

**WORK SESSION AGENDA
WYOMING CITY COUNCIL MEETING
CITY COUNCIL CHAMBERS**

Monday, September 10, 2012, 7:00 P.M.

- 1) Call to Order**
- 2) Student Recognition**
- 3) Public Comment on Agenda Items (3 minute limit per person)**
- 4) Jeff Koeze, of the Greater Wyoming Community Resource Alliance, will give an update on recent activities of the Alliance**
- 5) Officers from PD's Community Services Unit will give an update on their work with the business community on 28th Street between South Division and M-131**
- 6) Turn on 28th Street Marketing/Promotion**
- 7) Parks & Recreation Plan Update**
- 8) Transmission Pipeline Repair**
- 9) Any Other Matters**
- 10) Acknowledgement of Visitors/Public Comment (3 minute limit per person)**

By Working Together We Can...

Establish endowments and scholarships to assist the community in improving the quality of life for children and families.

Operate as a conduit in support of community wide projects—making a difference at the grassroots level!

Be an active partner in supporting community collaborations in responding to community needs and ensuring sustainable change.



2012—2013 Board of Directors

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Your support matters. Please join With Us Today—Volunteer, Donate.

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Greater Wyoming Community Resource Alliance

A non-profit 501(c)3 affiliate of the City of Wyoming



...positively improving the fabric of the community...

Join With Us Today

Greater Wyoming Community Resource Alliance

The GWCRA is a federally recognized 501(c)3 non-profit organization dedicated to serving the greater Wyoming community.

Chartered in 2007, the Alliance is established to provide for a charitable outlet for citizens and businesses eager to make sustainable and immediate impact to the very fabric of the community.

Our Mission...

We seek to provide a means to positively improve the fabric of the community through the promotion of social, environmental, economic and health and wellness programs and services.



Our Strategies...

Endowing **scholarships for youth and families** to participate in health, wellness, and recreational activities of the Wyoming Parks and Recreation Department.

Endowing programs for **homeowner public safety** repair and security improvements.

Endowing for the future growth of the **Retired Senior Volunteer Patrol** public safety program.

Supporting and advocating for **citizen driven committees and organizations** such as the Community Enrichment Commission, Citizen Task Force, and neighborhood associations.

Leading **partnerships** and funding of the Wyoming Youth Development Initiative and area National Night Out festivities.

By Working Together We Can and Will



Make A Difference In Your Life and Others!



Greater Wyoming Community Resource Alliance

Applicant Name	Qty.	Description	Amount Awarded
Grand Rapids Chamber Foundation	1	Silent Observer for Fast 50 program	\$ 1,000.00
Godfrey Lee Public Schools	1	Parent Involvement Wellness Fair	\$ 992.00
Godfrey Lee Public Schools	1	Lego Minstorms	\$ 1,000.00
The Dock Ministries	1	Café Construction Project	\$ 1,000.00
Wyoming Public Schools	1	Robotics Competition	\$ 1,000.00
Compassion This Way	1	Food pantry	\$ 1,000.00
Christ Lutheran Church	1	Personal Care Pantry	\$ 1,000.00
Kent District Library	1	Wyoming Reads 2012	\$ 600.00
Wyomng Community Enrichment Commission	1	Concerts in the Park Series, equipment	\$ 408.00
Grand Rapids Chamber Foundation	1	Silent Observer for Fast 50 program	\$ 1,000.00
The Dock Ministries	1	Roof repairs	\$ 1,000.00
Wyoming Parks and Recreation Department	1	Bounce house for special events	\$ 1,000.00
Wyoming Employees Community Outreach	1	Clothing, school supplies via Target program	\$ 1,000.00
Wyoming Fire Department	1	Fire Engine Restoration Project	\$ -
Wyoming Parks and Recreation Department Stepping Stones	1	12 hours of therapy for homebound seniors	\$ 1,000.00
Wyoming Community Enrichment Commission	1	Equipment	\$ 700.00
Wyoming Veterans Committee	1	Flags for Cemeteries (Veterans)	\$ 500.00
Totals	17		\$ 14,200.00
Wyoming Parks and Recreation Scholarships 2011	67		\$ 885.50
Wyoming Parks and Recreation Scholarships 2012	72		\$ 1,197.13
Totals	139		\$ 2,082.63
Total provided to charitable causes			\$ 16,282.63

Interdepartmental Correspondence

TO: Captain Kim Koster
FROM: Sgt. James Maguffee
DATE: September 5, 2012
SUBJECT: CDBG Activity Report



Ma'am,

Per your request, I submit this report to explain some of the efforts expended by the Community Services Unit that relate to the CDBG approved areas within the city; particularly in some of the more challenged neighborhoods in the North area of the City. Ofc. Caster has been the primary officer working the CDBG areas, but he has been supported by his colleagues in the CSU including Ofcs. Julie Waters and Brian Look.

Neighborhood Survey

The Community Services Unit was able to conduct a city-wide survey that was distributed to over 2000 residents throughout the city. Ofc. Caster spent a significant amount of time planning, creating, and tabulating this survey and its results. 304 surveys were returned from the geographical area north of 28th St and west of Clyde Park. This survey allowed us to understand what residents viewed as problems in their neighborhoods and enabled us to learn what the community expected from its police department.

Graffiti Abatement

Ofc. Caster has been able to focus his efforts on those quality of life issues that seem to be among the most common complaints of residents. Graffiti is an area he has spent considerable time and effort on. Ofc. Caster has partnered with the City Inspections Department to educate property owners about their responsibilities. He has met with numerous residents and business owners on the issue. He has distributed donated paint to homeowners who might not otherwise have been able to cover graffiti up. He has partnered with the Kent County recycling program to provide paint to those in need. He has tracked and monitored graffiti activity and made it a priority to get it down as soon as it goes up. Graffiti in the CDBG area is down markedly from before Ofc. Caster began this work. The alleys and fences are in far better shape than they were a year ago. Ofc. Caster was instrumental in a complete updating and rewriting of the department's graffiti policy.

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Neighborhood Watch and Community Outreach

Ofc. Caster has spent a considerable amount of time establishing and building relationships with the residents of his area. He helped the residents launch the newly formed Godfrey-Lee Neighborhood Association, a neighborhood watch group that is approximately 50 members strong and registered with the USA On Watch organization. There has been a great deal of positive feedback regarding this effort and I feel the connection between our north-end neighborhoods and the police department has greatly improved because of this.

Ofc. Brian Look, who is assigned community policing responsibilities for that area east of Division has become very involved with the South Godwin Neighborhood Association and has helped support and grow this approximately 100 member strong group entirely within a grant approved area. He also helped launch and grow the newly formed Opal St. Neighborhood Watch program, also in the grant approved area.

Ofc. Julie Waters has developed a relationship with Compassion This Way, a faith based charity that services the Taft St. corridor – within the grant area. All of us have participated with that group – attending events, helping with their food pantry, and establishing community policing office hours at an apartment in that neighborhood. Ofc. Waters has also established the Ferrand Estates Neighborhood Watch group that services a large mobile home park in a grant approved area.

With the assistance of our Parks and Recreation department, our unit has built a relationship with local Latino radio stations and have been on-air multiple times reaching out to our fast growing Latino population, especially in our north-end.

Corporate Involvement

Ofc. Caster has also reached out to the business community. He has formed the Burton St. Business Association; a group of businesses in and around the Burton business district. He has held meetings to increase and improve communication among the corporate citizens of this area to explore how to work together to beautify the area and make it conducive to commerce. We hope to tie this group into the neighborhood group in order to help connect the business and the neighborhoods even more. Ofc. Caster has explored and is exploring further partnership possibilities with larger businesses that might not be located within the immediate neighborhood, but draw customers from it and thereby are interested in community involvement such as Home Depot and Target – both of who have expresses interest and willingness to participate in programs.

Bicycle Patrols

Having Ofc. Caster dedicated to the area has allowed him to re-establish bicycle patrols in the north end. This has supported all the efforts listed above. Being out on the bike helps him easily interact with the public and it seems he seen as much more approachable than when he is in a car. This has helped strengthen communication between the police department and residents

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and businesses in his area.

Training

Ofc. Caster, along with Officers Julie Waters and Brian Look, has been able to attend and complete the USA On Watch training to prepare them to organize neighborhood groups. They have also completed Crime Prevention Through Environmental Design training and are now certified CPTED Specialists. Ofc. Caster has completed a CPTED Evaluation of Amerikam Corp., a prominent business in the grant area and proven partner to the police department. Ofc. Julie Waters has received training in Crime Free Multi Housing and is working on implementation of CFMH policies and procedures. This will impact the grant approved area that is mostly comprised of the sprawling Ramblewood North apartment complex.

These are just some of projects worked on so far by this committed group of officers. I believe they have made tremendous strides in accomplishing our goals and objectives for this first year of operations. New police-community relationships have been established and older ones have been strengthened. Our unit has successfully reached out to marginalized neighborhoods and given them a voice. We are building trust and respect with our increasingly diverse community. I look forward to an even busier second year.

Respectfully Submitted,

Sgt. James Maguffee

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Interdepartmental Correspondence

TO: Capt. Kimberly Koster
FROM: Sgt. James Maguffee
DATE: June 14, 2012
SUBJECT: Community Services Unit Activities



Ma'am

You requested an informal reporting of CSU activities/accomplishments in the last 3 to 6 months. Here is a bulleted list of relevant happenings:

1. Attend Division Ave Business meetings
2. CALEA static display and set up community member interviews for CALEA
3. Anti-Bullying rally at North Godwin Elementary
4. Honeoye Neighborhood watch
5. Buchanan and 32nd St. NW activities
6. Opal NW activities
7. South Godwin NW activities
8. Crime Free Multi Housing training – Palantine, IL
9. North Godwin Community Outreach programs
10. Happy Elephant presentation and visitation
11. Meet with Arbor Circle for outreach program in target areas of Wyoming
(Low income areas)
12. Present at New American Academy
13. Present at the Godfrey Early Childhood Center parent night
14. Ran seven week Citizens Academy with over 30 participants
15. Unit members assisted with Citizens academy presentations
16. Assist with entry interviews at KCTC
17. Read at West Godwin elementary
18. Gang Task Force meetings
19. CPAM meetings
20. Investigate several neighborhood complaints/issues
21. Review calls for service in target areas
22. Plain clothes assignment for Wyoming 'panhandle' area BNE's
23. Division Ave clean up day
24. Relay for Life event at Pinery Park

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25. Taft office hours
26. Internet Safety classes
27. Food Pantry for Compassion this way
28. Research for new display
29. Article for Advance newspaper
30. Boy scout tour
31. Girl scout tour
32. Healing fields grant
33. Oriole Park NW
34. Roger Lane NW
35. Jackson Park NW
36. Ferrand Estate NW
37. 3 newly forming NW groups in southwest Wyoming
38. Coordinate with apartment managers
39. Collaboration with Patrick Lane from Kent County Parole
40. 28th st Business Association
41. Work with Bethany Christian Services
42. Several other miscellaneous tours and presentations
43. Added Ofc. Rory Allen to SRO for Wyoming Public Schools to replace Ofc. Silvis
44. Develop 'summer plan' to address community issues in the 28th St./S. Division area
45. Explore the Crime Free Multi Housing concept and formulate action steps toward implementation

As you can see, the officers of our unit are working very hard to identify and address issues. They continue to show dedication and initiative and are doing an excellent job. If you need any further information or clarification, please let me know.

Respectfully Submitted,

Sgt. James Maguffee

Honor Courage Duty Trust

MEMORANDUM

DATE: September 5, 2012
TO: Mayor and City Council
FROM: Barb VanDuren, DDA Director

SUBJECT: Turn on 28th Street Marketing/Promotion

In January 2012 the Turn on 28th Street Plan was adopted by the Planning Commission and City Council as an amendment to the Master Plan. A Turn on 28th Street Marketing/Promotion Committee was formed in February 2012. The committee has discussed several ideas and implemented a few key steps in the marketing of the plan.

At the April 2012 DDA meeting, the marketing of Turn on 28th Street was discussed. The DDA did not support hiring a consultant to develop a marketing plan and instead requested the Marketing/Promotion Committee work with WKTV and City staff on a campaign. The committee decided to focus the first year of marketing on changing public perception and create a new image of 28th Street.

To date, the committee has worked on a new logo/brand, updated the list of 28th Street businesses, incorporated the Turn on 28th Street Facebook page to the City's Facebook page, assisted in the hiring of a consultant to help write the Form Based Code, and received a quote for a conceptual engineering plan for the 28th and Michael corridor. Also, presentations were made on the Turn on 28th Street plan to developers at the Urban Land Use Conference and a Michigan Planning Conference. The committee still needs to research incentives available for redevelopment of the corridor.

In the 2012/13 budget, the DDA slated \$30,000 for the marketing/promotion of Turn on 28th Street. The budget was revised after Michigan Tax Tribunal rulings depleted DDA revenues as well as a large portion of the fund balance. Today the DDA has a fund balance of \$260,000, with a portion of the dollars obligated for maintenance and other routine items. The DDA does not have any outstanding debt.

In October the DDA will continue discussions on funding options for the 2013/14 budget. I will keep you posted as recommendations are formulated. This year the DDA can amend the budget and use fund balance for marketing. The DDA will remain proactive in keeping the momentum alive on the marketing and redevelopment of 28th Street.

28 West Marketing Plan

Year 1/Phase 1



Mission

The 28 West marketing campaign should provide viewers with the sense that:

- The project has a dynamic, forward thinking, even revolutionary purpose.
- 28 West is a hopeful and confident vision of the City's tomorrow.

Goals

- To transform the current negative perception of the 28 West redevelopment zone among citizens and developers. This perception limits participation.
- To associate the redevelopment of 28th Street with the following keywords:

Change, New, Dynamic, Vibrant, Original, Authentic, Friendly, Pleasant, Bold, Hometown (without any "western" angle), Inclusive

- To prime citizens and developers for positive change in the redevelopment zone
- To make clear that the leadership of Wyoming is committed to making real and positive change in the 28 West redevelopment zone. This part of the message would be re-enforced by directing interested citizens to the web site.
- To express that the success of the 28 West redevelopment zone will require/depend in part on the support and participation of citizens and developers.
- To build a brand around the 28 West redevelopment project that evokes strong positive response among citizens and developers

The "28 West" Brand

The 28 West brand should be associated with the City of Wyoming at every level of communication.

Place Name - 28 West

Slogan - Turn on 28th Street

Logo - with animation

Phase 1 - Television Campaign

To use 30 second spots to announce to the general public that change and believing in something different is coming to 28th Street.

Title

“Every journey begins with a single step”

Concept

The television campaign will leverage the imagery and emotion of universal “firsts.” The first time someone steps out of their personal boundaries and tries something new and different can be an uncertain time. But by doing so, change and new opportunities become possible. In fact, it’s the only way positive change can happen.

Themes

The messages we intend this television campaign to deliver are:

- Growth requires overcoming obstacles.
- Change begins with stepping outside the box.
- The powerful feelings of first experiences should be associated with the start of the 28 West development project. The element of the theme should be somehow woven into all events such as the first curb-cut that takes place, etc., etc.

Cross Promotion

Internet

Website featuring :30 second spots, 3D flyover of the “final” version of 28 West.

Social Media - Facebook Page, video sites - Youtube, Vimeo. All of these have video of individual business leaders on 28th Street and council members speaking about the change, the need for change, the need for fresh thinking and fresh approaches.

Print

Billboards, posters

Full page, half page, quarter page ads

Direct mail – flyers in city utility bills, pamphlets

Radio

Script uses and reinforces messages delivered by promotional video spot. WKTV leverages promotional activity with various radio stations.

Interactive

- Flyover - 3D digital experience giving viewers a sense of what the new 28th Street could look like
- Live events, publicity events
- Contests/giveaways

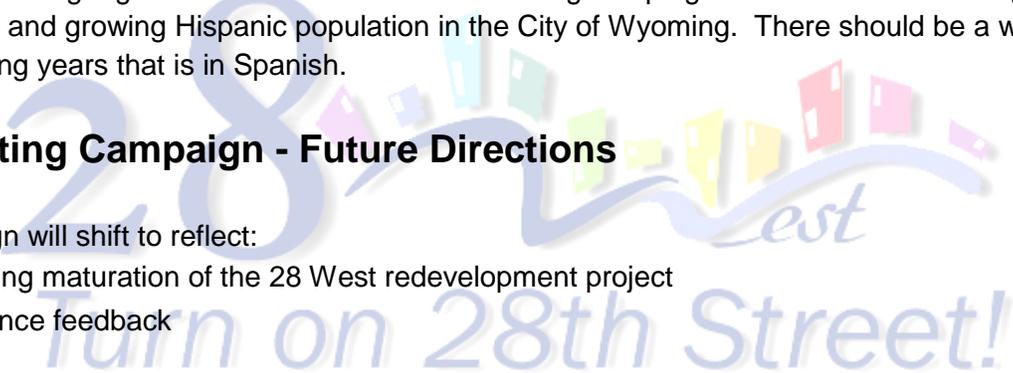
Spanish Language Version

A Spanish language version of the 28 West marketing campaign should be considered given the large and growing Hispanic population in the City of Wyoming. There should be a website in the coming years that is in Spanish.

Marketing Campaign - Future Directions

Campaign will shift to reflect:

- Ongoing maturation of the 28 West redevelopment project
- Audience feedback





Bold. New. 28th Street!

Budget Projection 28 West Marketing Campaign for Phase 1

120 Day Period Early 2013

- Web Site Development and maintenance for one year \$3,000. Thereafter, approximately \$1,000 per year barring any major overhauls.
- Purchasing air time in partnership with newscast based broadcast station: \$12,000
- Creation of Digital Flyover for web site and social media: \$3,000
- Additional cross platform advertising: social media efforts combined with billboards, printing expenses and inserts: \$6,000
- Contingency for Commercial Production: \$2,000

Total: \$26,000

WKTV Value Based Contribution:

- Production of commercial spots, development of campaign and digital flyover: \$56,000
- WKTV Internship Program in Marketing: \$2,000

MEMORANDUM

DATE: September 5, 2012

TO: Curtis L. Holt, City Manager

FROM: William D. Dooley, Director of Public Works

SUBJECT: Transmission Pipeline Repair

Next Tuesday, September 11, Wyoming will receive bids to repair the leaking transmission pipeline junction located in front of the Water Treatment Plant. The City Council will be asked to review and award a bid at their September 17 Regular Meeting.

As you may remember, we discovered a leak in the transmission pipeline on March 21. The leak is located at a critical junction of the 54-inch pipeline and the 42-inch pipeline in New Holland Avenue, immediately in front of the water treatment plant. The leaking pipeline was exposed and the cause of the leak was determined. With the assistance of the pipe supplier, we decided to delay undertaking the necessary permanent repairs until after the completion of the high pumping season. In June, the engineering firm of Prein & Newhof was authorized to prepare plans and specifications for the necessary permanent repairs. The repair work primarily involves the following three items:

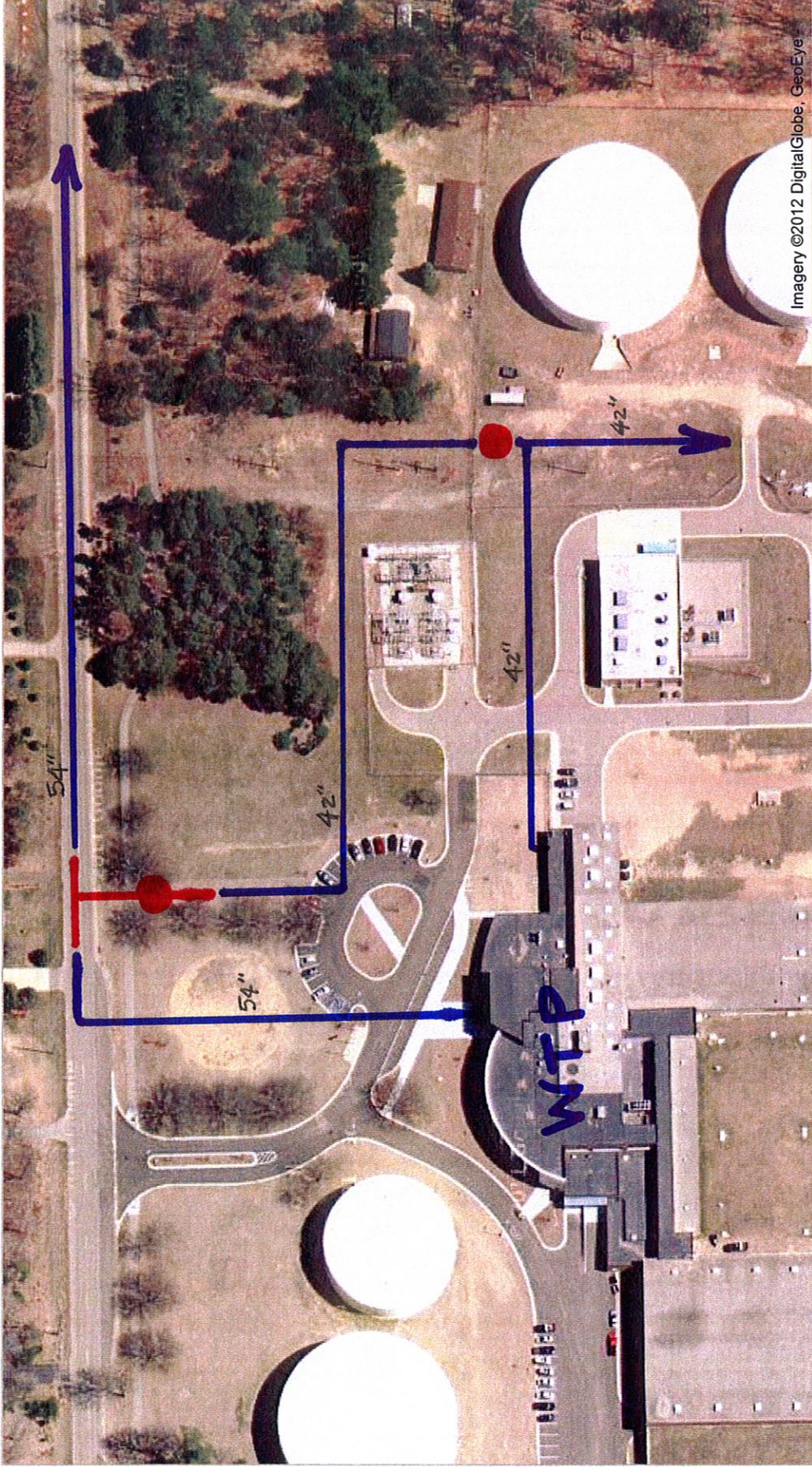
1. Install a "line stop" on the existing 42 inch diameter pipeline
2. Install a new 42 inch valve and associated valve chamber
3. Remove the existing junction of the 54 inch and 42 inch pipelines and replace with new piping

Because it is critical that water flow through at least one of the pipelines with very limited disruption, the repair activities will likely cost in excess of \$400,000 and take until February 2013 to complete. This work will be financed out of the Water Fund.

Attachment: Aerial Photo



To see all the details that are visible on the screen, use the "Print" link next to the map.



"LINE STOP" AND NEW JUNCTION

NEW 42" VALVE