

**BRIDGMAN CITY COUNCIL
REGULAR MEETING
September 20, 2021
6:30 PM**

The regular meeting of the Bridgman City Council was held on September 20, 2021, at City Hall, 9765 Maple Street, Bridgman, MI 49106 and was called to order by Mayor Rose at 6:30 p.m.

COUNCIL PRESENT: Sam Stine, Jan Trapani, John Bonkoske, Vince Rose, Stacy Stine, Pam Hahaj

COUNCIL ABSENT: Georgia Gipson

STAFF PRESENT: City Manager Ganum, City Clerk Holm, Police Chief Unruh, Parks Director Ball, Fire Chief Buist, Director of Public Services Kading, Building Official Mattner, and Treasurer Lambrix

The pledge of allegiance was led by council.

APPROVE/AMEND THE AGENDA:

Motion by Council Member Stacy Stine, seconded by Council Member Bonkoske to approve the agenda for September 20, 2021, as presented, **voice vote, motion carried unanimously.**

HEARING OF CITIZENS:

- Brie, a resident that lives in Warren Dunes Village has been walking her dog down the Weko Beach boat ramp to load and unload her dog onto a watercraft for the last four years with no issues but was cited for the first time earlier this week for doing so. She would like the city to allow dogs to walk from the parking lot to the water's edge along the boat ramp to be able to load and unload dogs from boats and other watercrafts.

PRESENTATIONS:

Special guest presentation by Keith VanBeek, City Manager, City of Holland – Strategic Planning for City Councils

Mr. VanBeek gave the council a brief history of where he has worked and how he has been working with different groups on strategic planning for the last 12 years. Elected officials should adopt a strategic plan and revisit it regularly. The work upfront should only take approximately 3 – 4 hours to complete. After this step is done Ganum will have to do his portion of the work by creating a business plan to bring back to council for further discussion and recommendations. He went through the following process:

- The first step in strategic planning is looking at the city's current mission, vision, and values to see if they are still relevant. After that, council should go through historic goals and objectives.
- The next thing is to look at strengths, weaknesses, opportunities, and threats.
- After that is what you call the "brain dump". This is when the council will look at what each of them would like to see accomplished and what timeline those would fall under. This can include large multi-stage projects like infrastructure and roads which includes planning, prioritizing, funding, and neighborhood outreach. It can also include more simple and smaller projects like painting the lobby a different color. This exercise includes the "what" not the "how". After this step is a good time to take a break.

- At this point VanBeek and Ganum would categorize the projects into “like” categories that will show what the major goal areas are. After this the council will need to revisit prior strategic plans and add them into the list of categories.
- Once the list is completed, the council will receive numbered stickers to prioritize what they would like to see done that is most important to Bridgman. VanBeek will then take that information and create a report for Ganum.
- Ganum will then take the information from the report and work with it in the following month or two putting it into a format that is right for Bridgman.
- The council will then review the work Ganum prepared and formally adopt a strategic plan and business plan that Ganum and his staff can work from. The timelines and indicators will show what success might look like.

VanBeek then showed council the City of Holland’s Strategic Plan and Business Plan which is located on their website. He went through each plan and explained how the process turns into adopted documents. The strategic planning session can be done on a Saturday morning together as a council. It can then be updated each year. Both residents and department heads can give input on what their priorities are ahead of the strategic planning session.

The last thing that VanBeek showed the council was the ongoing reporting that is done that coincides with the budget giving quarterly updates to the council. He showed how each one is color coded with green being on track, yellow meaning there is some risk, and the red shows that something went wrong. At the end of the year when the elected body adopts a new strategic plan, he gives a final report on the previous year’s strategic plan which documents the progress that has been made.

ACTION ITEMS:

Motion by Council Member Hahaj, seconded by Council Member Sam Stine to approve the minutes from the September 7, 2021, regular meeting, **voice vote, motion carried unanimously.**

Motion by Council Member Hahaj, seconded by Council Member Stacy Stine to approve the bills in the amount of \$105,543.61, **voice vote, motion carried unanimously.**

Motion by Council Member Bonkoske, seconded by Council Member Sam Stine to adopt Resolution 2021-14 to amend the City of Bridgman Zoning Map to reflect the accurate zoning district for 9470 Red Arrow Highway (Parcel ID 11-56-0018-0037-04-8), **voice vote, motion carried unanimously.**

Motion by Council Member Stacy Stine, seconded by Council Member Hahaj to approve a Special Event Application submitted by Gerald Heath, Bridgman High School Principal for the annual Homecoming Parade on Friday, September 24, 2021, **voice vote, motion carried unanimously.**

WORKSHOP ITEMS AND REPORTS:

City Attorney’s Report (verbal)

Attorney Senica was not present tonight.

City Manager’s Report)

Ganum went over the following items in his written and supplemental reports:

- The Fire Department and Police Department participated in the second Kid's Day event held at the Bridgman Open-Air Market on September 12th. He pointed out the only two (2) female fire fighters that the city has out of seventeen (17) total that were pictured that day in the city's fire truck. Officer Cleveland also attended the event.
- The striping began last week for the parking spaces, crosswalks, and bike lanes and will continue next week depending on the weather.
- The water tower is scheduled to be power washed this coming Wednesday.
- A new squad car for the Police Department was delivered today. It will be another month or so before it is fully outfitted.
- The Corridor Improvement Authority has sought out food trucks to operate in downtown Bridgman to offer food on days when many other places are closed. Don Chepe will be bringing his food truck down tomorrow between Accents and Eric's Café between 2 – 7 p.m.
- I&M/AEP has generously offered to fund \$3,500 for the City to re-light its "Holiday Tree" on Lake Street.

HEARING OF CITIZENS:

- No one wished to be heard.

COUNCIL COMMENTS:

- Member Bonkoske would like to see how well the social district is doing or not doing. He would like that to be placed as an agenda item at the next council meeting. He would like to compare Bridgman with other communities and see what might be lacking here and if there are any incentives to jump start it better. Without having a lot of restaurants in Bridgman, great job bringing in a food truck on a day when there is not a lot open. The city should help advertise when and where the food truck will be without specifying a name. It would be nice if a food truck ended up wanting to set up a permanent restaurant in town.
- Member Stacy Stine thinks it would be a good idea to have community food events. It would be hard to maintain on a weekly basis but maybe hold them at a certain time of year or quarterly and maybe even coordinate something with the schools. The Farmer's Market has done a great job advertising itself this year.
- Mayor Rose inquired about the Chase Bank property that Transient recently purchased and the status of the speed radar signs. Ganum said that the owner of Transient is taking into consideration what other breweries are doing such as beer gardens. He will remain in contact with the owner and his manager. Chief Unruh stated the one solar power radar sign is in and the DPS crew is working on installing it to the trailer. The second one came in late, and the city's electrical contractor is looking into options to get that installed.

ADJOURNMENT:

Motion by Council Member Stacy Stine, seconded by Council Member Bonkoske to adjourn the meeting at 7:28 p.m., **voice vote, motion carried unanimously.**

Vince Rose, Mayor

Allyson Holm, City Clerk