
2014

MICHIGAN MUNICIPAL LEAGUE CONVENTION

Northern Michigan University, Marquette
OCTOBER 15-17



 michigan municipal league

“WHO BRINGS ENERGY TO THIS COMMUNITY?”

Strong communities are the foundation of a healthy, thriving environment for all people. That’s why DTE Energy helps power communities through supporting projects and programs that enhance life. We take pride in our efforts to provide positive youth development. We partner with local leaders to promote community initiatives from environmental education to economic development, including community outreach services. We’re using our energy to serve.



DTE Energy[®]
Know Your Own Power™



FLEIS&VANDENBRINK
 DESIGN. BUILD. OPERATE.

**Experts in
 delivering a
 smooth project.**

800.494.5202 | www.fveng.com

TABLE OF CONTENTS

Northern Michigan University Map.....	4
2014-2016 Board of Trustees.....	5
2014 Convention Sponsors.....	7
Regional Officers.....	8
Regional Map.....	9
Agenda-at-a-Glance.....	11
General Information.....	15
General Session Presenters.....	19
Wednesday, October 15.....	21
Thursday, October 16.....	25
Friday, October 17.....	34
Convention Evaluation.....	39
ICMA Core Competency Credits.....	41

MICHIGAN MUNICIPAL LEAGUE BOARD OF TRUSTEES

TERM EXPIRES 2014

President: Jacqueline Noonan, Mayor, Utica

Vice President: Dick Bolen, Mayor Pro Tem, Wakefield

Lois Allen-Richardson, Mayor Pro Tem, Ypsilanti

Ricci Bandkau, Councilmember, Brighton

Scott Erickson, City Manager, Ironwood

Pauline Repp, Mayor, Port Huron

Adam Umbrasas, Village Manager, Three Oaks

TERM EXPIRES 2015

Steve Baker, Councilmember, Berkley

Susan Baldwin, Commissioner, Battle Creek

Steve Brock, City Manager, Farmington Hills

Bobby Hopewell, Mayor, Kalamazoo

Rebecca Hopp, Councilmember, Ferrysburg

Nathan Triplett, Mayor, East Lansing

TERM EXPIRES 2016

Rosalynn Bliss, Commissioner, Grand Rapids

Daniel Greer, Councilmember, Jackson

Edward Klobucher, City Manager, Hazel Park

John B. O'Reilly, Jr., Mayor, Dearborn

Mark Vanderpool, City Manager, Sterling Heights



Aaron Peterson/aaronpeterson.net



WHAT HAPPENS WHEN

HOMETOWN

meets **helping hand**

MEDC Community Development is proud to support the Michigan Municipal League and efforts throughout our state to support vibrant and competitive communities.

michiganbusiness.org

PURE *M*ICHIGAN®

THANK YOU TO THE SPONSORS OF THE 2014 LEAGUE CONVENTION

SUPPORTER



Nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association



Michigan Local Government Management Association
A State Affiliate of ICGMA

GOLD



SILVER



BURTON & ASSOCIATES

BRONZE



2014-2015 REGIONAL OFFICERS

REGION 1

Chair

Faith Terenzi
Councilmember, Utica

Vice Chair

Chris Wilson
Village Manager,
Beverly Hills

Secretary

Lois Allen-Richardson
Mayor Pro Tem, Ypsilanti

REGION 2

Chair

Juan "Pete" Zamora
Mayor, Leslie

Vice Chair

Barry Wood
Councilmember, Hastings

Secretary

Milt Scales
Townships Trustee,
Meridian Charter Township

REGION 3

Chair

Josh Meringa
Councilmember, Grandville

Vice Chair

Rebecca Hopp
Councilmember,
Ferrysburg

Secretary

Aaron Desentz
Village Administrator,
Shelby

REGION 4

Chair

Joe Sawyer
City Manager, Corunna

Vice Chair

Matthew Sous
Commissioner, Mt. Pleasant

Secretary

Brenda Moore
Councilmember, Saginaw

REGION 5

Chair

Vacant

Vice Chair

Jared Olson
City Manager, Caro

Secretary

David Faber
City Manager, Sandusky

REGION 6

Chair

Marcus Peccia
City Manager, Cadillac

Vice Chair

Susan Nielsen
Councilmember, Alpena

Secretary

Vacant

REGION 7

Chair

Don Gerrie
Commissioner, Sault Ste. Marie

Vice Chair

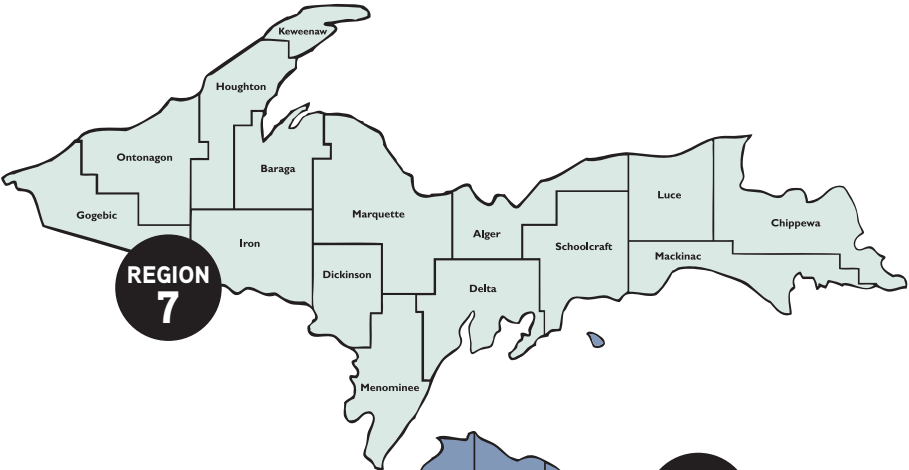
Kim Corcoran
Mayor, Ironwood

Secretary

Sarah Reynolds
Commissioner, Marquette



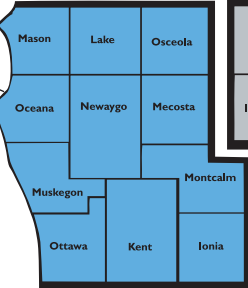
REGIONAL MAP



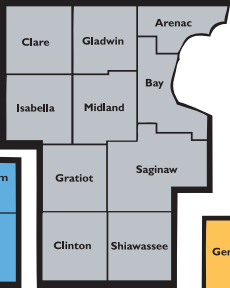
REGION 7



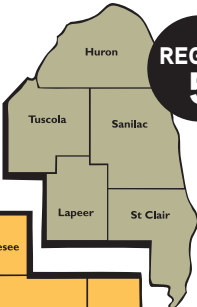
REGION 6



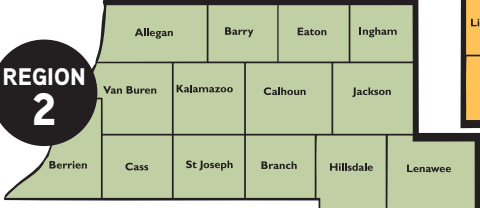
REGION 3



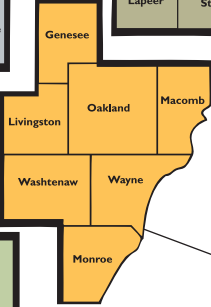
REGION 4



REGION 5



REGION 2



REGION 1



You've got a partner. Your MSHDA.

Preventing foreclosure?

We help.

Resurrecting Main Streets?

We're there.

Fixing up the neighborhood?

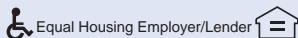
Call us.

Helping to build affordable housing?

We're on it.

We're working to make Michigan vibrant, by utilizing cutting edge housing and community programs and providing sound advice.

If you're interested in improving your home, neighborhood or community, you've got a partner. [Your MSHDA.](#)



TTY 800.382.4568

AGENDA-AT-A-GLANCE

WEDNESDAY, OCTOBER 15

8:30 am-5:30 pm Superior Room

Convention Registration

9:00 am-12:00 pm Pre-Convention Workshops

Achieving Council EfficiencyMarquette

Illegal Expenditures: What You Don't Know, Can Hurt You..... Cadillac

Presque Isle Color Tour Departs from Main Entrance

9:00 am Charcoal

League Board of Trustees Meeting

Noon Pioneer A

Michigan Women in Municipal Government Lunch

2:00-3:45 pm Welcoming General Session Lakes Ballroom

Parade of Flags

Community Excellence Award Presentations

4:00-5:15 pm Breakout Sessions

The Power of Parks, Heritage, and Outdoor AssetsMarquette

Your Charter: RefreshedPioneer B

Placemaking Execution—Think and Act Like a DeveloperBrule

Farmers Markets: Grow Your Community with Local Food Nicolet

Low-Cost Solution for Clean Air, Water, More..... Cadillac

5:15-6:15 pm Charcoal

Elected Officials Academy Board Meeting

6:00-8:00 pm Ore Dock Brewing Company, 114 Spring Street

Host City Reception

THURSDAY, OCTOBER 16

7:00 am-1:00 pm Superior Room

Convention Registration

7:30-8:30 am Pioneer A

Michigan Association of Mayors Breakfast

8:30-10:00 am General Session Lakes Ballroom

The Art of Building Great Communities

Why Good Hackers Make Good Citizens

10:15-11:30 am Breakout Sessions

I Am Rural—Hear Me Roar Nicolet
Under the Weather: Economic Impacts of Unexpected Climate Changes Charcoal
Crowdfunding: Tapping into Local Investment Power Brule
Tackling Utility Rates the Right Way—City of Manistee Leading the Way Marquette
Current Grants and Loans and Paying for Road and Utility Projects Pioneer B

11:45 am-12:15 pm

Lakes Ballroom

Annual Business Meeting

12:15-4:00 pm Mobile Workshops and Lunch

Marquette’s Waterfront Transformation
Trail Towns as Recreation Destinations
Bike the Downtown Iron Ore Heritage Trail
Crowdfunding & Microbreweries
Reimagining Marquette’s Historic Main Street
Mining History in the U.P.
Presque Isle Walking Tour

5:30-6:30 pm

Peter White Lounge

Reception

6:30 pm

Lakes Ballroom

Annual Awards Banquet

8:30 pm

Tavern Tour Foundation Fundraiser

**Manage Costs
by Maximizing
Your Tax Savings**

American Fidelity offers
expense management
services for you and
your employees.



American Fidelity
Assurance Company

ESB-3222-0214

FRIDAY, OCTOBER 17

7:30-11:00 am Superior Room
Convention Registration

7:45-8:45 am Peter White Lounge
Governance Committee Meeting & Breakfast

9:00-10:15 am Breakout Sessions

Civic Engagement as a Placemaking Strategy Nicolet
The Council/Manager Relationship Pioneer B
State & Federal Affairs Update Brule
Tapping into Student Power for Civic Projects Marquette
The Storm of Reform Charcoal

9:00-10:15 am Pioneer A
Michigan Black Caucus of Local Elected Officials (MBC-LEO) Meeting

10:30-11:45 am Closing General Session Lakes Ballroom
The Role of the Arts in Creative Placemaking
Presentation of Community Excellence Award Participants
Community Excellence Award "Race for the Cup" Winner Announced

Nearly \$11 million returned to members this year.

Workers' Compensation Fund and Liability & Property Pool.
You own them.



CARING FOR THE MICHIGAN COMMUNITIES WE SERVE.

THAT'S OUR PROMISE.



Consumers Energy
Count on Us

5466-C

From renewable energy to energy efficiency rebates and programs, we are helping power Michigan's future every day by providing safe, affordable and reliable energy. Thank you for allowing us to serve your community as we develop a more sustainable future. ConsumersEnergy.com

GENERAL INFORMATION

LEAGUE REGISTRATION HOURS

Wednesday, October 15	8:30 am-5:30 pm
Thursday, October 16	7:00 am-1:00 pm
Friday, October 17	7:00-11:00 am

NAME BADGES

Convention name badges must be worn to gain admission to educational, meal, and social functions.

Please help us with our recycling efforts on Friday by dropping your name badge into the badge recycling boxes located in the General Session room and at the registration desk.

GUEST ACTIVITIES

Guests can be registered with Convention attendees to participate in Convention receptions and the Thursday evening Awards Banquet. For an additional fee guests can purchase Thursday mobile workshop and lunch tickets and Friday lunch tickets. Guest registration does not include admittance to the Convention sessions.

MEALS

Thursday lunch & mobile workshop, Thursday Awards Banquet, and Friday lunch are included with your full Convention registration fee.

VENDOR SPONSORSHIPS

We are fortunate to have many vendor sponsorships this year. Please see the list of sponsors on page 7 and thank these companies for supporting local government.

COMMUNITY EXCELLENCE AWARDS

The League recognizes innovative solutions through the peer-nominated Community Excellence Award, a spirited competition we affectionately call “The Race for the Cup.” This year’s winner will be decided by the entire Convention delegation. Our seven regional nominees will make presentations on Wednesday, October 15, during the Welcoming General Session. Following the presentations, voting will take place at the Community Excellence Award voting booth from 3:45-6:00 pm Wednesday, and 8:00 am-Noon Thursday. Our official auditors, Plante & Moran PLLC, will oversee the voting booth and count the ballots. The Community Excellence Award Cup will be presented on Friday, October 17, at the Closing General Session.

2014 FOUNDATION FUNDRAISER

Experience downtown Marquette by way of its breweries. This fundraiser will feature a chance to win prizes at each stop on the tour. Enjoy Michigan-made fare during this fun night out with your fellow League members. This year we have chosen not to hold a silent auction at Convention. Instead, please consider making a monetary donation to the Foundation or participate in this fundraising event.

CONVENTION COURTESY REMINDERS

- Please be on time for sessions.
- Please take conversations into the hallway, rather than chatting while a session is in progress.
- Please turn off the ringer on your cell phones during the sessions. The speakers and the audience will appreciate your courtesy.

EVALUATIONS

Evaluation forms for the 2014 Convention are available on page 39-40 of your program. Your input is valuable and helpful in planning future Conventions. Please drop your form into the box available during the Closing Breakfast, or return them to any League staff member.



THE LAW FIRM FOR MUNICIPALITIES

From innovative projects and municipal bonds to collaborative agreements and tax increment financing, cities and villages and their attorneys throughout Michigan rely on Miller Canfield's 160+ years of collective wisdom and diverse expertise.

DETROIT • ANN ARBOR • TROY • LANSING • KALAMAZOO • GRAND RAPIDS • CHICAGO

**MILLER
CANFIELD**
millercanfield.com

CORE LEGISLATIVE PRINCIPLES

In accordance with the League Bylaws, the Board of Trustees has considered statements of policy in advance of the annual meeting. Clerks from member municipalities were notified in August that the 2014-2015 proposed League Core Legislative Principles were available on the League website. In the Annual Meeting Notice, official voting delegates were requested to print the proposed Core Legislative Principles from the League website and bring them to the Business Meeting on Thursday at 11:45 am in the Lakes Ballroom.

SOCIAL MEDIA

Stay connected with all that is going on at Convention and with the League by following the League on Facebook and #mmlconv on Twitter.

ICMA CORE COMPETENCY CREDITS

The International City/County Management Association (ICMA) offers a voluntary credentialing program to recognize professional local government managers and to promote lifelong learning. To assist managers who are considering or already participating in the program, the League will list one or more of ICMA's 18 "core competency" (CC) areas for each of the Convention sessions. If you are inter-ested in finding out more about this program visit www.icma.org.

If you have any questions, please contact Colleen Layton, clayton@mml.org, or 800-653-2483.

CELLPHONE CHARGING STATION

Sponsored by Beckett & Raeder, Inc.

There is a cellphone charging station available in the Superior Room near registration. A number of chargers are available for use. Do not leave your cellphone unattended, as the League is not responsible for lost or stolen property.

LEAGUE JACKETS FOR SALE

League jackets are available for \$40.00 each at the League registration desk. Jacket purchases may be made anytime following the welcoming general session on Wednesday through Friday morning. There are a limited number of sizes available, so visit registration at your earliest convenience to get yours today.

BUS TRANSPORTATION

Bus transportation is available to and from area hotels and Northern Michigan University, courtesy of the city of Marquette. Buses are scheduled to run every 20 minutes.

If you rode the bus to Marquette, the bus will depart from Northern Michigan University on October 17, at 12:30 pm. You are responsible for checking out of the hotel and bringing your luggage with you to the university on Friday morning, as the bus will not be returning to the hotels following the closing general session.

NOMINATIONS FOR THE BOARD OF TRUSTEES

The Nominating Committee will post the names of nominees for the Board of Trustees in the League registration area on Wednesday afternoon.

NOMINATING COMMITTEE

David Lossing, Mayor, Linden, Chair; Immediate Past President of the League
Faith Terenzi, Councilmember, Utica
Juan "Pete" Zamora, Mayor, Leslie
Josh Meringa, Councilmember, Grandville
Jared Olson, City Manager, Caro
Joe Sawyer, City Manager, Corunna
Marcus Peccia, City Manager, Cadillac
Don Gerrie, Commissioner, Sault Ste. Marie



Intuitive Payment Solutions for Unique Needs



Point & Pay designs, builds, and integrates

the most flexible payment solutions in the business.

We move payments and related data between our clients, customers, and software partners anytime, anywhere. Whether they happen by telephone, computer, tablet, mobile device or in-person, we accurately process your payments, update your systems, and service your customers end to end.

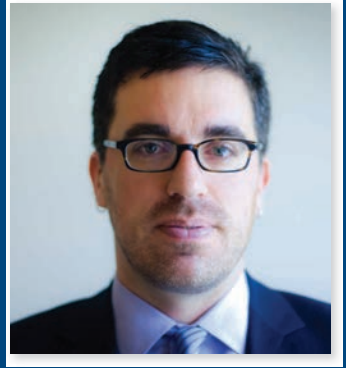
Point & Pay | 888.891.6064 | info@pointandpay.com | www.pointandpay.com

GENERAL SESSION

PRESENTERS

JAMIE BENNETT

Jamie Bennett is the executive director of ArtPlace America, a partnership among 14 foundations, 8 federal agencies, and 6 financial institutions dedicated to strengthening the field of creative placemaking, in which the arts work as part of a community's efforts to plan and develop its social, physical, and economic future. To date, ArtPlace has invested \$56.8 million through 189 grants in 122 communities of all sizes across 42 states and the District of Columbia.



CATHERINE BRACY

Catherine Bracy is the director of community organizing at Code for America, a non-profit organization that helps residents and governments harness technology to solve community problems. Code for America encourages and empowers residents to take an active role in their community, fosters forward-thinking approaches to solving city problems, and supports civic-minded entrepreneurs and startups. Bracy is particularly involved in overseeing Code for America's community network-building initiatives, including the Brigade—a citizen volunteer program—and Code for All—an international partnership program. She's also on the board of directors at the Citizen Engagement Lab and the Public Laboratory.

Michigan Renewable Carbon

Michigan's only Activated Carbon Producer

- Water Filtration
- Air Purification
- Odor Control
- Soil Remediation
- Agriculture Additive



513 4th Street, Gwinn, MI 49841
www.biogenicreagents.com
(443) 838-1782

MICHIGAN BLACK CAUCUS
MBC

LOCAL ELECTED OFFICIALS

MBC-LEO

Join us for our 10th Annual
Fundraising Dinner

Saturday, October 25

6:00 pm

Horizons Conference Center

6200 State St. Saginaw, MI 48603

Visit www.mbc-leo.org to register.



WEDNESDAY, OCTOBER 15

8:30 am-5:30 pm

Convention Registration

Location: Superior Room

9:00 am-12:00 pm

Pre-Convention Workshops

9:00 am

League Board of Trustees Meeting

Location: Charcoal

Noon

Michigan Women in Municipal Government Lunch

Location: Pioneer A

Tickets must be purchased in advance. Limited availability.

Presiding: Summer Minnick, Director, Policy Initiatives and Federal Affairs,
Michigan Municipal League; Treasurer MWIMG

Speaker: Matt Bach, Director, Media Relations, Michigan Municipal League

2:00-3:45 pm

Welcoming General Session

Location: Lakes Ballroom

Welcome: Robert Niemi, Mayor, Marquette

Speaker: Jacqueline Noonan, Mayor, Utica; President,
Michigan Municipal League

Sponsored by DTE Energy

Parade of Flags

Sponsored by Consumers Energy

Community Excellence Award Presentations

Sponsored by Plante & Moran, PLLC, official auditors of the Community Excellence Award

Breakout Sessions

4:00-5:15 pm

The Power of Parks, Heritage, and Outdoor Assets

Location: Marquette

Moderator: Jack Wheatley, Rowe Professional Services

Speakers: Brad Garmon, Director of Conservation and Emerging Issues,
Michigan Environmental Council

Jeff Gray, Superintendent, Thunder Bay National Marine Sanctuary

Al Hansen, Director, Parks and Recreation, City of Petoskey

Amy Mangus, Manager, Plan Implementation Group, Southeast
Michigan Council of Governments

Scott See, Executive Director, Keweenaw National Historical
Park Advisory Commission

The session will provide a blueprint for re-thinking and re-envisioning the role that parks and outdoor recreation assets play in community economic development. Panelists will provide context, data, and local examples of communities using their natural assets to rebrand themselves and attract and retain creative professional and talent-based businesses.

Sponsored by Rowe Professional Services



ROWE PROFESSIONAL SERVICES COMPANY

Engineering - Surveying - Planning

Landscape Architecture - Aerial Photography/Mapping



With Michigan offices in:
Flint - Mt. Pleasant - Lapeer
Farmington Hills
Grayling - Tri-Cities

(800) 837-9131

www.rowepsc.com

Your Charter: Refreshed

Location: Pioneer B

Moderator: Robert Kulisheck, Chair, Charter Commission, Marquette

Speakers: Thomas Baldini, Vice Chair, Charter Commission, Marquette

David Bleau, City Clerk, Marquette

Sara Cambensy, Commissioner, Marquette

J. Michael Coyne, Commissioner, Marquette

Does your charter contain illegal or outdated provisions? Sometimes changes are needed to correct misleading, unreliable, or unresponsive charters. Hear from members of the Marquette Charter Commission on how they successfully made changes to their charter. They had a goal of making revisions over the course of several years and ended up completing all of their changes in a year! The group held hearings, involved citizens and civic groups, and had assistance from the local newspaper. Hear what worked for them and how you can use their model to make successful revisions to your charter.

Placemaking Execution—Think and Act Like a Developer

Location: Brule

Moderator: Luke Forrest, Program Manager, Information and Policy Research, Michigan Municipal League

Speakers: James Tischler, AICP, PCP, Director, MSHDA's Community Development Division

Mark Wyckoff, Professor and Sr. Associate Director, Land Policy Institute, Michigan State University

Demographics are changing, markets are changing, and communities are changing. This is especially true for "place-based" development. So...should the planning-zoning system change as well? Research and practice show that market-analyzed, stakeholder-engaged, charrette-facilitated, development-oriented processes produce better projects, but can they also produce better master plans and codes? And if so, shouldn't this be a standardized approach to Michigan community planning? This provocative session will present a forum to discuss whether adapting a "developer"-focused approach is the future Michigan planning/regulatory model.

Farmers Markets: Grow Your Community with Local Food

Location: Nicolet

Moderator: Brad Neumann, Government and Public Policy Educator,
MSU Extension/Citizen Planner

Speakers: Kathryn Lynch Underwood, City Planner,
City of Detroit City Planning Commission

Michelle Walk, Extension Educator, Sustaining Community
Prosperity/Tourism, MSU Extension

Since 2001, the number of farmers markets sprouting up in cities and villages all over Michigan has skyrocketed. They provide a link between people and the food grown in nearby farms, often serving as a centerpiece of community vitality. And equally important, these markets tend to boost foot traffic and economic activity in surrounding businesses. Join this session and learn how to make a farmers market a valuable addition to your community.

Sponsored by MSU Extension/Citizen Planner

Low-Cost Solution for Clean Air, Water, and More

Presented by Michigan Renewable Carbon

Location: Cadillac

Speaker: Rico Biasetti, Michigan Renewable Carbon

Activated carbon has a variety of uses in municipal settings, such as water purification, air filtration, odor control, mercury control, soil remediation and agriculture. Not only is it effective for all these purposes, but it comes at a lower cost than comparable technologies. Come learn how activated carbon can be beneficial to your community.

5:15-6:15 pm

Elected Officials Academy Board Meeting

Location: Charcoal

Presiding: Josh Meringa, EOA President; Councilmember, Grandville

6:00-8:00 pm

Host City Reception

Location: Ore Dock Brewing Company, 114 Spring Street

Please wear your Convention name badge in order to attend.

Leave the cocktail dresses and suits at home...throw on your most comfortable blue jeans and get ready to enjoy the evening “U.P. style!” Along with great food—including Upper Peninsula specialties like pasties—enjoy local entertainment and watch local history come to life at the Ore Dock Brewing Company. Buses will run on a 20 minutes loop from Northern Michigan University (5:00-7:00 pm) and area hotels (5:00-9:00 pm).

THURSDAY, OCTOBER 16

7:00 am-1:00 pm

Convention Registration

Location: Superior Room

7:30-8:30 am

Michigan Association of Mayors Breakfast

Location: Pioneer A

Tickets must be purchased in advance. Limited availability.

Presiding: Paul Grondin, Mayor, St. Ignace; President,
Michigan Association of Mayors

Speaker: Samantha Harkins, Director, State Affairs,
Michigan Municipal League

John B. O'Reilly, Jr., Mayor, Dearborn; League Board of Trustees

8:30-10:00 am

General Session: The Art of Building Great Communities

Speaker: Daniel P. Gilmartin, Executive Director & CEO,
Michigan Municipal League

Michigan Local Government Management Association (MLGMA) Colloquium

Location: Lakes Ballroom

Moderator: Penny Hill, Assistant City Manager, Traverse City;
Immediate Past President, MLGMA

Why Good Hackers Make Good Citizens

Speaker: Catherine Bracy, Director of Community Organizing,
Code for America

The catchy title of Bracy's presentation gives you a peek into her unique mindset. She describes hacking as more than mischief-making or political subversion. It can be just as much a force for good as it is for evil. She'll share some inspiring civically minded projects in Honolulu, Oakland, and Mexico City. Bracy will also make a compelling case that we all have what it takes to get involved in improving our own communities.

Breakout Sessions 10:15-11:30 am

I Am Rural—Hear Me Roar

Location: Nicolet

Moderator: Richard Bolen, Mayor Pro Tem, Wakefield; Vice President,
League Board of Trustees

Speakers: Amy Clickner, CEO, Lake Superior Community Partnership
Kent Wood, Director, Government Relations,
Northern Michigan Chamber Alliance

Oftentimes, smaller communities struggle to be heard in policy conversations and legislative decisions. Hear how a private-public economic development agency in the U.P. leverages the power of the broader region to be heard.



Under the Weather: Economic Impacts of Unexpected Climate Changes

Location: Charcoal

Moderator: Scott Erbisch, Marquette County Administrator

Speakers: Richard Anderson, Co-Founder and Partner,
Innovation Network for Communities

Scott Erbisch, County Administrator, Marquette County

Carl Lindquist, Executive Director, Superior Watershed
Partnership & Land Trust

Greg Seppanen, Commissioner, Marquette County

Robert Kulisheck, Chair, Charter Commission, Marquette

Teresa Schwalbach, PEM, Emergency Management Coordinator,
Marquette County

Have abnormal weather patterns got you down? The Marquette County Climate Adaptation Task Force is a group of elected officials, community stewards, leaders of the Superior Watershed Partnership, as well as municipal, township and county employees. They formed last year to discuss climate adaptation and the way recent weather patterns are impacting local units of government through unexpected costs, emergencies, and economic impacts to the region. Hear from members of the task force on how they work together regionally with all local units of government to stay proactive, collaborate, share resources, and jointly apply for grant funding.

Crowdfunding: Tapping into Local Investment Power

Location: Brule

Moderator: Pauline Repp, Mayor, Port Huron; League Board of Trustees

Speakers: Katharine Czarnecki, Director of Community Development,
Michigan Economic Development Corporation (MEDC)

Nheena Weyer Ittner, Director, The Upper Peninsula Children's Museum

Summer Minnick, Director, Policy Initiatives and Federal Affairs,
Michigan Municipal League

Ebrahim Varachia, Co-Founder & Director of Operations, Patronicity

Investment crowdfunding is the newest economic development tool that can be used to transform local communities. Come learn about this exciting new opportunity, how your community can make the most of this mechanism, and what's already been happening in Michigan! In addition, learn about the MEDC's new program to promote public spaces and community places through a reward crowdfunding platform. This latest matching grant program is the first of its kind, and local communities can use it to help launch projects to further their placemaking initiatives.

Tackling Utility Rates the Right Way—City of Manistee Leading the Way

Presented by Burton & Associates with the City of Manistee

Location: Marquette

Speakers: Edward Bradford, Chief Financial Officer, City of Manistee
Andrew Burnham, Senior Vice President, Burton & Associates

The city of Manistee provides water and sewer services to its residents as well as to customers in two neighboring townships and a large commercial customer. Over the years, the city had established a common rate structure for its residents and a number of different rate structures for service to individual customers within the township. In response to stakeholder concerns, the city committed to an independent evaluation of its rates by a professional firm, based upon accepted industry practices. The goal of the study was to establish a fair and equitable rate structure and level of rates for its various types of customers. The end result was the adoption of a fair and equitable rate structure for all of the city's users that provides for the sustainability of its utility system and meets the city's fiscal stability and affordability objectives.

Current Grants and Loans and Paying for Road and Utility Projects

Presented by Fleis & VandenBrink Engineering

Location: Pioneer B

Speakers: Paul Galdes, PE, Fleis & VandenBrink Engineering
Valarie Handy, Community & Economic Development Coordinator, USDA, Rural Development
David G. Johnson, CHMM, CPN, Fleis & VandenBrink Engineering

This presentation will focus on the availability of grants and low interest loans in Michigan. Discussion will revolve around the major grants, keys to their award ability, and examples of successful projects completed under these funding options. Case studies include projects that utilized multiple grant programs to accomplish projects—including public/private funding.

11:45 am-12:15 pm Annual Business Meeting

Location: Lakes Ballroom

Presiding: Jacqueline Noonan, Mayor, Utica; President, Michigan Municipal League

- Adoption of the 2014-2015 Core Legislative Principles
- Election of League Trustees

Mobile Workshops and Lunch

12:15–4:00 pm

The mobile workshops are included with the cost of your full registration for Convention. However, you must sign up to participate in one of them. Please reference the back of your name badge for the workshop you registered to attend. If you did not pre-register to attend one of these and wish to do so, please visit the Convention registration desk for availability. Buses will transport back to Northern Michigan University and hotels after the mobile workshops and lunch.

All tours will depart from the main entrance of the University Center, and will take place rain or shine.

Marquette's Waterfront Transformation

Tour Guides: Fred Stonehouse, Mayor Pro Tem, Marquette

William Vajda, City Manager, Marquette

Learn how the city of Marquette dramatically transformed its waterfront from an industrial harbor to a tourist destination built on the region's rich cultural history and abundant natural beauty and recreational resources. Hear from Fred Stonehouse, Marquette's mayor pro tem, maritime historian, and author, on the importance of Lake Superior in relation to U.P. tourism, the tools used to make the transformation a reality, and the methods used to ensure that the waterfront will always be public property. In addition to breathtaking views along the waterfront, the tour will include a presentation on Michigan's Blue Economy. Lunch will take place at Aubree's Pizzeria & Grill, a Michigan-based company that prides itself on giving back to the communities in which they are located.

Trail Towns as Recreation Destinations

Tour Guide: Nicole Dewald, Noquemanon Trail Network

Speaker: Harry Burkholder, Program Coordinator,
Land Information Access Association

Did you know that Governor Snyder recently dedicated \$13 million to develop and maintain trails across the state? The Belle Isle to Wisconsin Showcase Trail would connect 924 miles of trail from Detroit to Ironwood, giving Michigan the opportunity to be the number one trail state in the country. The Noquemanon Trails Network (NTN) has a mission of developing and maintaining an interconnected, year-round, non-motorized land and water trail network in the Central Upper Peninsula. Attendees will walk part of the NTN trails, learn about its partnership with the city, see the trail switchbacks, and hear about the impressive economic results that have come about for the private sector. Lunch will take place downtown at Elizabeth's Chophouse.

Bike the Downtown Iron Ore Heritage Trail

Speaker: Carol Fulsher, Administrator, Iron Ore Heritage Recreation Area

Bike the city connections to the Iron Ore Heritage Trail, a 48-mile, multi-use, year-round trail connecting communities and people to the region's historic sites and human stories relating to the iron ore industry. The trail was designed for walkers, bikers, runners, inline skaters, nature enthusiasts, equestrians, x-country skiers, snowmobilers, history buffs, and ATVers. The trails' executive director will present information on how and why they formed the state's largest recreational authority, passed millages in multiple jurisdictions, and managed the development of the nearly 50-mile bike trail through Marquette County. Lunch will be at hometown fan-favorite Donckers, a nostalgic and wildly successful downtown diner/ice cream/candy store.

Crowdfunding & Microbreweries

Tour Guides: Representative from each of the breweries

Speaker: Chris Miller, DDA & Economic Development Director, Adrian

Michigan's craft beer industry continues to experience rapid growth. Did you know that Michigan ranks #5 in the nation in overall number of breweries, microbreweries, and brewpubs? Did you know that the first Michigan company to launch a crowdfunding campaign under the new state law was a brewery? That's right, Tecumseh Brewing Co. Join us on this mobile workshop where we will visit three microbreweries, each with their own unique economic development story. The tour will include stops at the location of our host city reception, Ore Dock Brewing Company—located in a remodeled, century-old, converted auto garage—Black Rocks Brewery, and the Marquette Harbor Brewery at Vierling Restaurant.

Please wear comfortable shoes, as some walking will take place through the brewery. Floors can be wet, so please consider slip-resistant shoes.

Reimagining Marquette's Historic Main Street

Tour Guides: Luke Forrest, Program Manager, Information and Policy Research, Michigan Municipal League

Mona Lang, Executive Director, Marquette Downtown Development Authority

Marquette's Baraga Avenue was once the main street of this former industrial city. It is now the gateway to the city's government sector and peppered with a mix of traditional uses and specialty shops. A mere stone's throw from a busy farmers market, downtown events and scenic waterfront, historic Baraga Avenue should be thriving—but it's not. Sound familiar? We'll stop at the Marquette Commons building for a review of the exciting PlacePlans project currently underway, followed by an

informational walking tour where you'll learn firsthand what's hindering success and how the PlacePlans design proposes to catalyze economic development. There will be a brief opportunity to patronize local shops that offer specialty coffee, wine, baked goods, flowers, and gifts. Lunch will take place at The Commons.

Sponsored by MSHDA

Mining History in the U.P.

Tour Guides: Troy Henderson, Ph.D., Historian, Michigan Historical Center

Jennifer L. Huetter, District Manager, Public Affairs,
Cliff's Natural Resources

This workshop will begin at the Michigan Iron Industry Museum, which overlooks the Carp River and the site of the first iron forge in the Lake Superior region. After lunch and a tour at the museum, the group will travel to Cliff's Natural Resources. Here, participants will discover a mix of both the history and current mining operations and the impact this industry has had on the U.P. community.

This workshop requires approximately one mile of walking and is not handi-capped-accessible. All visitors to the mine must wear closed-toed shoes, long pants, and will be required to sign a release form before touring. Safety protection gear (hard hats, glasses, ear protection, etc.) will be distributed to participants at the mine.

BURTON & ASSOCIATES

FINANCIAL FORECASTING • COST ALLOCATION • RATE/FEE DEVELOPMENT

UTILITIES:

Water • Wastewater • Stormwater
Reuse • Solid Waste • Recycling
Electricity • Natural Gas

GENERAL SERVICES:

General Fund • Fire Rescue • Police
Parks & Rec • Airport • Roads
Parking • Building Permits

For over 25 years, we have provided superior financial management services to local governments throughout the United States. Our unique interactive decision support process and dynamic models clearly identify current decision alternatives and their consequences.

www.burtonandassociates.com



Who says you can't predict the future?

Since 2011, Blue Cross has been helping Michigan businesses address the rising cost of health care with an innovative offering called GlidePath™. It is a comprehensive defined contribution solution that gives employers more certainty and offers greater choice for employees. If you have more than 50 employees, here's what GlidePath™ can do for you.

- Add more certainty to your annual health care costs
- Offer a greater choice of health care plans to your employees
- Finance pre-tax dollars for each employee to use for health care
- Keep your company in line with Health Care Reform
- Limit your exposure to future benefit liabilities
- Remove the burden of administration
- The only private exchange to offer plans from the Michigan Blues

For more information, visit predictablehealthcosts.com.



Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

Presque Isle Walking Tour

Tour Guide: Karl Zueger, Community Services Director, Marquette

Presque Isle Park is considered the city of Marquette's recreational crown jewel, featured in periodicals such as the *Smithsonian* magazine. The park supports over 100 species of native plants and diverse landscapes, including pebble beaches, rocky cliffs, bogs, and northern boreal forest. This walking tour will take the group to many of the iconic lookouts that will allow everyone to enjoy dazzling views while breathing in pure Lake Superior air. Add in the color of an autumn day, and the members of the group are ensured a world-class experience. Lunch will be held at the Presque Isle Pavilion and catered by Señors Food Truck.

5:30–6:30 pm Reception

Location: Peter White Lounge

Buses will run every 20 minutes from area hotels to the University Center at Northern Michigan University (NMU).

Sponsored by NMU-MPA

6:30 pm Annual Awards Banquet

Location: Lakes Ballroom

Enjoy dinner with your guests and colleagues; then celebrate excellence in government with the presentation of the League's prestigious awards and Elected Officials Academy recognitions.

8:30 pm Tavern Tour Foundation Fundraiser

Guide: Johnny DePetro, Former Mayor, Marquette

In order to receive a wristband to participate, you must ride the bus. Bus will depart from the Main Entrance at the University Center at approximately 8:30 pm, following the Annual Awards Banquet. Bus will return to University Center and area hotels at approximately 11:30 pm. If you purchased a ticket in advance to this event, it will appear on the reverse side of your name badge. Name badges must be worn for entrance to event. Cost: \$25. Visit the Convention registration desk for tickets. Limited availability.

Experience downtown Marquette by way of its taverns during this fun night out with your fellow League members. Purchase raffle tickets along the way for a chance to win a prize. The drawing will be done at the last tour stop; you don't have to be present to win. Prizes include paintings, a Capital Conference registration, hotel stays in St. Joseph and Traverse City, and a mini iPad.

FRIDAY, OCTOBER 17

7:00-11:00 am

Convention Registration

Location: Superior Room

7:45-8:45 am

Governance Committee Meeting & Breakfast

Location: Peter White Lounge

The League's Legislative Governance Committee focuses on broad legislative direction and proactive policy development. A continental breakfast will be provided for attendees.



“ One of the things about MERS is they always ask for the input of the members, and the municipalities that they serve. ”

— Akemi Gordon

Eastern Upper Peninsula
Transportation Authority



PARTNERING WITH MICHIGAN MUNICIPALITIES SINCE 1945

We partner with you to customize a plan to meet your budget needs, helping you offer sustainable retirement solutions for your employees.

To hear our members share their stories, visit www.mersofmich.com, or call 800.767.2308 to learn how MERS can help your municipality.

Breakout Sessions

9:00-10:15 am

Civic Engagement as a Placemaking Strategy

Location: Nicolet

Moderator: Terra Langham, MERS of Michigan

Speakers: Sarah Craft, Program Coordinator, Information & Policy Research, Michigan Municipal League

Suzanne Schulz, Director of Design, Development and Community Engagement, Grand Rapids

Civic engagement is the best way to plan and implement placemaking and planning projects, but certainly not the easiest! Hear about effective engagement strategies from HUD Sustainable Communities projects, civic engagement best practices, and tools to help simplify the process.

Sponsored by MERS of Michigan

The Council/Manager Relationship

Location: Pioneer B

Moderator: Michael Wata, Attorney, Kitch Law

Speakers: Kathie Grinzinger, Executive Search Program Manager, Michigan Municipal League; Former City Manager, Mt. Pleasant

William Mathewson, General Counsel, Michigan Municipal League

Panel: Myron Frasier, Councilmember, Southfield

Steve Baker, Councilmember, Berkley

Nathan Triplett, Mayor, East Lansing

In the council/manager form of government, good working relationships are imperative. Roles and responsibilities of each position will be defined, and tips given on ways to develop positive relationships and deal with differing personalities. In addition, hear from a former city manager and current/former councilmembers on how they made their relationships work.

Sponsored by Kitch Law

State & Federal Affairs Update

Location: Brule

Speakers: Samantha Harkins, Director, State Affairs,
Michigan Municipal League
John LaMacchia II, Legislative Associate, State Affairs,
Michigan Municipal League
Summer Minnick, Director, Policy Initiatives and Federal Affairs,
Michigan Municipal League

The League's State and Federal Affairs team will discuss current issues and what's on the horizon for the Legislature's fall agenda, including hot topics like EVIP, transportation, and federal issues.

Tapping into Student Power for Civic Projects

Location: Marquette

Speakers: Jennifer James-Mesloh, Program Coordinator and Assistant Professor, Graduate Public Administration Program, Northern Michigan University (NMU)

"Learning by doing" is the course model for students in Northern Michigan University's Master of Public Administration Program. Hear about a class project where NMU partnered with the Michigan Municipal League and the Michigan Local Government Management Association to create a public personnel manual for municipalities with 5,000 residents or less.

The Storm of Reform

Presented by Michigan Planners

Location: Charcoal

Speaker: Michael DiLorenzo, Vice President, Michigan Planners

The long range forecast has been for widely scattered employer struggles with Health Care Reform compliance and its related costs. Back by popular demand, Mike DiLorenzo of Michigan Planners will provide you with the latest updated changes in ACA rules and how best to maintain compliance for both small and large employers. In addition, you will get an introduction to the heavily anticipated private exchange programs that are just now hitting the market from Blue Cross Blue Shield of Michigan and Blue Care Network, for both large and small employers. Once you have attended this session, the future forecast will be much brighter for your ACA compliance and cost management strategies.

9:00-10:15 am

**Michigan Black Caucus of Local Elected Officials
(MBC-LEO) Meeting**

Location: Pioneer A

Presiding: Lois Allen-Richardson, MBC-LEO President, Mayor Pro Tem,
Ypsilanti; League Board of Trustees

10:30-11:45 am

Closing General Session

Location: Lakes Ballroom

The Role of the Arts in Creative Placemaking

Moderator: Richard Bolen, Mayor Pro Tem, Wakefield;
Vice President League Board of Trustees

Speaker: Jamie Bennett, Executive Director, ArtPlace America

Bennett paints a picture of the essential role that the arts play in transforming communities' future. They are not only an important contributor to the economy, but also improve quality of life and people's attachment to their community. And perhaps most importantly, the arts can exist in every community. Residents in any city can create songs, stories, paintings and textiles to engage the creative side in all of us.

Michigan Municipal Planners

A Michigan Planners Company



Let us help you simplify your search to be compliant with new health care coverage rules.

800-MPI-9235
www.miplanners.com

Presentation of Community Excellence Award Participants

Sponsored by Plante & Moran, the official auditors of the Community Excellence Award

Facilitator: Richard Bolen, Mayor Pro Tem, Wakefield; Vice President, Michigan Municipal League

Community Excellence Award “Race for the Cup” Winner Announced

Boxed lunches are available for pick up in the Skylight Lounge. Feel free to take one for the road or eat here before you leave.

ELEVATE YOUR CAREER WITH AN MPA ONLINE

NMU’s master of public administration degree features challenging coursework and thought-provoking interaction with professors and peers.

- Specialize in ▶ criminal justice
▶ human resource administration
▶ public management
▶ state and local government

nmu.edu/mpa

Join us for a panel discussion Oct. 15, 10am, LRC 109.
Sponsors of the MML pre-banquet reception.

NORTHERN MICHIGAN UNIVERSITY

2014 CONVENTION EVALUATION

(Please circle only one of the numbers)

Excellent Good Fair Poor

WEDNESDAY, OCTOBER 15

Welcoming Open General Session ----- 4-----3-----2----- 1

Breakout Sessions:

The Power of Parks, Heritage, and Outdoor Assets----- 4-----3-----2----- 1

Your Charter: Refreshed----- 4-----3-----2----- 1

Placemaking Execution—Think/Act Like a Developer ----- 4-----3-----2----- 1

Farmers Markets ----- 4-----3-----2----- 1

Low-Cost Solution for Clean Air, Water, More ----- 4-----3-----2----- 1

THURSDAY, OCTOBER 16

Morning General Session ----- 4-----3-----2----- 1

Breakout Sessions:

I Am Rural—Hear Me Roar----- 4-----3-----2----- 1

Under the Weather----- 4-----3-----2----- 1

Crowdfunding----- 4-----3-----2----- 1

Tackling Utility Rates the Right Way ----- 4-----3-----2----- 1

Current Grants & Loans and Paying
for Road and Utility Projects ----- 4-----3-----2----- 1

Mobile Workshops:

Marquette's Waterfront Transformation ----- 4-----3-----2----- 1

Trail Towns ----- 4-----3-----2----- 1

Bike the Downtown Iron Ore Heritage Trail ----- 4-----3-----2----- 1

Crowdfunding & Microbreweries ----- 4-----3-----2----- 1

Reimagining Marquette's Historic Main Street ----- 4-----3-----2----- 1

Mining History in the U.P. ----- 4-----3-----2----- 1

Presque Isle Walking Tour ----- 4-----3-----2----- 1

Annual Awards Banquet----- 4-----3-----2----- 1

FRIDAY, OCTOBER 17

Closing Breakfast Session ----- 4-----3-----2----- 1

Breakout Sessions:

Civic Engagement as a Placemaking Strategy ----- 4-----3-----2----- 1

Council/Manager Relationships ----- 4-----3-----2----- 1

State & Federal Affairs Update ----- 4-----3-----2----- 1

Continued on page 40

Tapping into Student Power for Civic Projects-----	4-----	3-----	2-----	1
The Storm of Reform-----	4-----	3-----	2-----	1
Closing General Session -----	4-----	3-----	2-----	1
Affiliate Events:				
MAM Breakfast-----	4-----	3-----	2-----	1
MWIMG Lunch-----	4-----	3-----	2-----	1

The most helpful session for my municipality was (and why):

Comments on location and facility:

How did you hear about the Annual Convention? (circle one)

- Magazine
 Email
 League Website
 Colleague
 Other

Name (Optional)

(Please use below for any additional comments.)

ICMA CORE COMPETENCY CREDITS

WEDNESDAY, OCTOBER 15

Breakout Sessions

The Power of Parks, Heritage, and Outdoor Assets

CC3: Functional & Operational Expertise & Planning
CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation
CC13: Strategic Planning

Your Charter: Refreshed

CC8: Democratic Advocacy & Citizen Participation
CC13: Strategic Planning
CC14: Advocacy & Interpersonal Communication

Placemaking Execution—Think and Act Like a Developer

CC2: Policy Facilitation
CC3: Functional & Operational Expertise & Planning
CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation
CC13: Strategic Planning

Farmers Markets: Grow Your Community with Local Food

CC4: Citizen Service
CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation
CC13: Strategic Planning

Low-Cost Solution for Clean Air, Water, More

CC3: Functional & Operational Expertise & Planning
CC5: Performance Measurement/Management & Quality Assurance
CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation

THURSDAY, OCTOBER 16

General Session

Why Good Hackers Make Good Citizens

CC4: Citizen Service
CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation
CC7: Technological Literacy
CC8: Democratic Advocacy & Citizen Participation

Breakout Sessions

I Am Rural—Hear Me Roar

CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation
CC8: Democratic Advocacy & Citizen Participation

Under the Weather: Economic Impacts of Unexpected Climate Changes

CC3: Functional & Operational Expertise & Planning

CC5: Performance Measurement/Management & Quality Assurance

CC8: Democratic Advocacy & Citizen Participation

Crowdfunding: Tapping into Local Investment Power

CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation

CC8: Democratic Advocacy & Citizen Participation

Tackling Utility Rates the Right Way—City of Manistee Leading the Way

CC3: Functional & Operational Expertise & Planning

CC5: Performance Measurement/Management & Quality Assurance

CC11: Financial Analysis

Current Grants and Loans and Paying for Road and Utility Projects

CC10: Budgeting

CC11: Financial Analysis

Mobile Workshops

Marquette's Waterfront Transformation

CC2: Policy Facilitation

CC3: Functional & Operational Expertise & Planning

CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation

CC8: Democratic Advocacy & Citizen Participation

CC13: Strategic Planning

Trail Towns as Recreation Destinations

CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation

CC8: Democratic Advocacy & Citizen Participation

CC13: Strategic Planning

CC14: Advocacy & Interpersonal Communication

Bike the Downtown Iron Ore Heritage Trail

CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation

CC8: Democratic Advocacy & Citizen Participation

CC13: Strategic Planning

CC14: Advocacy & Interpersonal Communication

Crowdfunding & Microbreweries

CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation

CC8: Democratic Advocacy & Citizen Participation

CC13: Strategic Planning

CC14: Advocacy & Interpersonal Communication

Reimagining Marquette's Historic Main Street

CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation

CC8: Democratic Advocacy & Citizen Participation

CC13: Strategic Planning

CC14: Advocacy & Interpersonal Communication

FRIDAY, OCTOBER 17

Breakout Sessions

Civic Engagement as a Placemaking Strategy

CC2: Policy Facilitation

CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation

CC8: Democratic Advocacy & Citizen Participation

The Council/Manager Relationship

CC8: Democratic Advocacy & Citizen Participation

CC14: Advocacy & Interpersonal Communication

CC15: Presentation Skills

State & Federal Affairs Update

CC2: Policy Facilitation

CC8: Democratic Advocacy & Citizen Participation

CC14: Advocacy & Interpersonal Communication

Tapping into Student Power for Civic Projects

CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation

CC13: Strategic Planning

CC14: Advocacy & Interpersonal Communication

The Storm of Reform

CC10: Budgeting

CC12: Human Resources Management

Closing General Session

The Role of the Arts in Creative Placemaking

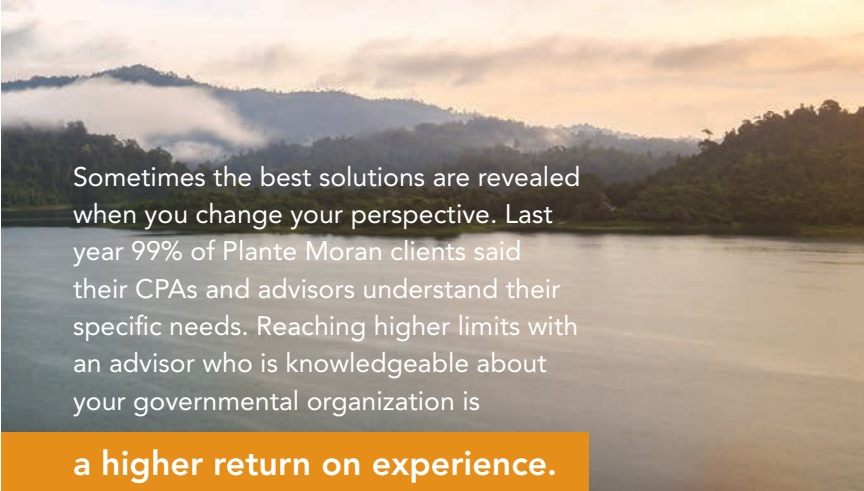
CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation

CC8: Democratic Advocacy & Citizen Participation

CC14: Advocacy & Interpersonal Communication



{Elevate your view.}



Sometimes the best solutions are revealed when you change your perspective. Last year 99% of Plante Moran clients said their CPAs and advisors understand their specific needs. Reaching higher limits with an advisor who is knowledgeable about your governmental organization is

a higher return on experience.

Beth Bialy
beth.bialy@plantemoran.com
government.plantemoran.com

plante
moran

audit • tax • consulting