – Mackinac Island, MI – September 27-29, 2017.
- Article 7. Financial Actions**
- Article 8. Unfinished Business**
- Article 9. New Business**
- 038-2017**
- a. **Public Hearing – Ordinance to amend Chapter 155, Article II, titled Construction Codes – Fire Prevention Standards, of the Cascade Charter Township General Ordinances.**
 - b. **Consider Approval of an Ordinance to amend Chapter 155, Article II, titled Construction Codes – Fire Prevention Standards, of the Cascade Charter Township General Ordinances (roll call)**

- 039-2017** Consider Approval of the Communications, Public Relations and Marketing Considerations proposal from Sabo Public Relations LLC.
- 040-2017** Consider Approval to hire contractor for pathway repairs
- 041-2017** Consider Approval of Outdoor Gathering Permit for the Cascade Metro Cruise Warm-Up
- 042-2017** Consider the approval of the Public Utilities Easement to the City of Grand Rapids and authorize the Township Manager to execute the document on behalf of the Township.
- 043-2017** Consider an appointment to the Planning Commission

- Article 10.** Public Comments – Any comments...whether it is on the Agenda or not. (limit comments to 3 minutes)
- Article 11.** Manager Comments
- Article 12.** Board Member Comments
- Article 13.** Adjournment

**MINUTES OF THE
CASCADE CHARTER TOWNSHIP
REGULAR BOARD MEETING**

Wednesday, June 28, 2017
7:00 P.M.

- Article 1.** Supervisor Beahan called the meeting to order.
Present: Supervisor Beahan, Clerk Slater, Treasurer Peirce, Trustee Lewis, Koessel, Shipley, McDonald.
Absent: None
Also Present: Community Development Director Peterson and those listed in Supplement #1.
- Article 2.** Supervisor Beahan led the Pledge of Allegiance to the Flag.
- Article 3.** Motion was made by Trustee Lewis and supported by Trustee Shipley to approve the agenda as presented. Motion carried unanimously.
- Article 4.** **Presentations**
- Article 5.** **Public Comments-Anything on the Agenda not scheduled for a public hearing. (limit comments to 3 minutes)**
- Article 6.** **Approval of Consent Agenda**
- a. Receive and File Various Meeting Minutes
 - 1. Regular/Township Board Minutes for 6/14/17.
 - 2. Planning Commission Minutes for 6/5/2017.
 - 3. Zoning Board of Appeals Minutes for 05/09/17.
 - b. Receive and File Reports
 - 1. Hope Network – FY17 1st Quarter Ridership Data.
 - c. Receive and File Communications
 - 1. State of Michigan DEQ – re: Public Notice – Thornapple River Drive over Unnamed Creek.
 - 2. State of Michigan Department of Licensing and Regulatory Affairs - re: role with video/cable franchise.
 - 3. Charter Communications – re: Changes in Channel Line-up
 - 4. State of Michigan Public Service Commission – re: Case Nos. U-18392 and U-18381.
 - d. Education Requests
 - 1. Susan B. Slater/ Denise M. Biegalle – MTA Clerk’s Retreat – Frankenmuth, MI – July 19-20, 2017.
- Motion was made by Trustee McDonald and supported by Trustee Lewis to approve the Consent Agenda as presented. Motion carried unanimously.
- Article 7.** **Financial Actions**
- a. **Consider Approval of Pay Draw #4 and Change Order #1 for the Thornapple River Dr. Utility Extension Project.**
Motion was made by Trustee Koessel and supported by Trustee Shipley to approve Pay Draw #4 and Change Order #1 for the Thornapple River Dr. Utility Extension Project in the amount of \$236,029.49. Motion carried unanimously.
- Article 8.** **Unfinished Business**

Article 9. **New Business**

034-2017

a. Public Hearing –Rezone Property at 5042, 5044 Cascade Rd. and 1225 Spaulding to P.U.D. to allow an independent living, assisted living and memory care complex.

Community Development Director Peterson reviewed the project with the Board. Discussion followed.

Motion was made by Trustee Koessel and supported by Treasurer Peirce to move into public hearing. Motion carried unanimously.

Colin and Neil Kraay were present from Leisure Living. Motion was made by Trustee McDonald and supported by Trustee Shipley to reconvene into regular session. Motion carried unanimously.

b. Consider Approval of an Ordinance to Amend the Cascade Charter Township Zoning Ordinance and Zoning Map to Establish the Leisure Living Planned Unit Development Project.

Motion was made by Trustee McDonald and supported by Trustee Koessel to approve an Ordinance to Amend the Cascade Charter Township Zoning Ordinance and Zoning Map to Establish the Leisure Living Planned Unit Development Project. Motion carried unanimously by roll call vote.

035-2017

Consider Approval of Resolution to Provide a Deferment From Summer Taxes Without Penalty for Certain Taxpayers.

Motion was made by Trustee Koessel and supported by Trustee McDonald to approve the Resolution to Provide a Deferment from Summer Taxes Without Penalty for Certain Taxpayers. Motion carried unanimously by roll call vote.

036-2017

Consider Approval of Resolution to Authorize the Township Clerk to Submit a State of Michigan Grant Application for the Purchase of a New Voting System on behalf of Cascade Township.

Clerk Slater reviewed the request with the Board. Motion was made by Trustee Koessel and supported by Trustee McDonald to approve a Resolution to Authorize the Township Clerk to Submit a State of Michigan Grant Application for the Purchase of a New Voting System on behalf of Cascade Township. Motion carried unanimously by roll call.

037-2017

Consider Approval of Appointment to the Zoning Board of Appeals.

Motion was made by Clerk Slater and supported by Treasurer Peirce to appoint Jennifer Puplava as an alternate to the ZBA. Motion carried unanimously.

Article 10. **Public Comments – Any comments...whether it is on the Agenda or not. (limit comments to 3 minutes)**

Kent County Deputy Ryan Roe was present to update the Board on the happenings in Cascade Township.

Article 11. Manager Comments

Article 12. Board Member Comments

Trustee Lewis offered the following comments:

- Steve Waalkes from the Planning Commission is resigning due to moving out of the Township.

Supervisor Beahan offered the following comments:

- Reminder of the 4th of July Celebration.

Article 13. Adjournment

Motion was made by Treasurer Peirce and supported by Trustee Shipley to adjourn. Motion carried unanimously.

Meeting adjourned at 7:42 p.m.

Respectfully submitted,

Denise M. Biegalle
Deputy Clerk

Approved by:

Susan B. Slater, Clerk

Robert S. Beahan, Supervisor



Kent County Road Commission

June 27, 2017

Mr. Rob Beahan
Supervisor
Cascade Charter Township
2865 Thornhills SE
Grand Rapids, MI 49546-7140

Dear Mr. Beahan,

Thank you for sharing the township board's thoughts regarding the "No Turn on Red" sign at the intersection of Cascade Road and Thornapple River Drive. The Kent County Road Commission strives to address the mobility concerns of the communities we serve and to investigate traffic flow issues as they arise. In response to a concern, our Traffic and Safety Division researches the specific location to formulate a solution that is both specific to the issue and consistent with KCRC practices and safety standards.

In response to congestion concerns at the intersection of Thornapple River Drive and Cascade Road, KCRC is developing a new timing plan that extends the green light for Thornapple River Drive movement. As you may recall, we first extended the green light timing last year. Our recent traffic study indicates that we can add more time to that green light which, in turn, should reduce congestion on Thornapple River Drive. This solution addresses the township's concerns without compromising the safety of pedestrians.

We appreciate the sign suggestions provided in your letter and would like to provide a brief explanation as to why these suggestions will not be implemented:

1. **A lighted "No Turn on Red" sign that is actuated whenever the signal button is pushed.** Pedestrian push buttons are used when the regular timing of a traffic signal does not afford adequate time for a pedestrian to cross the street. For example, the traffic signal timing at the Cascade Road and Thornapple River Drive intersection does not provide sufficient time for pedestrians to cross Cascade Road. Therefore, a push button was installed to assist the safe crossing of Cascade Road. Alternately, the signal phasing DOES provide sufficient time for a pedestrian to cross Thornapple River Drive, negating the need for a pushbutton at that crossing.

When not warranted, the installation of a pedestrian push button may, in fact, create a more dangerous intersection crossing for pedestrians because the push button can lead to longer wait times for a "Walk" signal to appear. Studies have shown that pedestrian

wait times play a role in crashes, with people choosing to “jaywalk” rather than waiting an extended period of time for the “Walk” signal.

When a pedestrian activates the push button, it does not cause a “Walk” signal to appear immediately. Instead, the system must first complete its entire cycle, allowing cars adequate time to leave the intersection. If a pedestrian arrives at the intersection at the beginning of a signal cycle and then activates the push button, that pedestrian will wait close to 90 seconds, or an entire cycle, before the signal changes to “Walk.”

2. **A modified “No Turn on Red” sign to allow for red-turn movements during peak congestion times.** Under state law, MCL 257.612, vehicular traffic seeking to make a right turn on red, “shall yield the right of way to pedestrians and bicyclists lawfully within an adjacent crosswalk and to other traffic lawfully using the intersection.” Despite the law, it has been found that traffic congestion can prompt frustrated motorists to turn right even when pedestrians are waiting to cross. This makes intersection crossing more dangerous for pedestrians during peak hours of traffic. Therefore, we feel the added measure of “No Turn on Red” is appropriate for this intersection, which accommodates a high volume of pedestrian and other non-motorized traffic and has a significant pedestrian/vehicle crash history.

3. **A modified “No Turn on Red” sign to read “No Turn on Red When Pedestrians Are Present.”** As stated above, MCL 257.612 prohibits a motorist from completing a right turn on red when pedestrians are present. Furthermore, a “No Turn on Red When Pedestrians Are Present” sign is not recognized by the Michigan Manual of Traffic Control Devices (MMUTCD), the state’s standard for all traffic control devices and the foundation on which KCRC sets its own sign standards. While other agencies may use this sign, it is not used by KCRC because it is ambiguous and not recognized by the MMUTCD.

Thank you, again, for sharing your concerns. If you have further questions, please feel free to contact me. You may also contact Tim Haagsma, Director of Traffic and Safety, who is happy to meet with any Board member who seeks additional information. Mr. Haagsma may be reached at 616-242-6936 or thaagsma@kentcountyroads.net.

Sincerely,



Steven A. Warren

Managing Director

swarren@kentcountyroads.net

Cc: Mark Rambo
Cindy James
Tim Haagsma

Working to keep Kent County moving

1500 Scribner Avenue NW, Grand Rapids, MI 49504 | (616) 242-6900 | kentcountyroads.net



**Cascade Charter Township
Seminar/Conference Attendance Request**

Conditions for Reimbursement:

- Cascade Charter Township will send employees at Township expense for required and/or approved work related seminars/conferences. Individual seminars/conferences must be directly related to the employee's current job duties in the organization.
- Some seminars/conferences that an employee may attend may be unrelated to their particular job or government in general, and are therefore are not covered by this policy.
- Any seminar/conference request that requires an overnight stay or expenditure over \$200 shall receive Township Board approval prior to attending the seminar/conference.
- Under extenuating circumstances, the Township Manager may approve an overnight stay or expenditure over \$200 for a seminar/conference prior to Township Board approval. The request must be made before attendance to a seminar/conference. The Township Board will be informed of the request at their next scheduled meeting.

This form must be completed by the employee and approved by the Township Manager and/or Township Board before the Seminar/Conference is attended.

Name: _____ Steve Peterson

Application Date: _____ July 3, 2017 _____

Location of Seminar/Conference: _____ Mackinac Island _____

Name of Proposed Seminar/Conference: _____ Michigan Society of Panning state conference

Date of Proposed Seminar/Conference: _____ September 27-29 _____

Description of Seminar: (may also be attached) _____ attached _____

How will the Seminar/Conference benefit the employee and the Township? Maintain AICP certification

Cost of Seminar/Conference: \$375 Lodging: \$ 417 Travel: \$ 276

Your Signature: _____

Approvals:

Department Head: _____ Date: 7-3-17

Township Manager: _____ Date: 7-3-17

Clerk's Signature: _____ Date: _____

(Showing Township Board approval)



2017 Planning Michigan Registration *(Please complete one form for each attendee)*

Session information, mobile workshop details, and online registration will be available mid July. Forms may be faxed to (734) 913-2061, sent via email to info@planningmi.org, or mailed to 1919 W. Stadium Blvd., Street, Suite 4, Ann Arbor, Michigan, 48103.

Questions? Call MAP at (734) 913-2000.

MAP does not offer sessions/tours/meals as separate purchases. To attend the conference, you must register using one of the following options:		Early Bird 8/21	Regular Rate 8/22-9/20	Late Rate 9/21-9/29
Full Conference Registration - Wednesday through Friday Includes educational sessions, refreshment breaks, conference handout materials, Thursday keynote luncheon, and Thursday reception (Awards Banquet, mobile workshops, Friday luncheon, and MSUE Citizen Planner program are additional charges).	<input checked="" type="checkbox"/> Member	\$375	\$450	\$500
	<input type="checkbox"/> Non-Member	\$450	\$525	\$575
	<input type="checkbox"/> Student Member	\$100	\$130	\$150
Wednesday Only Registration Includes conference handout materials, educational sessions and refreshment breaks on Wednesday (awards banquet and mobile workshops are additional charges).	<input type="checkbox"/> Member	\$175	\$225	\$275
	<input type="checkbox"/> Non-Member	\$225	\$275	\$325
	<input type="checkbox"/> Student Member	\$60	\$80	\$100
Thursday Only Registration Includes Thursday's educational sessions, refreshment breaks, conference handout materials, Thursday keynote luncheon, and Thursday reception (Awards Banquet and mobile workshops are additional charges).	<input type="checkbox"/> Member	\$235	\$285	\$335
	<input type="checkbox"/> Non-Member	\$285	\$335	\$385
	<input type="checkbox"/> Student Member	\$75	\$95	\$115
Michigan State University Extension Citizen Planner Program Seven Citizen Planner sessions and handouts; lunch Wednesday through Friday (the program runs Wednesday through Friday). Sessions only open to individuals that sign up for the MSUE Citizen Planner Program.	(this fee is in addition to the conference registration fee)		\$125	
Join MAP Individuals can join and pay the discounted member rate Student membership is free: contact the American Planning Association	MAP Membership		\$60	
	www.planning.org or 312-431-9100			
Meal Tickets Wednesday Awards Banquet (not included with conference rate)	Quantity _____ x \$75			
Friday Luncheon (not included with conference rate)	Quantity _____ x \$28			

Mobile workshop ticket sales will be available mid July 2017.

Total \$ 375

Registrant Information

Name (to appear on name badge): Steve Peterson Credentials: (AICP, PE) AICP
 Title: Community Development Director Agency/Municipality: CASCADE Township
 Address: 2865 Thornhills City: CASCADE Zip Code: 49546 State: MI
 Daytime Phone: 616 949. 0224 Email: SPeterson@cascade.twp.mi.us

Please indicate if any special accommodations are needed: _____

Payment Information

Method of Payment: Invoice Me Check Enclosed Visa MasterCard

Credit Card Number _____ Expiration date: _____

Security Code: _____ Signature: _____

Make checks payable to Michigan Association of Planning | 1919 W. Stadium Blvd., Suite 4, Ann Arbor, MI 48103 | Fax to (734) 913-2061

Registration policy

There is a \$50 processing fee for conference registration cancellation on or before August 21, 2017. The request must be made in writing and sent to the MAP office. NO refunds will be granted on or after August 22, 2017. Cancellations received August 22nd or later, and no-shows the day of the event, will be responsible for the full amount of the registration because food/beverage and conference material costs have already been incurred. You may 1) send a substitute (the difference between member and non-member fee will be charged if a non-member replaces a member) or 2) receive the conference materials in the mail in the event you are unable to attend but not able to cancel in time.



Planning Michigan

September 27-29, 2017

**Mission Point Resort
Mackinac Island**

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Annual Conference**

*Mobile Workshops
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Continuing Education Credits*

Join over 500 planning professionals and local appointed and elected officials for an inspiring agenda. This year's event will highlight the hottest topics in planning, innovative solutions to local challenges and motivating national experts.

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Reserve your overnight room by **August 25, 2017** at the **Mission Point Resort** by calling (800) 833-7711. Single and double occupancy room rates are \$139/night plus applicable resort fees and taxes. To make the most of your trip, arrive early and explore the island (conference hotel rates apply arriving Sunday, September 24, 2017, departing Friday, September 29th). Check in is at 4:00 p.m. and check out is at 11:00 a.m.



**Certification
Maintenance**



Planning Michigan 2017 Conference at-a-Glance Preliminary Agenda

Wednesday, September 27, 2017	
8:00 a.m. - 6:00 p.m.	Registration
9:30 a.m. - 11:30 a.m.	MSUE Citizen Planner Session 1
10:00 a.m. - 11:20 a.m.	Early Bird Session
11:20 a.m. - 12:00 p.m.	MSUE Citizen Planner Lunch
12:00 p.m. - 2:30 p.m.	MSUE Citizen Planner Session 2
1:30 p.m. - 3:00 p.m.	Two Concurrent Breakout Sessions (including law)
1:30 p.m. - 3:30 p.m.	Mobile Workshop
2:30 p.m. - 6:00 p.m.	MSUE Michigan Citizen Planner Session 3 & 4 (MAP's Planning and Zoning Essentials)
3:30 p.m. - 5:00 p.m.	Two Concurrent Breakout Sessions (including ethics)
5:15 p.m. - 6:00 p.m.	General Session
7:00 p.m. - 9:00 p.m.	Awards Banquet
Thursday, September 28, 2017	
7:15 a.m. - 8:00 a.m.	Lace Them Up! Walk/Run
8:30 a.m. - 10:15 a.m.	General Session
10:30 a.m. - 11:45 a.m.	Concurrent Breakouts
10:30 a.m. - 12:00 p.m.	MSUE Citizen Planner Session 5
10:30 a.m. - 12:00 p.m.	Mobile Workshop
12:00 p.m. - 1:45 p.m.	Keynote Luncheon
2:00 p.m. - 3:15 p.m.	Concurrent Breakouts
2:00 p.m. - 3:00 p.m.	MSUE Citizen Planner Session 5 (Continued)
2:00 p.m. - 5:00 p.m.	Mobile Workshop
3:15 p.m. - 6:00 p.m.	MSUE Citizen Planner Session 6
3:45 p.m. - 5:00 p.m.	Concurrent Breakouts
5:00 p.m. - 6:00 p.m.	General Session
6:00 p.m. - 7:00 p.m.	Planning Michigan Reception
Friday, September 29, 2017	
7:30 a.m. - 9:45 a.m.	Registration
8:30 a.m. - 9:45 a.m.	General Session and Annual Meeting
10:00 a.m. - 11:30 a.m.	Concurrent Breakouts
10:00 a.m. - 12:30 p.m.	MSUE Citizen Planner Session 7
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11:30 a.m. - 1:00 p.m.	Optional Luncheon CM credits

Additional conference details can be found on the *Planning Michigan* website: www.planningmi.org/conference.asp



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Name: _____ Stephanie Fast

Application Date: _____ July 3, 2017 _____

Location of Seminar/Conference: _____ Mackinac Island _____

Name of Proposed Seminar/Conference: _____ Michigan Society of Panning state conference

Date of Proposed Seminar/Conference: _____ September 27-29 _____

Description of Seminar: (may also be attached) _____ attached _____

How will the Seminar/Conference benefit the employee and the Township? General education and obtain citizen planner certificate

Cost of Seminar/Conference: \$500 Lodging: \$ 417 Travel: \$ 276

Your Signature: Stephanie Fast

Approvals:
Department Head: [Signature] Date: 7.3.17

Township Manager: [Signature] Date: 7.3.17

Clerk's Signature: _____ Date: _____

(Showing Township Board approval)



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Total \$ 500

Registrant Information

Name (to appear on name badge): Stephanie Fast Credentials: (AICP, PE) _____
 Title: Community Standards officer Agency/Municipality: CASCADE TOWNSHIP
 Address: 2865 Thornhill City: CASCADE Zip Code: 49546 State: MI
 Daytime Phone: 949.1500 Email: sfast@cascade.twp.mi
 Please indicate if any special accommodations are needed: _____

Payment Information

Method of Payment: Invoice Me Check Enclosed Visa MasterCard
 Credit Card Number _____ Expiration date: _____
 Security Code: _____ Signature: _____

Make checks payable to Michigan Association of Planning | 1919 W. Stadium Blvd., Suite 4, Ann Arbor, MI 48103 | Fax to (734) 913-2061

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CASCADE CHARTER TOWNSHIP
2865 Thornhills SE Grand Rapids, Michigan 49546-7140

Date: July 12, 2017
To: Supervisor Beahan and Township Board Members
From: Ben Swayze, Township Manager
Doug Poolman, Fire Inspector
Ron Rowland, Interim Fire Chief
Subject: Adoption of 2015 International Fire Code

FACTS:

Earlier this year the State of Michigan adopted the 2015 International Fire Code. Currently the Township has adopted the 2012 International Fire Code by ordinance and now needs to amend the ordinance to adopt the 2015 code

Attached for your review are:

- Proposed Cascade Township Construction Codes – Fire Prevention Standards Ordinance
- Copy of advertisement for a public hearing that appeared in the Thursday June 29th Grand Rapids Press

ANALYSIS & CONCLUSIONS:

The Township has historically adopted the International Fire Code with minor amendments to the standards as recommended by the Fire Inspector. The amendments to the code that are being recommended reflect the amendments that the Township has historically adopted. Besides the Fire Inspector and Fire Chief, the Township Attorney, Building Official and Community Development Director have all reviewed and recommended approval of the proposed ordinance amendment. The Fire Chief or Fire Inspector will be available at the meeting to answer any questions you may have.

Per Township regulations, this ordinance amendment is scheduled for a public hearing. Notice of the public hearing was placed in the Grand Rapids Press on June 29th. As of July 7th, the Township has not received any comments on the proposed ordinance. An update will be given at the meeting. If approved, the ordinance will go into effect upon publication of a synopsis of the ordinance in the Grand Rapids Press

FINANCIAL CONSIDERATIONS:

Adoption of the ordinance will have no financial impacts on the Township. The Fire Chief and Fire Inspector will be responsible for the enforcement of the ordinance, as they are now.

RECOMMENDED ACTION:

To approve the ordinance to amend Chapter 155, Article II, titled Construction Codes – Fire Prevention Standards, of the Cascade Charter Township General Ordinances.

**CASCADE CHARTER TOWNSHIP
KENT COUNTY, MICHIGAN**

ORDINANCE NO. ___ of 2017

**AN ORDINANCE TO AMEND CHAPTER 155, ARTICLE II,
TITLED CONSTRUCTION CODES – FIRE PREVENTION
STANDARDS, OF THE CASCADE CHARTER TOWNSHIP
GENERAL ORDINANCES**

THE CHARTER TOWNSHIP OF CASCADE ORDAINS:

Sec 1. Chapter 155, Article II, titled Construction Codes – Fire Prevention, of the General Ordinances of Cascade Charter Township General Ordinance is amended in its entirety to read as follows:

CHAPTER 155. CONSTRUCTION CODES

ARTICLE II. FIRE PREVENTION STANDARDS

[Adopted International Fire Code 2015 by Ord. No. __ of 2017]

§ 155-10. Adoption of Fire Code Standards.

A certain document, two copies of which are on file in the office of the Cascade Charter Township Fire Department Administrative Offices being marked and designated as the International Fire Code, 2015 Edition, including Appendices B,C,D,E,F,G,H, I, J,K,L, and M, as published by the International Code Council, be and is hereby adopted as the Fire Code of the Cascade Charter Township in the State of Michigan regulating and governing the safeguarding of life and property from fire and explosion hazards arising from the storage, handling, and use of hazardous substances, materials, and devices and from conditions hazardous to life and property in the occupancies of buildings and premises as herein provided; and each and all of the regulations provisions, conditions, and terms of the said Fire Code on file in the office of the Cascade Charter Township are hereby referred to, adopted and made part hereof, as if fully set out in this article, with the additions, insertions, deletions, and changes, if any, prescribed in §155-11 of this article.

§ 155.11. Amendments to Standards.

The following sections and subsections of the International Fire Code 2015 Edition are hereby amended, or deleted, and additional sections, subsections, and items are added as indicated. Subsequent section numbers used in this section shall refer to the like numbered sections of the International Fire Code 2015 edition.

- A. Section 101.1 Title.** These regulations shall be known as the Cascade Charter Township Fire Prevention Code, hereinafter referred to as “this code”.

- B. Section 104.11.4 Unlawful boarding or tampering with fire department emergency equipment.** Without proper authorization from the fire chief or officer of the fire department in charge of the emergency equipment, no person shall cling to, attach to, climb upon or into, board, or swing upon any fire department vehicle, operate any emergency warning equipment, or any equipment or protective clothing on, or part of, any fire department vehicle.
- C. Section 105 Permits: *Delete***
- D. Section 109.4 Violation Penalties:** Any person, firm, corporation, trust, partnership, agent thereof, or other legal entity that violates or refuses to comply with any provisions of this code, or erects, installs, alters, repairs or does work in violation of the approved construction documents or directives of the fire code official, or of a permit or certificate used under the provisions of this code shall be guilty of a misdemeanor, punishable by a fine of not more than \$500 or imprisonment not exceeding 90 days in jail, or both; or the fire code official is authorized to request legal counsel of the jurisdiction to institute the appropriate legal proceedings at law or in equity to restrain, correct or abate such violation or to require removal or termination of the unlawful occupancy of the structure in violation of the provisions of this code or of the order or discretion made pursuant hereto. Each day that the violation continues after due notice has been served shall be deemed a separate offense.
1. **109.4.1 Abatement of violation.** In addition to the imposition of the penalties herein described, the fire code official is authorized to institute appropriate action to prevent unlawful construction or to restrain, correct or abate a violation; or to prevent illegal occupancy of a structure or premises; or to stop an illegal act, conduct of business or occupancy of a structure on or about any premises. The Kent County Sheriff's Department shall be requested by the fire code official to make arrests for an offense of this code or orders of the fire code official affecting the immediate safety of the public.
- E. Section 111.4 Failure to comply:** Any person, firm, corporation, trust, partnership, agent thereof, or other legal entity who shall continue any work after having been served with a stop work order, except such work as that person is directed to perform to remove a violation or unsafe condition shall be guilty of a misdemeanor and be issued a criminal misdemeanor ticket, punishable by a fine of not more that \$500 or imprisonment not exceeding 90 days, or both. Each day that the violation continues after due notice has been served shall be deemed a separate offense.
- F. Section 113 Fees: *Delete***
- G. Section 307. Open Burning, Recreational Fires, and portable Outdoor Fireplaces: *Delete***
- H. Section 503.2.3 Surface.** Fire apparatus access roads shall be designed and maintained to support the imposed loads of fire apparatus and shall be paved with concrete, asphalt or other approved driving surface capable of supporting the imposed load of the fire apparatus weighing at least 75,000 pounds.
- I. 507.5.1 Hydrants.** Where a portion of the facility or building is constructed, reconstructed or moved into or within the jurisdiction is more than 300 feet from a fire hydrant on a public street or fire access road, as measured by an approved route around the exterior of the facility or building, supplemental onsite fire hydrants shall be provided at least every 300 feet in commercial / industrial areas and at least every 400 feet in

residential areas where required by the fire code official. Hydrants and their installation shall meet the type and specifications of the Grand Rapids Water Department. Supplemental (Private) hydrants shall consist of water mains not less than 6” in diameter, shall be “Looped”, and dedicated to the public use of the city and its water system. All public and supplemental (Private) hydrants shall be situated immediately adjacent to and not more than 20 feet from a public or private access road. Hydrants shall be safety red in color for supplemental (Private) hydrants, and safety yellow for public / municipal hydrants.

Exceptions:

1. For group R-3 and group U occupancies, the distance requirements shall be 400 feet.
2. For buildings equipped throughout with an approved automatic sprinkler system installed in accordance with Section 903.3.1.1 or 903.3.1.2, the distance requirement shall be 400 feet.

J. The geographic limits referred to in certain sections of the 2015 International Fire Code are hereby established as follows:

1. **Section 5704.2.9.6.1 Locations where above-ground tanks are prohibited.** Storage of class I and II liquids in above-ground tanks outside of buildings is prohibited in all residential zoning districts, as depicted in the Cascade Charter Township Zoning Ordinance Map.
2. **Section 5706.2.4.4 Locations where above-ground tanks are prohibited.** The storage of Class I and II liquids in above ground tanks is prohibited in all residential zoning districts, as depicted in the Cascade Charter Township Zoning Ordinance Map.
3. **Section 5806.2 Limitations.** Storage of flammable cryogenic fluids in stationary containers is prohibited in all residential zoning districts, as depicted in the Cascade Charter Township Ordinance Map.
4. **Section 6104.2 Maximum capacity within established limits.** The storage of liquefied petroleum gas is restricted for the protection of heavily populated or congested areas, and the aggregate capacity of any one installation shall not exceed a water capacity of 2,000 gallons in all residential districts, as depicted in the Cascade Charter Township Zoning Ordinance Map.

K. Appendix C - Amend the following sections:

C102.1 Fire Hydrant Locations. Fire Hydrants shall be provided along required fire apparatus access roads and adjacent to public and private streets. All public and supplemental (Private) hydrants shall be situated immediately adjacent to and not more than 20 feet from a public or private access road. Hydrants shall be red in color for supplemental (Private) hydrants, and yellow for public / municipal hydrants.

C103.1 Fire Hydrants Available. The minimum number of fire hydrants available for required fire flow shall not be less than listed in Table C105.1. The number of fire hydrants available to a complex or subdivision shall not be less than the spacing requirements listed in Table C105.1 with a maximum spacing of 300 feet in a commercial / industrial area or 400 feet in a residential area as they are applied to the fire apparatus roads and perimeter public streets from which fire operations could be conducted.

C105.1 Hydrant Spacing. The average hydrant spacing shall not exceed 300 feet in a commercial / industrial area or 400 feet in a residential area.

Exception: The fire code official is authorized to accept a deficiency of up to 10 percent where existing provide all or a portion of the required fire hydrant service. Regardless of the average spacing, fire hydrants shall be located such that all points on streets and access roads adjacent to a building are within the distances listed above.

L. Appendix D - Amend the following sections:

D103.2 Grade. Fire apparatus access roads shall not exceed 6% in grade. In no case shall a 6% grade extend more than 1000 feet in length.

Exception: Grade greater than 6% must be approved by the fire code official.

D103.3 Turning Radius. The minimum turning radius shall be no less than 30 feet.

D107.1 One- or two- family dwelling residential developments: Developments of one- or two-family dwellings, where the number of dwelling units exceeds 20, shall be provided with separate and approved fire apparatus access roads and shall meet the requirements of section D104.3

Exception:

1. Where there are more than 20 dwelling units on a single public or private fire apparatus access road and all dwelling units are equipped throughout with an approved automatic sprinkler system in accordance with section 903.3.1.1, 903.3.1.2, 903.3.1.3 of the International Fire Code access from two directions shall not be required.

Sec 2. That Ordinance No. 9 of 2014 of Cascade Charter Township entitled Fire Prevention Standards is hereby repealed

Sec 3. That if any section, subsection, sentence, clause or phrase of this legislation is, for any reason, held to be unconstitutional and such decision shall not affect the validity of the remaining portions of this ordinance. The Board of Cascade Charter Township hereby declares that it would

have passed this law, and each section, subsection, clause, or phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses and phrases be declared unconstitutional.

Sec 4. That nothing in this legislation or in the Fire Code hereby adopted shall be construed to affect any suit or proceeding impending in any court, or any rights acquired, or liability incurred, or any cause or causes of action acquired or existing, under any act or ordinance hereby repealed as cited in **Sec 2** of this law; nor shall any just or legal right or remedy of any character be lost, impaired or affected by this legislation.

Sec 5. That the Cascade Charter Township Clerk is hereby ordered and directed to cause this publication to be published and to specify that it is to be in a newspaper in general circulation.

Sec 6. That this ordinance and the rules, regulations, provisions, requirements, orders, and matters established and adopted hereby shall take effect and be in full force and effect upon the publication in a newspaper of general circulation in the Township.

The foregoing Ordinance was offered by Board Member _____ and supported by Board Member _____.

YEAS: Board members _____

NAYS: Board members _____

ABSTAIN: Board members _____

ABSENT: Board members _____

RESOLUTION DECLARED ADOPTED

Susan B. Slater, Township Clerk

I HEREBY CERTIFY that the foregoing is a true and complete copy of a resolution adopted by the Township Board of Cascade Charter Township, County of Kent, Michigan, at a regular meeting held on _____, and that said meeting was conducted and public notice of said meeting was given pursuant to and in full compliance with the Open Meetings Act, being Act 267, Public Acts of Michigan, 1976, and that the

minutes of said meeting were kept and will be or have been made available as required by said Act.

Dated: _____

Susan B. Slater, Township Clerk



CASCADE CHARTER TOWNSHIP

Public Hearing Notice for Proposed Ordinance to Amend *Chapter 155, Article II – Construction Codes – Fire Prevention Standards* of the Cascade Charter Township General Ordinances

The Cascade Charter Township Board will hold a public hearing Wednesday, July 12, 2017 on the proposed ordinance to amend Chapter 155, Article II – Construction Codes – Fire Prevention Standards of the Cascade Charter Township General Ordinances to adopt the 2015 International Fire Code for the Township. The meeting will be held at the Wisner Center of the Cascade Public Library at 2870 Jacksmith Avenue S.E., Grand Rapids, Michigan. The meeting will begin at 7:00 p.m. A copy of the proposed ordinance is available for public inspection at the township offices located at 2865 Thornhills Avenue SE, Grand Rapids, Michigan during normal business hours.

The Cascade Township Board will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon five business days notice to the Cascade Charter Township Board. Individuals with disabilities requiring auxiliary aids or services should contact the Cascade Charter Township Board by writing or calling the following: Susan B. Slater, Cascade Township Clerk at 2865 Thornhills Avenue SE, Grand Rapids, Michigan 49546 or calling the Cascade Charter Township Clerk's office at (616) 949-1500.



CASCADE CHARTER TOWNSHIP

2865 Thornhills SE Grand Rapids, Michigan 49546-7140

Date: July 12th, 2017
To: Supervisor Beahan & Cascade Township Board
From: Benjamin Swayze, Township Manager
Subject: Proposal for Communications, Public Relations and Marketing Services from Sabo PR

FACTS:

Earlier this year the Township Board established “Utilization of a public relations firm to assist the Township with communication to our constituents on more important topics in the Township” as a goal in the Township Manager’s 2016 performance evaluation. Over the past 6 months the Township has utilized the services of Sabo PR on an as needed basis for public relations consulting. Sabo PR came highly recommended to the Township by several other area municipalities and currently does work for the City of Kentwood, City of Wyoming, City of East Grand Rapids, City of Lowell and Plainfield Township among other public and private clients.

At the request of the Township Governance Committee, Sabo PR has put together a services proposal that is attached for your review. Among the items that Sabo PR has been asked to assist in are:

- Developing an overall communications strategy and provide recommendations on the most effective channels
- Developing positive, consistent and proactive communication initiatives that would highlight all the positive things happening in Cascade Township
- Engaging more with the media to build positive relationships and ensure coverage of the good things that are happening in the Township
- Developing and maintaining a social media presence that would share those good things, engage with residents, businesses and the media and provide overall support for the communications strategy
- Managing crisis situations that arise

Sabo Public Relations LLC was established by Mary Ann Sabo in 2003 after a 17 year career that included public relations, journalism and higher education. While the Township would be served by the entire organization, the firm would hire an employee to be the main point of contact for Cascade Township. The Township would have the opportunity to participate in the interview process for this individual.

It is proposed that the agreement with Sabo PR call for 16-24 hours per week of work. Work done by Sabo PR would be billed at a rate of \$45 per hour for 2017 and 2018 with an increase to be negotiated beginning in 2019.

Attached for your review are:

- Communications, Public Relations and Marketing Considerations Proposal from Sabo PR

ANALYSIS & CONCLUSIONS:

The Governance Committee began to look at the process for procuring public relations services at their April 2017 meeting. During that meeting they considered two options, creating a RFP for the services, or requesting a proposal from Sabo PR whom we already had an as-needed relationship with. At that time, the committee reviewed the RFP and results from the City of Kentwood. That process produced four bidders, of which Sabo PR was the low bidder at \$45 per hour. The other four bidders submitted bids ranging from \$78 to \$145 per hour. Given our positive history with Sabo PR and the disparate bids that Kentwood had received, the Governance Committee requested that a proposal for public relation services be requested from Sabo PR.

At their June 2017 meeting the Governance Committee reviewed the proposal for public relations services from Sabo PR and found that it matched their expectations. Given our positive relationship with the firm thus far, and pricing that matched the pricing that was offered through Kentwood's bidding process, the Governance Committee has recommended the Township Board accept the proposal from Sabo PR.

FINANCIAL CONSIDERATIONS:

The proposal from Sabo PR calls for a \$45 per hour rate and 16 – 24 hours per week of work. It is estimated that for the remainder of the 2017 fiscal year the relationship will cost between \$20,000 and \$25,000, which was not budgeted. If approved, a budget amendment will be needed. IT is recommended that the source of funds for this proposal can be the PPT reimbursement funds that were received from the State of Michigan for the phasing out of Personal Property tax. The Township budgeted for approximately \$25,000 of PPT reimbursement funds in the general fund and received nearly \$85,000.

RECOMMENDED ACTION:

To approve the Communications, Public Relations and Marketing Considerations proposal from Sabo PR.



To: Ben Swayze, Rob Beahan

From: Mary Ann Sabo

Re: Communications, Public Relations and Marketing Considerations for Cascade Township

Date: May 11, 2017

I so appreciate the opportunity to discuss proactive communications opportunities for Cascade Township. As we understand, you would like to partner with a professional communications firm to assist in:

- Developing an overall communications strategy and provide recommendations on the most effective channels
- Developing positive, consistent and proactive communication initiatives that would highlight all the positive things happening in Cascade Township
- Engaging more with the media to build positive relationships and ensure coverage of the good things that are happening in the Township
- Developing and maintaining a social media presence that would share those good things, engage with residents, businesses and the media and provide overall support for the communications strategy
- Managing crisis situations that arise

History of the firm, experience with governmental entities

I launched Sabo Public Relations, LLC on January 2, 2003 after a 17-year career focused on effective communications. My path took me through several different professions – public relations, journalism and higher education – and several different employers before I decided to set out my own shingle. Although disparate in nature, the foundation of all of these positions was – and remains – strong writing and engaging storytelling.

Sabo PR started as a traditional public relations firm providing traditional media relations, investor relations, internal communications, litigation PR and crisis management to seven clients in West Michigan. As client demands grew, so did my firm. I was able to add full-time employees and contractors who had complementary and supplementary skills to my own, including marketing and branding, graphic design, social media management, content development, photography and videography. Today, we are a team of seven serving 40+ Michigan-based clients from our offices in Grand Rapids and Southeast Michigan.

Over the past 14 years, Sabo PR has developed expertise in several key practice areas, including municipal communications. We began working with government entities in 2006, initially helping the City of Wyoming on a project basis manage media issues. Frustrated with the media's tendency to portray

Wyoming in a negative light, City Manager Curtis Holt challenged us to find a way to help the City promote the good things that were happening on a daily basis.

We developed a model that enabled us to embed a Sabo PR team member approximately half-time in the City of Wyoming as a communications manager. That team member, who was experienced in marketing, media relations, social media management, graphic design and internal communications, worked side-by-side with the various department heads and staffers to develop and then implement an overall strategic communications plan that ensured the City of Wyoming was putting its best foot forward with key constituencies. That team member had the day-to-day authority to handle communication needs for Wyoming. When an emergency arose, such as the tornado of July 2014 or the Craigslist murders a few weeks later, the team member can count on the broader resources of the Sabo PR team, including my expertise in crisis communications, litigation PR, internal communications and media relations.

Our success with this model caught the attention of the City of East Grand Rapids, who invited Sabo PR to submit an RFP for communications services in 2014. We were awarded this contract as well and now have a team member embedded 16 hours a week in the City of East Grand Rapids. In September 2016, we were awarded a three-year contract with the City of Kentwood and now have a team member embedded there for 16-24 hours per week, flexing as needed.

Wyoming recently transitioned to a full-time position, splitting its communication needs with economic development in order to welcome back a former colleague. Sabo PR continues to support Wyoming from an external standpoint, and our relationship remains excellent with Curtis and his team.

Additionally, we have done or are doing project work for other municipalities or governmental organizations, including:

- City of Rockford
- City of South Haven
- City of New Buffalo
- Kent County Dispatch Authority
- Kent County Crisis Intervention Team
- Plainfield Charter Township

While the nature of effective communication is similar no matter what the industry, working with a governmental body requires special understanding. Through our municipal work, we have developed a deep appreciation for transparency, a thorough understanding of constituency relations, a knowledge of FOIA from the other side of the desk and the ability to distinguish between education and advocacy.

Our municipal achievements include:

- Supporting four successful millage and surcharge campaigns by developing appropriate educational materials
- Developing scores of press releases and media pitches that resulted in positive media coverage
- Managing dozens of emergency situations, from broken water pipes and employee misdeeds to crime sprees and environmental issues
- Working efficiently with municipal attorneys to craft messaging that supports litigation strategies
- Evaluating and launching new social media platforms
- Monitoring social media, responding to issues and de-escalating confrontations
- Managing executive correspondence for mayors and city managers
- Serving as spokespeople on an as-needed basis
- Developing engaging content, from blogs and web copy to speeches and annual reports
- Managing a monthly newsletter, from ideation and writing to design and layout

- Serving as liaison between a municipality and its key stakeholders, including economic development organizations, businesses, chambers of commerce, citizens, etc.
- Handling photographic needs, from website photos to professional headshots to event coverage
- Creating videos, including video news releases, retirement videos and event videos
- Supporting city-sponsored and city-supported events with media, social media, visual assets, event planning and additional services

What we would do for Cascade

We propose adding a new Sabo PR team member whose primary responsibility would be supporting the communication needs of Cascade Charter Township for 16-24 hours per week. Based on work with other municipalities, we anticipate that 16-20 hours/week would be appropriate, and we would work with you to develop a flexible schedule that best meets the Township's needs. The consultant would have Cascade as its top priority, with support from myself and the rest of the Sabo PR team as needed. The hourly fee for this consultant would be \$45/hour for the first two years with an agreed-upon monthly cap. We would hold this rate for the second year and look at reasonable cost-of-living increases in subsequent years.

Sabo PR would work to identify appropriate candidates for the role, bringing them to Cascade to interview and approve. Once a joint candidate is identified, that person would be employed full time by Sabo PR, who would be responsible for salary and benefits, along with maintaining appropriate insurance coverage. Sabo PR and Cascade would jointly agree on a weekly schedule. Should a need arise outside of those hours, Cascade would be able to request additional hours from the consultant at the agreed-upon hourly rate.

Cascade has laid out broad responsibilities for this position under seven key areas. I would like to briefly address these below:

Media Relations, Other Media Activities & Marketing: We propose a two-step approach here that would allow us to develop the appropriate Foundational Tools before moving to implement them.

- 1. Strategic Communications Plan:** A good communications plan serves as a blueprint for the organization's efforts to engage effectively with its key stakeholders, both internal and external. The benefits of a comprehensive communications plan include:
 - a. Consensus as to organizational goals and objectives
 - b. Prioritization of resources for maximum effect
 - c. Clear, consistent messaging that reinforces the brand
 - d. Engagement of all leaders in the communication process
 - e. Increased awareness and acceptance of the organization
 - f. Framework within to measure results

Working with you, we can develop a comprehensive roadmap that will include:

- g. A situation analysis that includes a definition of the organization – who are you now, who you want to be
- h. Establishment of communication goals and objectives
- i. Review of key stakeholder groups
- j. Communications audit – written, online and channels utilized
- k. Key messages
- l. Media list
- m. Activity plan and schedule
- n. Budget

- o. Measurement tools

2. Foundational Tools

- a. **Key Messages:** We always like to start with key messages, which distill your story and frame your messaging. Key messages can be utilized in all press releases and media interviews, offering succinct, single-sentence explanations that highlight the basics about Cascade, distinctives when it comes to programs and services, etc. It also ensures we highlight the appropriate areas when we are pitching stories.
- b. **Key Publications:** We would like to review your list of media outlets to ensure you're targeting the right publications and the right reporters. We recommend updating media lists on an annual basis or as needed, depending on reporter turnover.
- c. **Backgrounder:** We should consider developing a one-page backgrounder that provides appropriate statistics on Cascade. This would feature the basics – who, what, where, why, etc. – and be an excellent single-sheet introduction for the media and other key audiences.

3. Media Relations

- a. **Media Coaching:** We are always happy to help Township leaders or Township Trustees prepare for media interviews by providing you with potential questions, messaging and reporter backgrounds. We like to sit in on the first 1-2 interviews so we can gauge style and perhaps suggest areas for improvement. We also typically like to sit in on TV interviews when schedules permit. Some clients really prefer doing interviews solo, while others prefer to have someone from our team around – we are happy to accommodate your preference on this.
- b. **Press Releases:** Effective press releases can be a wonderful way to get our news out to the media, giving Cascade immediate third-party validation and exposure. The media look for stories that are timely, local, involve issues or events that impact readers/viewers, feature prominent community leaders and/or have tremendous human interest. As newsrooms shrink, we have found that more media outlets are willing to accept well-written press releases and run them as-is (or with minor modifications). Initial opportunities include:
 - i. Events going on in the Township
 - ii. State, regional or national events where the Township can weigh in
 - iii. Profiles of interesting Township employees
 - iv. Construction updates and how they impact the Township and residents
 - v. Key issues in advance of Township meetings and/or results of votes from meetings
 - vi. Innovative new programs or services
 - vii. Changes to current Township programs and services
 - viii. New regulations citizens need to know
 - ix. Budget discussion and approval
 - x. Awards, both for the Township and its key employees
 - xi. “Inside Track” in *The Grand Rapids Business Journal* if Rob and Ben have not already been featured
- c. **Proactive Pitching:** It doesn't always take a press release to get the media's attention. We can develop additional stories or pitches that will allow Cascade to remain top-of-mind with the media. We anticipate we will have no end of very engaging stories that we'll be able to share. A well-crafted paragraph or two sent to the right reporter is sometimes all it takes, particularly for “softer” story suggestions.
- d. **E-mails:** We should not always rely on the fact that a news release will be seen by prospective audiences, even if it makes it into print or broadcast. We should get in the habit of briefly recapping significant news into an e-mail format, with a digital photo

when warranted, that can be sent to an internal e-mail list, as well as to a more informal “friends and family” list. Such an e-mail can include a link to the web site, which would help drive traffic and allow us to provide additional information.

4. **Website:** We have worked on all facets of website management, from developing and posting new content, to embedding video and audio files to photographing municipal departments and locations. We have facilitated in the development of an RFQ for the redesign of a website for a municipality, including developing specifications; identifying, interviewing and helping to select a vendor; serving as an interface with the external vendor; developing wireframes and content; handling photography; and training.

Your redesigned website has a wealth of information and is easily navigable. We would look to support you through additional content, news releases and photography/videography.

***Constituent Relations & Marketing:** Engaging with your residents, businesses, nonprofits and others who live, work and recreate in Cascade should go beyond the occasional insert in a water bill or quarterly newsletter. Thoughtful, ongoing communication in different platforms will enable you to establish deeper connections with residents.*

5. **Social media:** For social media to work well, you need to share relevant articles, pose thought-provoking questions, promote what is happening in your Township and in the community, share photos of employees at work or residents enjoying what Cascade has to offer – in other words, work to create a dialogue with your stakeholders.

We can support you by:

- a. Providing strategies for growing your following on Facebook, as well as posting engaging content on a regular basis that showcases the people, programs and services that Cascade offers. Our focus on Facebook is engaging employees, businesses and residents.
 - i. Monitoring and responding to comments and questions in a timely fashion.
 - ii. Encouraging community engagement through the sharing of photos, posting of open-ended questions, etc.
 - iii. Promoting Township programs and community initiatives with posts before, during and after events.
 - iv. Communicating with key stakeholders during crisis situations, such as weather emergencies.
- b. Launching and growing a Twitter presence. Our focus on Twitter is to engage the media, which can prove particularly helpful during times of crisis.
 - i. Monitoring and responding to tweets and questions in a timely fashion.
 - ii. Live tweeting events, such as Township Commission meetings.
 - iii. Promoting Township programs and community initiatives with posts before, during and after events.
 - iv. Communicating with key stakeholders during crisis situations, such as weather emergencies.
- c. Launching and growing an Instagram presence. We are increasingly living in a visual world. Cascade has some lovely parks and natural features that make it ideal for sharing photos. Our focus on Instagram is engaging residents and followers.
- d. Evaluating additional platforms, such as SnapChat and YouTube, to determine if the Township would like to invest resources in these or other social media platforms. Initially, these are two platforms we would recommend you give serious consideration to exploring. Visuals – whether still photos or videos – are driving engagement on social media.

6. **Visual assets¹:** As we look to tell your story, we need to be sure we have the proper photographic assets to do so. That's where T.J. Hamilton, our photographer and videographer, can lend a hand.

T.J. has worked as a photojournalist for WXMI Fox 17, a top 40 affiliate TV station. Prior to that, he worked as an award-winning photojournalist for *The Grand Rapids Press* (where we met and worked together) and its successor company, MLive.com. He has had a photography and videography business focused on print, video and digital assets for corporate and commercial clients.

T.J. can assist with:

- e. **Still photography:** Including portraits of your employees, community interactions, events – in short, you name it, he can shoot
 - f. **Videography:** Including fully produced videos for events, video and audio news releases, video blogs, etc.
 - g. **Enhanced media training:** Including on-camera interviews and feedback
7. **Educational Materials:** Through past projects with Wyoming and East Grand Rapids, we have a solid understanding of the needs municipalities have when it comes to providing clear and easy-to-understand educational materials. Whether it's a letter to constituents explaining the results of water testing, communications designed to outline a new program or a campaign to educate residents about a proposed millage, we have broad experience in developing effective communications that adhere to the requirements municipalities face to avoid crossing the line into advocacy. Following is a case study of the successful 2015 East Grand Rapids street and sidewalk millage that gives greater detail.

¹ The visual services described in this section would be in addition to the communications retainer and could be priced hourly or per project.

Street and Sidewalk Millage

A Communications Plan for Educating Voters and Providing Transparency

Before the East Grand Rapids City Commission voted to approve a 10-year, 2.0-mill dedicated street and sidewalk millage on the May 2015 ballot, we knew we would have to communicate the need for the millage. It was critical for us to provide assurance the millage would be used strictly for improving local streets and sidewalks – particularly when an unpopular statewide proposal on the ballot sought an increase in the sales tax to raise money for Michigan’s roads. We also needed to identify what steps the City had taken to solve its roads issue before going to voters, as well as what it would mean if the millage did not pass.

We had slightly more than three months to educate voters on these points in an effective, top-of-mind way without creating an environment of information overload and voter fatigue. We also needed to focus on education, knowing City resources could not be used to influence voters.

Our strategy included utilizing traditional and social media as well as internal tools such as the City’s website, bimonthly e-newsletter, monthly water bill insert, occasional e-blasts, one-time mailer and three face-to-face information sessions.

The result: The millage was approved by 64 percent of the vote while the state proposal was defeated soundly.

Unlike the East Grand Rapids millage, the state’s road funding proposal message was muddled – not only was there conflicting information, government officials did not speak with one voice. This opened the door to opposition groups, who were targeted and successful in getting their messages out and heard by the public.

Traditional Media

We made sure traditional media in West Michigan had all the facts surrounding the proposed millage from the onset by sending out a release the day after the commission approved it for the ballot. This allowed us to provide FAQs in a succinct and digestible way as well as explain how the City got to this point – declining road conditions + state funding not keeping pace with rising costs + citizens task force determining a millage was the best solution.

The media also was informed of – and invited to – the three voter information sessions that were held a month before the election. We also facilitated numerous print, radio and TV interviews with the mayor and City staff ahead of the vote to get the City’s messages on the millage out early and often. The mayor also wrote an op-ed piece on the millage that appeared in the community weekly just a few days before the election.

Social Media

From a photo album showing the City’s worse-conditioned roads to providing answers to millage FAQs in an engaging way on a regular basis to reminding residents about the informational sessions and providing recaps of them, we maximized our presence on Facebook and Twitter during the pre-election education period. This proved to be a great way to broaden our reach, with the mayor, city commissioners, residents and the media amplifying our information and sharing these posts. We also made sure to provide links to where followers could find additional information about the millage on the City’s website.

Internal Tools

We created a page on the City’s website dedicated to the millage, providing documents, infographics, charts and other visuals aimed at educating voters on the proposed millage and the need for it. These included:

- Fact sheet with photos

- FAQs
- Street condition ratings
- Materials from the citizen task force meetings
- Calculator that allowed voters to determine what their cost would be under the millage
- Sample ballot
- Video tutorial on the City's revenues and street expenditures
- Brochure that was included in the April water bill

We condensed this information and repurposed it for social media, e-newsletters, water bills, e-blasts and the postcard that went to all households just before the election.

Follow-up

After the millage was approved by voters, we utilized the same tools we did during the education period – a release was sent to the media, shared on social media and recapped in the City's e-newsletter a few days later. Additionally, we facilitated several media interviews with the mayor and City staff.

In the afterglow, we knew we would need to hold up our promise to be transparent about where the millage revenues were being spent. We created a millage dashboard on the City's website that listed current projects being funded by the millage, which companies were awarded the contracts, the estimated start and end dates and – for streets – their before and after ratings.

This dashboard will be a fixture on the website during the millage's 10-year duration. Each time the dashboard is updated – monthly during the busy construction season – we let our social media followers know and encourage them to check it out.

We also decided to use some funds to show residents via signs their millage dollars at work. These signs, reading "Project made possible by 2015 EGR street millage," are placed wherever millage-funded projects are taking place – and they will be used each year.

We also use social media to highlight the various millage-funded projects, taking photos and posting updates on their progress, and we provide regular construction updates in the City's e-newsletter and water bill.

This long-term millage will provide the City a wonderful opportunity to engage residents, the media and the broader community through traditional and social media as well as its internal tools – and provide transparency every step of the way. This engagement and transparency will go a long way toward keeping the City a trusted partner in the eyes of the community while other municipalities struggle to maintain a positive reputation.

8. **Annual Reporting:** We regularly develop state-of-the-municipality messages, year-end budget reports and other annual documents that require a comprehensive understanding of a municipality's goals and objectives, as well as attention to detail, tone and content. Having a team member embedded in an organization gives us a unique ability to develop this kind of messaging both efficiently and effectively.
9. **Marketing Materials:** We provide writing and graphic design services to support municipal programs and services, such as fliers or signage to promote a Parks & Recreation event, development of sponsorship packages, T-shirt development and design, program development and related initiatives.

Internal Communications: Municipalities have multiple communication needs for internal audiences. These can range from letters detailing changes to employee benefits to newsletters to blogs, all of which we can assist with. Having an embedded team member also allows you access to an extra set of editing eyes.

1. **Team Building:** Having a team member embedded within the Township ensures regular attendance at Township, department and staff meetings. We encourage that team member to position himself or herself as a resource for various departments. By managing social and traditional media relations, that team member can quickly connect with key subject matter experts within the Township to identify potential great stories and photos to share – or just as quickly identify issues and address concerns before they escalate.
2. **Ghostwriting:** My team and I do a fair bit of ghostwriting – from letters to the editor and op-ed columns to blogs and speeches. Our goal is to get to know a municipality and its leadership team well enough that we can sound like Rob, which is different than sounding like the Fire Chief or Clerk. A secondary, but just as important goal, is to ensure we do so without adding more work to your plate.
3. **Newsletter:** You currently have a quarterly newsletter that does a nice job of capturing news and activities. We would be happy to evaluate its effectiveness with you and then step in to assist with the writing, editing and design.
4. **Projects:** We can also assist with projects that fall beyond the scope of traditional PR and communication activities, such as developing a **design template** for your brochures and other printed material to ensure a consistent look and feel that will be reflected your updated website.

Special Events: Municipalities host multiple events throughout the year. From Parks & Recreation programming to engage entire families, National Night Out activities, Metro Cruise, music festivals and concerts, road races and more, activities underscore the vibrancy of a community. Tapping into our talents when it comes to traditional and social media, graphic design and event planning, we can assist with developing, promoting or polishing a city event. Our work has included ideation, logo and brand development, messaging, social media campaigns, traditional media promotion, speaker preparation, set up and logistics, coordinating with third-party vendors and other activities.

Crisis Management: *We have assisted with dozens of municipal crisis situations over the course of our careers – and with our participation in the Dantzler shootings, we can unfortunately say that we have handled a mass shooting. Simply put, there’s just about nothing we haven’t helped a client through.*

I like to say that a good crisis plan should be a guardrail on top of the cliff – not an ambulance on the bottom. If Cascade does not already have one, I recommend developing a crisis plan – or, at the least, dusting off and reviewing what you already have in place.

An effective crisis plan will allow the organization to identify and respond to the issues most likely to threaten your good reputation and take your focus off day-to-day operations. While it’s impossible to foresee every potential crisis, a good crisis plan will give you a roadmap to cope with the most potentially explosive situations by establishing a process for dealing with them.

We can develop a written crisis plan that would include: assembling a crisis management team, identifying potential problem areas and likely responses, prioritizing key audiences and developing effective communication tools.

We are also adept at handling crisis situations without a playbook. Our goal with any crisis situation is to help an organization get back to business as usual, as quickly as possible and with as little damage as possible. Most people focus on the media when a crisis occurs, but there are other key audiences – such as residents, employees, businesses, etc. – who are far more important. Media attention fades and reporters leave to focus on someone else’s woes, but your core stakeholders stay with you – and they will be watching intently how you deal with a crisis situation.

We understand the importance of collaboration, particularly in the time of crisis. We appreciate the opportunity to have a seat at the table when it comes to Incident Command and have been able to plug into emergency situations where we effectively work as part of a team to ensure the dissemination of accurate, up-to-date communication.

We also understand a sense of urgency. My team and I are not clock watchers – we will do what it takes, whenever it takes, to ensure a situation is handled promptly. This might mean hosting a press conference at midnight when a bad guy who has upset a community is finally captured. It might also mean working into a cold and snow night when a water main breaks. It could mean calls on Saturday afternoon, coordination with local hospitals or media monitoring before the sun comes up. We don’t shy away from “other duties as assigned” and have been known to direct traffic, hand out bottled water and connect residents in need to non-city services when that’s what it takes.

The benefit of our team approach is that you would have access to all Sabo PR resources when the situation merits an all-hands-on-deck response. When it does not, you will have an in-house team member who can easily handle typical emergency situations.

The following two pages are a case study we developed jointly with the City of Wyoming after the 2014 tornado that we thought would be worthwhile to share as a good example of the power of collaboration.

Tornado Response: Working with Residents, Community Organizations & Media



Public Safety and Community Outreach

On the evening of July 6, an EF1 tornado touched down in West Michigan and created havoc for businesses and residents of one Wyoming neighborhood.

Over the next hours and weeks, the City and the community came together to help provide shelter, restore power, clear the streets, repair homes, offer food and drink and generally provide support, encouragement and resources to those whose homes were damaged. City Manager Curtis Holt said, "Let's get it done, no matter the expense."

To that end, we focused on people first and prioritized our initial responses from there, including:

- Our Public Safety officers were on the streets immediately after the storm, going door-to-door to ensure residents were safe. They continued to provide extra security to homeowners and businesses, traffic management and related services. Public Safety coordinated all emergency responses, working hand in hand with other City departments, other police and fire agencies in the community, community relief workers, etc.



- Our Public Works crews were out in full force, clearing debris, cutting and removing downed trees, reopening the streets and providing a helping hand to all affected. We



provided dumpsters in the affected neighborhood to making getting rid of trees and other debris easier and more convenient.

- Our Parks & Recreation crews worked in Ideal Park to identify the extent of the storm damage and begin the long process of removing debris and repairing.
- Our Inspection teams were on the streets, working with homeowners and businesses to expedite the process to assess damage and ensure access as soon as it was safe to return. We waived permit fees and accepted help from extra inspectors from Grand Rapids to expedite the process.

Communications and PR

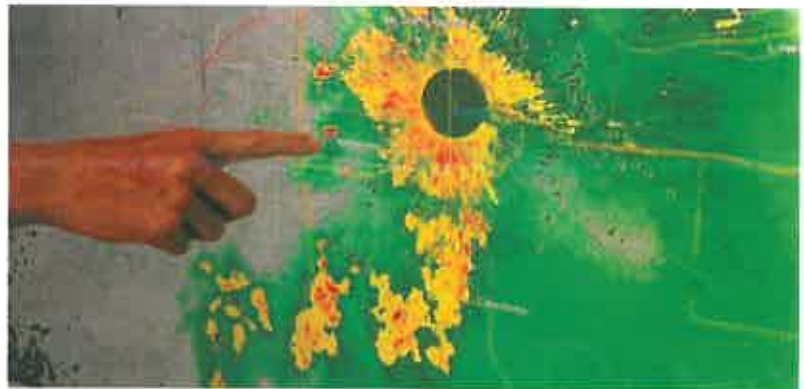
- Our Communications team provided regular updates on Facebook and Twitter, sharing information with West Michigan media.



- Social media proved to be an excellent way to get the word out about road closures, downed power lines, relief services and related issues. While we also provided regular updates via press releases, the situation was moving rapidly enough that social media proved to be a more nimble way to respond.
- Communications had an important seat during Incident Command meetings. It was critical that our communications team knew what was happening, when and why so they could make important decision about the kinds of information to share.
- Communications made a conscious decision early on not to post or share photos of just storm damage. Instead, looked to capture images of City employees responding to the damage – directing traffic, removing storm debris, engaging with the community, etc.
- Communications also worked with Public Safety, Public Works and Parks & Rec to coordinate interviews with media outlets, ensuring that important faces were seen and heard throughout the crisis. We recommended having Mayor Poll do walk-throughs of the affected neighborhood in the days after the tornado, meeting with citizens and joining Public Safety officers in demonstrating that the City cared about residents.

Media

- In this instance, television had the upper hand in reporting on the tornado – it was more visual and immediate than its counterparts in print or radio.
- It's important to understand, know and respect media schedules as much as you are able. Understand deadlines and try, if possible, to provide timely updates to reporters before they have to file stories.
- Recognize that up-to-date information is critical, but visuals and stories of those affected are also important, particularly for television. Look for ways to provide these visuals and stories – or the media will find them.



- Recognize that anniversaries – one month, 6 months, one year – are important to the media. So are follow stories. If you have residents who are unhappy, they are likely to reach out to the media with their complaints and trigger additional stories.

Reimbursable costs

We make every effort to keep reimbursable costs as low as possible for our municipal clients. For example, we waive our typical fees for distributing press releases. We do not charge for copies, unless we have been directed to make multiple copies for meetings or a mass distribution. We do not incur extraordinary expenses without first getting approval from a client.

We use a 10 percent markup for services or products we might purchase on your behalf, such as card stock for fliers or poster board for signs. Standard agency markup is 17.65 percent, but we have always felt that 10 percent is fair. When possible, we try and run purchases through municipal accounts to avoid having to markup expenses.

Depending on the team member selected, s/he may elect to have a mileage reimbursement for miles traveled when working on the Township’s behalf. I do not charge mileage, although some of my team members do. This is itemized and billed at the federal reimbursement rate, which is established annually.

Why Sabo PR?

Let us count the reasons – here are the top 10.

1. Depth of experience: We have been working with municipal organizations for a decade and have developed a true understanding of and feeling for the nature of the work you do.
2. Great relationships: Since we already handle communications work for so many municipal organizations, we have solid relationships with important stakeholders in the community, including the media.
3. Breadth of experience: We are more than a traditional PR team – we are a full-service communications team with expertise in traditional and social media management, marketing communications, graphic design, photography, videography, crisis management and litigation communications all under a single roof.
4. Great reputation. We have worked hard to maintain an excellent reputation in the community. We’re choosy about the organizations we work with and are not afraid to say “no” if we don’t see a good fit.
5. Unique business model: By embedding a Sabo PR employee on your team, we provide an experienced communications professional who can handle day-to-day needs at a fraction of what it would cost to retain an external PR firm that would operate at arm’s length.
6. Back-up support: In crisis and other situations, you can call on the full Sabo PR team to provide immediate support.
7. Easy to work with: Our logo says it all: We’re a team of nice folks who always try and leave you with a smile.
8. Creative: We have been at our jobs long enough to be experienced, but not jaded. We bring fresh ideas to the table.
9. Down-to-earth: We develop great ideas that won’t break the bank to execute.
10. Collaborative: We believe in the power of partnership with clients. It’s never “my way or the highway” with us.

4g. Progress reports

For the first three months of the relationship, I will plan to be on site weekly (or biweekly, if you choose) at no charge to you to ensure a smooth transition as our new team member gets up to speed. With the City of Wyoming, I join Curtis for monthly update meetings. The City of East Grand Rapids has opted for a less formal process, choosing to call me as the occasion warrants. Kentwood also asks me to join its team for monthly meetings.

We can develop regular written progress reports on a monthly or quarterly basis that will track:

- Traditional media mentions
- Press releases and pitches
- Social media successes
- Marketing initiatives and results
- Crisis situations

We are certainly open to other metrics as you would like.

Billing procedures

We bill monthly at the beginning of each month, providing detailed backup support for the hours spent. The agreed-upon retainer for the in-house team member is included on one bill while the extra projects, whether for crisis work, video projects or other items, are included on a separate bill. These can be combined, if you would like.

Our goal is never to surprise a client with a bill – unless it is on the upside.

Clients

Businesses

- | | |
|-------------------------------|---|
| • Crystal Flash | Full-service communications |
| • Keystone Pharmacy | Full-service communications |
| • Legacy Trust | Full-service communications |
| • National Heritage Academies | Full-service communications, crisis |
| • Perrigo | Project work |
| • Scott Group Studio | PR, media relations, videography, photography |
| • Varipro | Social media |
| • Warner Norcross | Full-service communications |

Nonprofit

- | | |
|---------------------------------------|-----------------------------|
| • Children’s Healing Center | Full-service communications |
| • Clark | PR, social media |
| • Family Business Alliance | Web copy, media relations |
| • Grand Rapids Community Foundation | Photography and videography |
| • Habitat for Humanity of Kent County | Full-service communications |
| • Make-a-Wish | Videography |
| • World Affairs Council | PR, social media |

Municipalities

- | | |
|--|-----------------------------|
| • East Grand Rapids | Full-service communications |
| • Kent County Crisis Intervention Team | Education |
| • Kent County Dispatch Authority | Education |

- New Buffalo
- Plainfield Charter Township
- Rockford
- Wyoming

Issues Management
 Full-service communications
 Issues management
 Full-service communications

Education

- Aquinas College
- Davenport University
- Grand Rapids Catholic Diocesan Schools
- Michigan State University

Photography and videography
 Photography and videography
 Photography and videography
 Photography and videography

Associations

- MICPA

Full-service communications

In closing

We would welcome the opportunity to discuss further and answer any questions that you may have.

MEMORANDUM

To: Cascade Charter Township Board
From: Steve Peterson, Community Development Director
Subject: Consider approval to hire contractor for pathway repairs
Meeting Date: **July 12, 2017**

Our review of the pathway this year revealed the need to make repairs to several sections of pathway on 30th st . We have budgeted \$70,000 for repairs this year. These repairs are replacing the existing pathway with new; this will not be an overlay.

The Township engineer has put together the specs for this job and received three bids. They are recommending the low bid (\$66,552.25) from Katerberg Verhage. If approved, the work will be done by October 20.

Attachments:
Pathway specs
Bid sheet

Bid Item Tracking

Project Name: 2017 Pathway Repairs
 Project Location: Cascade Charter Township
 Project Number: 170848
 Bid Opening Date: June 29, 2017
 Time: 2 pm
 Checked By/Date: MLB, July 5, 2017

Bid Tab Information

Item No.	Item Description	Unit	Total Estimated Quantity	Apparent Low Bid Katarberg VerHage		Second Lowest Bid Lawns of Distinction		Third Lowest Bid Kamminga & Roodvoets	
				Unit Price	Amount	Unit Price	Amount	Unit Price	Amount
Section 1 - 30th Street Cemetery Drives									
1	Mobilization (10% Maximum of Section Bid)	LS	1	\$632.50	\$632.50	\$800.00	\$800.00	\$685.00	\$685.00
2	Remove HMA Surface	SYD	145	\$10.00	\$1,450.00	\$12.00	\$1,740.00	\$6.25	\$906.25
3	Pathway Grading	LF	110	\$10.00	\$1,100.00	\$11.00	\$1,210.00	\$24.00	\$2,640.00
4	Aggregate Base, 6-inch	SYD	15	\$25.00	\$375.00	\$26.00	\$390.00	\$14.00	\$210.00
5	HMA, 13A	Ton	20	\$150.00	\$3,000.00	\$170.00	\$3,400.00	\$130.30	\$2,606.00
6	Lawn Restoration	LS	1	\$400.00	\$400.00	\$1,220.00	\$1,220.00	\$500.00	\$500.00
Subtotal Section 1:					\$6,957.50		\$8,760.00		\$7,547.25
Section 2 - 30th Street from 7292 to 7326									
7	Mobilization (10% Maximum of Section Bid)	LS	1	\$1,675.00	\$1,675.00	\$1,600.00	\$1,600.00	\$2,130.00	\$2,130.00
8	Remove HMA Surface	SYD	450	\$7.00	\$3,150.00	\$9.00	\$4,050.00	\$6.25	\$2,812.50
9	Pathway Grading	LF	400	\$5.00	\$2,000.00	\$5.00	\$2,000.00	\$24.00	\$9,600.00
10	Valve Box, Adjust	EA	4	\$150.00	\$600.00	\$125.00	\$500.00	\$100.00	\$400.00
11	HMA, 13A	Ton	55	\$150.00	\$8,250.00	\$130.00	\$7,150.00	\$130.30	\$7,166.50
12	Lawn Restoration	LS	1	\$2,750.00	\$2,750.00	\$3,000.00	\$3,000.00	\$1,500.00	\$1,500.00
Subtotal Section 2:					\$18,425.00		\$18,300.00		\$23,609.00
Section 3 -- 30TH Street from 7442 to 7490									
13	Mobilization (10% Maximum of Section Bid)	LS	1	\$1,440.00	\$1,440.00	\$1,400.00	\$1,400.00	\$1,750.00	\$1,750.00
14	Remove HMA Surface	SYD	370	\$7.50	\$2,775.00	\$9.00	\$3,330.00	\$6.25	\$2,312.50
15	Pathway Grading	LF	325	\$5.00	\$1,625.00	\$5.00	\$1,625.00	\$24.00	\$7,800.00
16	HMA, 13A	Ton	50	\$150.00	\$7,500.00	\$130.00	\$6,500.00	\$130.30	\$6,515.00
17	Lawn Restoration	LS	1	\$2,500.00	\$2,500.00	\$2,900.00	\$2,900.00	\$1,000.00	\$1,000.00
Subtotal Section 3:					\$15,840.00		\$15,755.00		\$19,377.50
Section 4 -- 30th Street from 7566 to 7594									
18	Mobilization (10% Maximum of Section Bid)	LS	1	\$1,626.00	\$1,626.00	\$1,800.00	\$1,800.00	\$1,475.00	\$1,475.00
19	Remove HMA Surface	SYD	235	\$9.25	\$2,173.75	\$12.00	\$2,820.00	\$6.25	\$1,468.75
20	Pathway Grading	LF	210	\$5.00	\$1,050.00	\$12.00	\$2,520.00	\$24.00	\$5,040.00
21	Remove Aggregate Base	SYD	235	\$12.00	\$2,820.00	\$10.00	\$2,350.00	\$2.00	\$470.00
22	Aggregate Base, 6-inch	SYD	235	\$15.00	\$3,525.00	\$20.00	\$4,700.00	\$14.00	\$3,290.00
23	HMA, 13A	Ton	30	\$150.00	\$4,500.00	\$140.00	\$4,200.00	\$130.30	\$3,909.00
24	Lawn Restoration	LS	1	\$2,200.00	\$2,200.00	\$1,950.00	\$1,950.00	\$750.00	\$750.00
Subtotal Section 4:					\$17,894.75		\$20,340.00		\$16,402.75
Section 5 - 30th Street, East of Ashton Ridge									
25	Mobilization (10% Maximum of Section Bid)	LS	1	\$220.00	\$220.00	\$300.00	\$300.00	\$260.00	\$260.00
26	Remove HMA Surface	SYD	60	\$10.25	\$615.00	\$12.00	\$720.00	\$6.25	\$375.00
27	Pathway Grading	LF	50	\$5.00	\$250.00	\$9.00	\$450.00	\$24.00	\$1,200.00
28	HMA, 13A	Ton	6	\$150.00	\$900.00	\$170.00	\$1,020.00	\$130.30	\$781.80
29	Lawn Restoration	LS	1	\$450.00	\$450.00	\$600.00	\$600.00	\$250.00	\$250.00
Subtotal Section 5:					\$2,435.00		\$3,090.00		\$2,866.80
30	Cash Allowance - Testing	Dollars	5,000	\$1.00	\$5,000.00	\$1.00	\$5,000.00	\$1.00	\$5,000.00
TOTAL OF ALL BID PRICES					\$66,552.25		\$71,245.00		\$74,803.30
As-Read (from submitted bid)					\$66,552.25		\$71,395.00		\$74,803.30

TOWNSHIP BOARD MEMORANDUM

To: Cascade Charter Township Board

From: Sandra Korhorn, DDA/Economic Development Director *SKK*

Subject: Consider Approval of Outdoor Gathering Permit for the Cascade Metro Cruise Warmup

Meeting Date: July 12, 2017

The Cascade Metro Cruise Warmup is an event open to the public and is being held August 24. The Metro Cruise Warmup will once again be held at the Thornapple Centre. The property and business owners in the Thornapple Centre are aware of the event and are excited about the exposure and traffic that it will bring.

The Buildings and Grounds crew will help setup the stage prior to the event, but the committee is securing volunteers to help with setup, cleanup and tear down for the event.

Attached is information addressing the requirements of the Outdoor Gathering permit.

Staff recommends approval of the Outdoor Gathering permit for the Cascade Metro Cruise Warmup.

Attachment: Application and Site Map

Outdoor Gathering Permit – Cascade Metro Cruise Warmup Event

The Cascade Metro Cruise Warmup is an event open to the public and will be held at the Thornapple Centre. The property and business owners in the Thornapple Center are aware of the event and are excited about the exposure and traffic that it will bring.

One change to the event this year is that it will be held only one night – Thursday, August 24 from 4:30 p.m. – 8:30 p.m. After recapping last year’s event, many of the car owners said there are too many other activities on Friday night and they preferred one night. Last year, Thursday night was extremely busy for the Metro Cruise Warmup.

Both the Interim Fire Chief and Deputy Ryan Roe sit on the committee for the Metro Cruise Warmup and are aware of the event and the layout for the event. There will be volunteers on site to help with traffic.

We will again have up to 6 food trucks on site. Each food truck will have to provide a copy of their current Kent County Health Dept. permit to serve food prior to the event. There will be no sale, distribution or consumption of alcoholic beverages at the event.

Restroom facilities (port a johns) and handwashing stations will be available to the public.

There will be some parking on site. Volunteers will provide clean up after the event. There will be trash cans on site for waste disposal. The band, Decades, will be performing at the event this year. The band will be finished performing by 8:30 p.m., which is well within the confines of the Cascade noise ordinance regulations.

While the DDA donated \$5,000 for the event, there will be no other financial obligations to the Township to hold the event. Financing is covered by sponsors.

The Township insurance policy covers this event.



CASCADE CHARTER TOWNSHIP

2865 Thornhills SE Grand Rapids, Michigan 49546-7192

OUTDOOR GATHERING APPLICATION

1. Name of Applicant: Cascade Metro Cruise Warmup Committee 2. Name of Property Owner: Cascade Road Retail

3. Address of Event: 6797 Cascade Rd. SE

4. Type of Event to be Held: Cascade Metro Cruise Warmup – Show Cars, Band, Food Vendors, Kids Activities

5. Date of Event: Thursday, August 24, 2017 6. Hours of Event: 4:30-8:30 p.m.

7. Number of Attendants: 500

Each application shall be accompanied by a detailed explanation, including drawings and diagrams where applicable, of the prospective licensee's plans to provide for the following:

- a. Police and Fire Protection
- b. Food and Water Supply and Facilities
- c. Health and Sanitation Facilities
- d. Medical Facilities and Services, including Emergency Vehicles and Equipment
- e. Vehicle Access and Parking
- f. Camping and Trailer Facilities
- g. Illumination Facilities
- h. Communications Facilities
- i. Noise Control and Abatement
- j. Facilities for Clean up and Waste Disposal
- k. Insurance and Bonding Arrangements

In addition, the application shall be accompanied by a map or maps of the overall site of the proposed outdoor assembly.

Signature of Applicant/Property Owner: Thomas E. Vandewell Date: 6-2-2017

Office Use Only

Township Board:

Approved: _____ Denied: _____ Date: _____



Porta-Johns
Volunteer Parking

Stage Food Trucks

Show Cars
Bounce House
Dunk Tank

Show Cars
Patron Parking

Bus Route
Patron Parking

Patron Parking

Patron/Event
Parking

Show Cars

Bus Route

Patron/Event
Parking

Bus Route



CASCADE CHARTER TOWNSHIP

2865 Thornhills SE Grand Rapids, Michigan 49546-7140

Date: July 12th, 2017
To: Supervisor Beahan & Cascade Township Board
From: Benjamin Swayze, Township Manager
Subject: City of Grand Rapids – Water Main Easement

FACTS:

The Township is in the process of completing a water and sewer utilities extension project on Thornapple River Drive between Tassel Park and Mahesh Drive. The project serves a total of 13 residents and 14 parcels. All of the parcels are being served by a sewer main located under Thornapple River Drive. A majority of the parcels are also being served by a water main located in the Thornapple River Drive right-of-way, however the City has required three of the residents to be served by the water main located on the south side of the Cascade Library property due to water pressure issues. Because the easement for the current water main does not sit on the property line, an additional easement is needed to extend the water main into the neighboring parcels. The easement is also necessary to facilitate the looping of the water main for the Round Hill development. Similar easements are being executed by the served property owners to facilitate the completion of the project

Attached for your review are:

- Public Utilities Easement Document
- Water main Preliminary Drawing

ANALYSIS & CONCLUSIONS:

The Township and City of Grand Rapids have gone through several proposed plans for servicing the houses at 3047, 3035 and 3039 with water service, including a proposal that would have connected the water main on the south side of the Cascade Library property with the new water main on Thornapple River Drive through an easement that ran the length of the property. After negotiations with Mr. Roy (property owner at 3035 Thornapple River Drive) we reached an agreement that ensures reliability for the system and minimizes costs for both the Township and the residents.

Once easements are executed, construction is anticipated to begin in the fall. The work has been budgeted as part of the Thornapple River Drive Utility Extension project.

FINANCIAL CONSIDERATIONS:

Granting of the easement will involve no expenditures. The granting of the easement will technically be in consideration of \$1.00 to be in compliance with state statutes. The cost of the associated project is included as part of the Thornapple River Drive Utility Extension project that was approved by the Township Board earlier this year.

RECOMMENDED ACTION:

To approve the public utilities easement to the City of Grand Rapids and authorize the Township Manager to execute the document on behalf of the Township.

PUBLIC UTILITIES EASEMENT

THIS INDENTURE, entered into this _____ day of _____, 2017, by Cascade Charter Township, 2865 Thornhills Avenue SE, Grand Rapids, MI 49546 (hereinafter referred to as "Grantor"), and the City of Grand Rapids, a Michigan municipal corporation, 300 Monroe Avenue NW, Grand Rapids, Michigan 49503 (hereinafter referred to as "City").

WITNESSETH:

WHEREAS, the Grantor is the owner of real property in Cascade Charter Township, County of Kent, and State of Michigan, as hereinafter described; (See Exhibit A Attached) and

WHEREAS, the Grantor wishes to construct utilities (herein defined as water mains) within the easement area, in accordance with plans and specifications furnished by the Grantor and approved by the City Engineer, which shall become public utilities upon their construction and acceptance by the City;

NOW, THEREFORE, the Grantor, for and in consideration of:

1. The sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, does hereby grant, warrant, and convey to the City, easement rights over and across the premises lying within Cascade Charter Township, County of Kent, State of Michigan, and more particularly described as:

(See Exhibit B Attached)

2. Said easements shall be for the purpose of constructing, replacing, repairing, and maintaining water mains, and their appurtenances.
3. The City shall have the right of ingress to and egress from the easement area through the parent parcel, over a route prearranged with the property owner, and within the easement above described for the purpose of constructing, maintaining, repairing, or replacing utilities subject to the following terms and conditions:
 - a. Any construction, maintenance, or replacement shall be performed by the City so as not to unreasonably interfere with the use of said easement area by the Grantor and its tenants and without cost to Grantor.
 - b. Upon completion of the construction, maintenance, replacement or repair, the City will restore the easement property to the same condition as it was prior to such construction, maintenance, replacement or repair and without cost to the Grantor, provided that the Grantor shall repair the damage done to any fixed structures constructed after the original utility installation unless said damage is the result of the negligent acts or omissions of the City, its agents, employees, representatives, or contractors in which case the said restorations shall be made by the City. The City shall use reasonable care to protect said fixed structures and landscaping and shall restore to grade and re-seed all lawn areas.

4. The Grantor retains all other property rights in the easement property, including, but not limited to, the right to utilize the property to construct thereon sidewalks, driveways, curbs, gutters, landscaping, plantings, and traffic control signs. The Grantor agrees not to construct any buildings or surface or subsurface structures within the easement property.
5. The Grantor hereby agrees to save and hold the City harmless from any and all claims, debts, and causes of action or judgments for any damage to property, and/or injury to any person which may arise out of any construction within or use of easement areas by the Grantor, its agents, employees, representatives, contractors, successors or assigns.
6. The Grantor and its successors or assigns agree that if any buildings or other surface or subsurface structures are constructed by it, its successors, or assigns, near or adjacent to said easement, and because of the proximity of such buildings and other surface or subsurface structures it should become necessary to structurally support, shore, brace, or otherwise provide for the stability of such buildings or surface or subsurface structures so that the City may perform the work of maintaining, replacing, and repairing said utilities and their appurtenances, the Grantor shall assume such expense for supporting, shoring, and bracing; provided, however, that the City shall consult with the Grantor, its successors, and assigns before performing the work with respect to alternative methods of repair, improvement, maintenance, or replacement. The Grantor and the City shall confer promptly and shall avoid unnecessary delays in consultation.
7. The Grantor reserves the right to grant to others additional easement rights, in the easement hereby being granted, for the installation and maintenance of gas, electric power, telephone structures and lines; said right being subject to approval by the City as to location and size of the proposed easements and utilities. Said approval by the City shall not be unreasonably withheld. All such additional easements shall be subject to the prior rights of the City and additional expenses incurred by the City in the construction, maintenance, repair, or replacing of the utilities owned by the City, resulting from these additional easements and the presence of gas, electric, or telephone structures and lines, shall be assumed by the owners of the structures or lines causing such extra expense.

IN WITNESS WHEREOF, the Grantor has executed this instrument as of the day and year first above written.

GRANTOR:

STATE OF _____

COUNTY OF _____

By: Cascade Charter Township

Its: Owner

On _____, 2017, Cascade Charter Township, who is either personally known to me or who produced his driver's license as identification, personally signed this document in my presence.

*
Notary public, _____ County, _____

Acting in _____ County, _____

My commission expires: _____

Accepted by City Commission Proceeding No. _____, dated _____

Prepared by:

Michael L. Berrevoets, PE
Fishbeck, Thompson, Carr & Huber, Inc.
1515 Arboretum Drive SE
Grand Rapids, MI 49546

When recorded please return to:

Grand Rapids City Clerk
300 Monroe Avenue, N.W.
Grand Rapids, MI 49503

GRANTOR'S PROPERTY EXHIBIT A

PROPERTY OWNER: CASCADE CHARTER TOWNSHIP

PROPERTY ADDRESS: 6646 28TH ST SE

PARCEL NUMBER: 41-19-16-126-039

PARCEL DESCRIPTION (FROM ACCESS KENT ONLINE TAX DESCRIPTION):

PART OF NW 1/4 COM 400.0 FT S OD 45M E ALONG EXT E LINE OF LOT 1 ARDEN HILLS PLAT & 311.04 FT N 89D 48M 24S W FROM SE COR OF ARDEN HILLS PLAT TH S 89D 48M 24S E 311.04 FT TH S OD 45M E PAR WITH N&S 1/4 LINE 15.5 FT TO A PT 627.0 FT S FROM N SEC LINE & 631.0 FT W FROM N&S 1/4 LINE TH 90D 00M W PAR WITH N SEC LINE 29.0 FT TH S OD 45M E PAR WITH N&S 1/4 LINE 268.0 FT TO A PT 895.0 FT S FROM N SEC LINE TH 90D 00M W PAR WITH N SEC LINE 524.38 FT TO A PT ON EXT E LINE OF LOT 7 OF ARDEN HILLS PLAT WHICH IS 895.0 FT S FROM N SEC LINE TH N OD 08M W ALONG SD EXT LOT LINE TO SE COR OF LOT 7 OF ARDEN HILLS PLAT TH S 89D 47M 35S E ALONG S LINE OF SD PLAT 66.0 FT TH S OD 08M 00S E 400.05 FT TH S 89D 48M 24S E 174.12 FT TO BEG * SEC 16 T6N R10W 3.77 A.

FISHBECK, THOMPSON, CARR & HUBER, INC.
1515 ARBORETUM DRIVE SE
GRAND RAPIDS, MI 49546
616.575.3824 PHONE
616.464.3996 FAX

PUBLIC UTILITIES EASEMENT EXHIBIT B

PUBLIC UTILITIES EASEMENT (EASEMENT '1') DESCRIBED AS:

AN EASEMENT FOR PUBLIC UTILITIES OVER PART OF THE NORTHWEST 1/4 AND GOVERNMENT LOT 7, SECTION 16, TOWN 6 NORTH, RANGE 10 WEST, TOWNSHIP OF CASCADE, KENT COUNTY, MICHIGAN, DESCRIBED AS: COMMENCING AT THE NORTHWEST CORNER OF SAID SECTION 16; THENCE ALONG THE NORTH LINE OF SAID SECTION, NORTH 89°42'36" EAST 1475.18 FEET, MORE OR LESS, TO THE EXTENDED EAST LINE OF LOT 7 OF ARDEN HILLS PLAT; THENCE ALONG SAID EAST LINE, SOUTH 00°26'59" EAST 895.47 FEET TO THE POINT OF BEGINNING; THENCE NORTH 00°26'59" WEST 30.00 FEET; THENCE NORTH 89°45'30" EAST 20.00 FEET; THENCE SOUTH 00°26'59" EAST 29.97 FEET; THENCE SOUTH 89°41'01" WEST 20.00 FEET, MORE OR LESS, TO THE POINT OF BEGINNING.

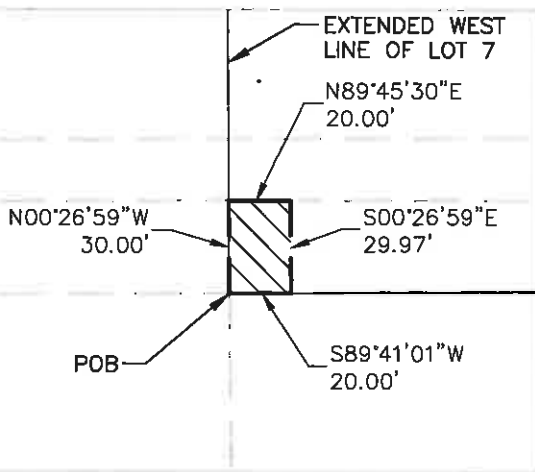
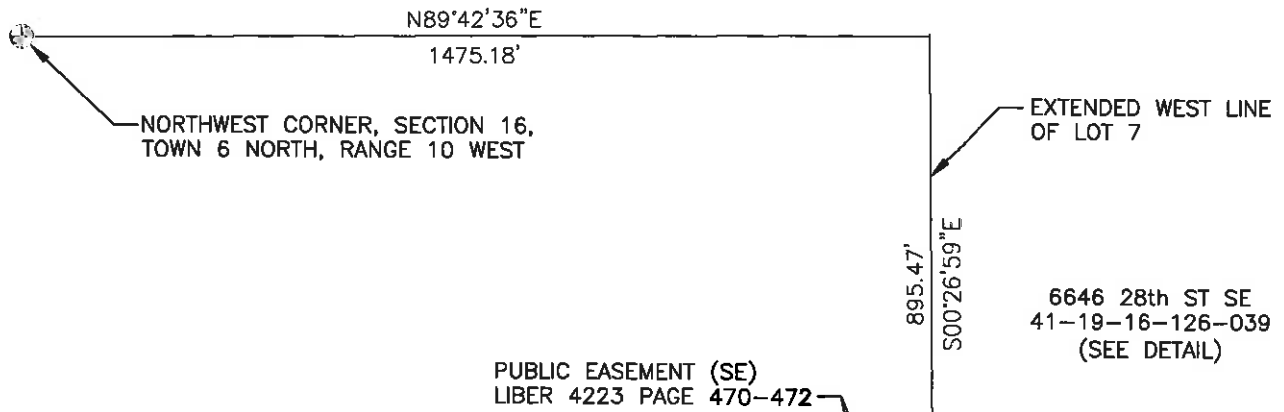
EASEMENT 1 = 600 SQUARE FEET

PUBLIC UTILITIES EASEMENT (EASEMENT '2') DESCRIBED AS:

AN EASEMENT FOR PUBLIC UTILITIES OVER PART OF THE NORTHWEST 1/4 AND GOVERNMENT LOT 7, SECTION 16, TOWN 6 NORTH, RANGE 10 WEST, TOWNSHIP OF CASCADE, KENT COUNTY, MICHIGAN, DESCRIBED AS: COMMENCING AT THE NORTHWEST CORNER OF SAID SECTION 16; THENCE ALONG THE NORTH LINE OF SAID SECTION, NORTH 89°42'36" EAST 1475.18 FEET, MORE OR LESS, TO THE EXTENDED EAST LINE OF LOT 7 OF ARDEN HILLS PLAT THENCE ALONG SAID EAST LINE, SOUTH 00°26'59" EAST 895.47 FEET; THENCE NORTH 89°41'01" EAST 224.39 FEET TO THE WEST LINE OF THE EAST 960 FEET OF SAID NORTHWEST 1/4 AND TO THE POINT OF BEGINNING; THENCE ALONG SAID WEST LINE, NORTH 01°03'59" WEST 29.71 FEET TO THE SOUTH LINE OF A PUBLIC EASEMENT RECORDED IN LIBER 4223, PAGE 470, KENT COUNTY RECORDS; THENCE ALONG SAID SOUTH LINE, NORTH 89°45'56" EAST 20.01 FEET; THENCE SOUTH 01°03'59" EAST 29.68 FEET; THENCE SOUTH 89°40'35" WEST 20.01 FEET TO THE POINT OF BEGINNING.

EASEMENT 2 = 594 SQUARE FEET

PUBLIC UTILITIES EASEMENT EXHIBIT B



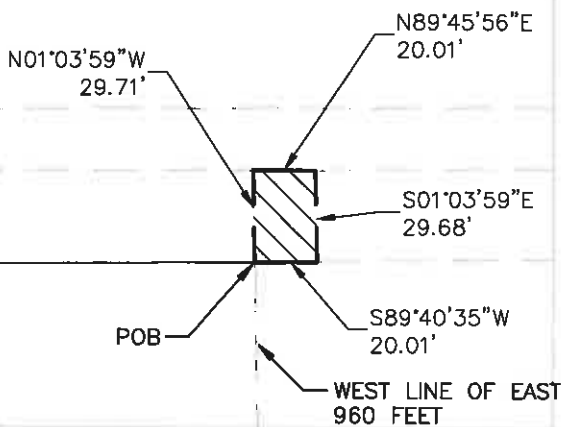
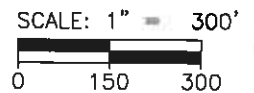
EASEMENT '1' DETAIL
SCALE: 1" = 60'

POINT OF BEGINNING
EASEMENT '1'

N89°41'01"E
224.39'

POINT OF BEGINNING
EASEMENT '2'

THORNAPPLE RIVER DRIVE (66' WIDE)

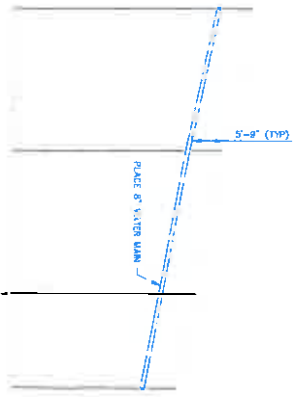
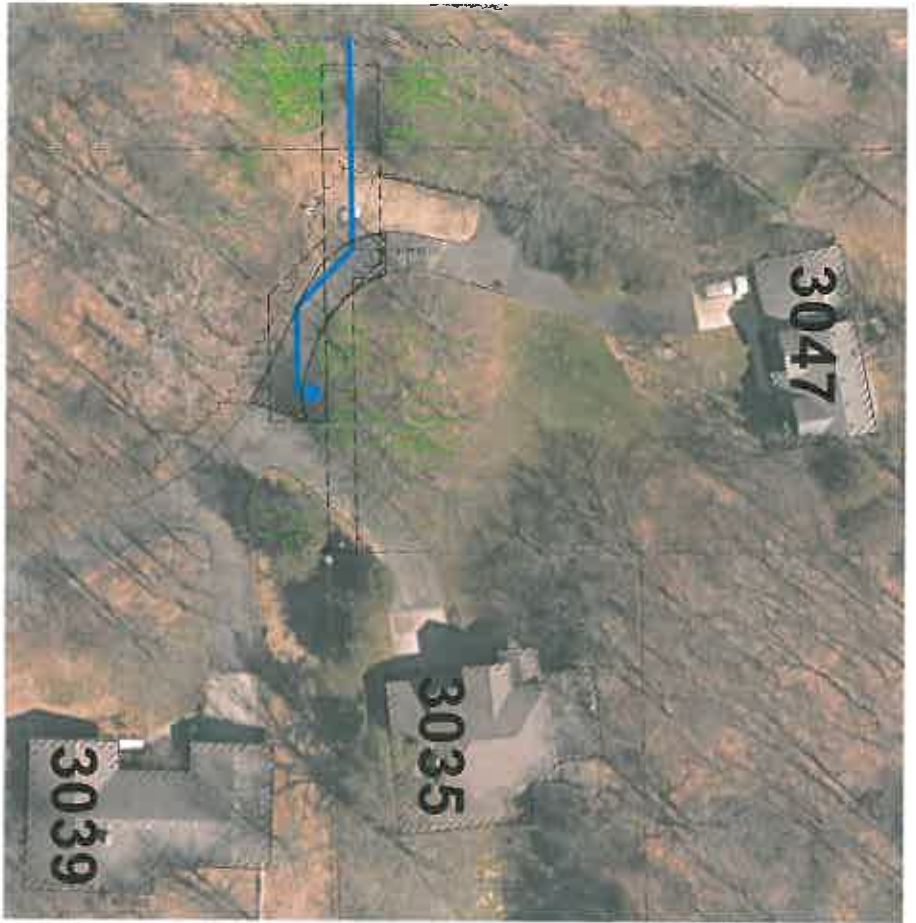


EASEMENT '2' DETAIL
SCALE: 1" = 60'

BASIS OF BEARING FOR SAID EASEMENT:

NAD 83, MICHIGAN STATE PLANE,
SOUTH ZONE, INTERNATIONAL FEET (GPS DERIVED)

FISHBECK, THOMPSON, CARR & HUBER, INC.
1515 ARBORETUM DRIVE SE
GRAND RAPIDS, MI 49546
616.575.3824 PHONE
616.464.3996 FAX



NORTHERN SECTION PROPOSED
 NORTH
 SCALE: 1" = 20'
 0' 10' 20' 30'



DRAFT

NORTHERN SECTION TREE REMOVAL
 NORTH
 SCALE: 1" = 20'
 0' 10' 20' 30'

ftch

engineers
 scientists
 architects
 constructors

Cascade Township
 Kent County, Michigan

Thomapple River Drive Utility Extension

DATE:	1/14/16
BY:	MLB
PROJECT:	150798
NO.:	001
DESCRIPTION:	150798_PUMPER_150798_LAYOUT_3_DATE: 10/14/16
PROJECT NO.:	G150798CD
DISTRICT:	



CASCADE CHARTER TOWNSHIP
2865 Thornhills SE Grand Rapids, Michigan 49546-7140

Date: July 12th, 2017
To: Cascade Charter Township Board
From: Supervisor Rob Beahan
Subject: Appointment to Planning Commission

I ask that the Township Board confirm the following appointment to the Boards and Commissions of Cascade Charter Township:

Planning Commission

Phillip E. Johnson – Mr. Johnson will be filling the current vacancy on the Planning Commission due to the resignation of Steve Waalkes. Mr. Johnson has been a Township resident for 22 years and recently retired as the Senior Vice President and Chief Operating Officer of the Gerald R. Ford International Airport where he directed the day-to-day business management, operations, maintenance/engineering and public safety department. Mr. Johnson has a Master's Degree in Systems Management, and Bachelor's Degree in Business Administration and an Associate's Degree in Air Traffic Management and has over 22 years of experience in capital development projects, zoning and engineering services.

Attached for your review are and Application from Mr. Johnson and his resume. He will be filling a partial term that expires 12-31-17.



CASCADE TOWNSHIP

APPLICATION FOR CASCADE TOWNSHIP APPOINTED BOARDS,
COMMISSIONS AND COMMITTEES

2018-2019 APPLICATION

NAME Phillip E. Johnson

STREET 8085 Shadybrook Dr, SE CITY Ada ZIP 49301

PHONE (Work) N/A (Home) 616-682-0702 (Cell) 616-278-4414

APPLICANT FOR POSITION OF: Planning Commission

BUSINESS/FIRM OCCUPATION N/A

POSITION Retired

WORK EXPERIENCE Senior VP & COO at Gerald R. Ford International Airport
from October 1994 until June 2017. Additional airport, aviation and systems
engineering experience as noted on attached resume.

VOLUNTEER EXPERIENCE AND INVOLVEMENT Experience Grand Rapids Board
from January 2011 to December 2013; President, Great Lakes Chapter of
American Association of Airport Executives (AAAE) from 2008 to 2009;
President, Michigan Association of Airport Executives (MAAE) from 2002 to 2003.

EDUCATION BACKGROUND MS in Systems Management; BS in Business Administration; AS in Air Traffic Management.

STATE BRIEFLY YOU'RE QUALIFICATIONS FOR THIS APPOINTMENT(S) Over 22 years experience in capital development projects, zoning and engineering services at the Gerald R. Ford International Airport. Township resident for over 22 years and can't think of a better way to give back to the township I love and call home.

DO YOU KNOW OF ANY CONFLICT OF INTEREST OR ANY REASON YOU SHOULD NOT RECEIVE THIS APPOINTMENT

No.

DATE June 21, 2017

SIGNED

A handwritten signature in black ink, appearing to be 'F. C. E.', written over a horizontal line.

Phillip E. Johnson
8085 Shadybrook Drive, SE
Ada, Michigan 49301
(616) 682-0702 (Home) (616) 278-4414 (Cell)
mr.airport58@gmail.com

SUMMARY OF QUALIFICATIONS

Recently retired with over forty years of business management experience including directing day-to-day operations, maintenance and engineering services, public safety and operations and financial management. Strong customer service orientation based in a hospitality themed airport environment. Strong supervisory skills working with staff having varied backgrounds and at all levels in the organization. Master's and Bachelor's degrees in Management and Business Administration.

EXPERIENCE

- **Senior VP & COO** **Gerald R. Ford International Airport**
10/94 to 6/17 **Grand Rapids, Michigan**
 - Direct day-to-day business management, operations, maintenance/engineering and public safety
 - Serve as President & CEO in his absence
 - Coordinate long-range planning activities and implement policy directives
 - Coordinate, monitor, and control capital development projects
 - Direct financial planning and preparation of annual capital/operating budgets
 - Direct all staff administrative and personnel functions including labor agreements
 - Negotiate and administer leases and contracts
 - Enforce federal, state, and local rules and regulations
 - Oversee public relations, marketing, customer service, media contacts and presentations

- **Superintendent - Airport Operations** **Long Beach Airport**
8/91 to 10/94 **Long Beach, California**
 - Supervise operations, security, safety, noise, maintenance, and custodial personnel and functions
 - Act as the Airport Manager in his absence
 - Direct interpretation, application, and enforcement of federal, state, and local laws and regulations
 - Direct emergency activities
 - Establish and maintain cooperative working relationships with air carriers, tenants, government agencies, and other groups
 - Assist with budget, grant application and monitoring, contract and lease negotiation, property management, and public relations activities
 - Ensure safety, budget, and schedule compliance of construction projects

- **Operations Coordinator/
Management Assistant** **Los Angeles International Airport**
10/89 to 8/91 **Los Angeles, California**
 - Supervise safety and security in compliance with Federal regulations
 - Direct airport emergency and construction activities
 - Conduct airport inspections; Direct and monitor terminal and ramp activities
 - Enforce airport operating, safety, and security rules and regulations
 - Direct photo identification, access control and security functions
 - Establish and maintain liaison with tenants, contractors and government agencies

ADDITIONAL EXPERIENCE

- **Systems Engineer**
1/85 to 10/89 **Hughes Aircraft Company**
Fullerton, California
- **Air Traffic Control Specialist**
7/78 to 8/81 **FAA, Oakland Air Traffic Control Center**
Fremont, California
- **Manager, Aircraft Ground Services**
9/76 to 7/78 **National Air Enterprises, Brackett Airport**
La Verne, California

EDUCATION

- **M.S. in Systems Management**
August 1988 **University of Southern California**
Los Angeles, California
- **B.S. in Business Administration**
December 1984 **Azusa Pacific University**
Azusa, California
- **A.S. in Air Traffic Management**
June 1978 **Mount San Antonio College**
Walnut, California

MEMBERSHIPS

- American Association of Airport Executives (AAAE)
- Michigan Association of Airport Executives (MAAE)
- Great Lakes Chapter - American Association of Airport Executives (GLC - AAAE)
- Aircraft Owners and Pilots Association (AOPA)
- Experimental Aircraft Association (EAA)

AWARDS & MERITS

- State of Michigan Assistant Airport Manager's License
- Member, Board of Directors, Experience Grand Rapids, January 2011 to December 2013
- Member, Board of Directors, AAAE, May 2011 to May 2017
- Chair, Airline Economics & Air Service Committee, AAAE, May 2011 to May 2014
- President, Great Lakes Chapter - AAAE (GLC - AAAE) for 2008-2009
- Chair, 2005 & 2006 GL - AAAE National Air Service Conference
- Great Lakes Chapter - AAAE Outstanding Service Award
- President, MAAE for 2002-2003
- Hughes Aircraft Company Graduate Fellowship Award
- Magna Cum Laude; Alpha Chi Honor Society
- Mt. San Antonio College Student of Distinction Award
- Bank of America Community College Award

Phillip E. Johnson

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