

Scott Dzurka
Mayor

Brad Gurski
Vice Mayor

Eric Hufnagel
Commissioner

Jean Ruestman
Commissioner

Chris Hyzer
Commissioner



Chad A. Gamble, P.E.
City Manager

Mindy J. Seavey
City Clerk

Kristina Kinde
City Treasurer

Michael Homier
City Attorney

Justin Smith
Director of Public Services

**CITY OF ST. JOHNS
SPECIAL CITY COMMISSION MEETING
PROPOSED AGENDA**

**Tuesday, September 19, 2023, 5:00 p.m.
St. Johns Police Department, 409 S. Whittemore Street, St. Johns, MI**

***Listen to Meeting Via Telephonic Conference
Dial 1 929 205 6099**

<https://zoom.us/j/2050014286>

Meeting ID: 205 001 4286

***Please note, you will not be able to participate in the meeting through Zoom.
Only in-person attendants will be able to participate in discussion.**

- 1. Call to Order (5:00 pm – 5:01 pm)**
- 2. Public Comment (5:01 pm – 5:04 pm)**
- 3. Approval of the Agenda (5:04 pm – 5:05 pm)**
- 4. Welcome, Meeting Overview (5:05 pm – 5:20 pm)**
(Emily Houk, Facilitator)
- 5. Review Draft Action Plan and Timelines (5:20 pm – 6:20 pm)**
- 6. Discussion: Implementation Needs (6:20 pm – 6:50 pm)**
- 7. Wrap Up and Next Steps (6:50 pm – 7:05 pm)**
- 8. Adjournment (7:05 pm)**

NOTICE: People with disabilities needing accommodations for effective participation in this meeting should contact the city clerk 989-224-8944 at least two working days in advance of the meeting. An attempt will be made to make reasonable accommodations.

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(989) 224-8944 Fax (989) 224-2204
E-mail: csj@stjohnsmich.com*

DRAFT CITY ACTION PLAN FOR COMMISSION AND STAFF REVIEW: 2023-2024

OBJECTIVE	ACTIVITY	TASKS	DESIRED OUTCOME/ TIMEFRAME	RESOURCES REQUIRED
GOAL #1: INTENTIONALLY PURSUE ECONOMIC DEVELOPMENT				
1.1 Strengthen branding	1.1.1 Develop a brand identity	1.1.1 (a) Review the existing King media report and analysis 1.1.1 (b) Conduct brand analysis of visioning 1.1.1 (c) Agree on messaging around the brand	1.1.1 (a) 1 to 3 months 1.1.1 (b) 4 to 6 months 1.1.1 (c) 7 to 9 month	<ul style="list-style-type: none"> Marketing Firm Economic workgroup
1.2 Focus on strategic growth	1.2.1 Identify growth/development segments (industry and business) 1.2.2 Explore incentives and barrier reductions 1.2.3 Establish metrics to measure achievement	1.2.1 (a) Conduct an asset/ gap analysis that includes above and below-ground infrastructure (sewer, electric, physical building, and land space) 1.2.2 (a) Conduct a review of city codes and provide a prioritized list 1.2.2 (b) Review all incentives (425 agreements, tax abatements) 1.2.3 (a) Develop metrics	1.2.1 (a) 7-12 months 1.2.2 (a) 7 to 12 months 1.2.2 (b) 7 to 12 months 1.2.3 (a) 13+ months	<ul style="list-style-type: none"> Economic work group, LEAP, Catalyst Mckenna, Townships, and Commission
1.3 Produce targeted marketing	1.3.1 Produce segment-specific material	1.3.1 (a) Create materials specific to the identified segments 1.3.1 (b) Develop a communications plan for distribution of materials/outreach	1.3.1 (a) 13 + months 1.3.1 (b) 15+months	<ul style="list-style-type: none"> TBD

1.4 Facilitate business development for local developers and business owners	1.4.1 Become a business development hub	1.4.1 (a) Support a small business incubator 1.4.1 (b) Develop a youth entrepreneurship program 1.4.1 (c) Connect local businesses to education resources and tools	1.4.1 (a)-(c) 24 months	
GOAL #2: ELEVATE PLACEMAKING OPPORTUNITIES				
2.1 Strengthen wayfinding	2.1.1 Develop a wayfinding improvement plan	2.1.1 (a) Define the need for improved signage, both directional and aesthetic 2.1.1 (b) Identify and utilize partnerships with police, road commissions, state agencies, and others 2.1.1 (c) Improve signage and wayfinding throughout the city	2.1.1 (a) 12 months 2.1.1 (b) and 2.1.1 (c) 24 months	<ul style="list-style-type: none"> • DPS • Appx implementation \$100K
2.2 Develop resident awareness	2.2.1 Enhance engagement between the city, residents, and businesses	2.2.1 (a) Evaluate the user-friendliness and platforms for communicating city event information 2.2.1 (b) Identify demographic groups that need to communicate and be communicated with 2.2.1 (c) Develop a system for gathering event information and sharing it with residents 2.2.1 (d) Implement enhanced communications platform	2.2.1 (a)-2.2.1 (d) 6 months	<ul style="list-style-type: none"> • Clerk, ad hoc committee (Public Safety Department, Chamber, DDA)
GOAL #3: STRENGTHEN COMMUNITY BONDS				
3.1 Focus on intergovernmental partnerships	3.1.1 Prioritize partnership list	3.1.1 (a) Appoint a partner-representative 3.1.1 (b) Add report-out to monthly meetings 3.1.1 (c) Develop consistent meeting schedules	3.1.1 (a)-3.1.1 (c) 6 months-Ongoing 3.1.1 (d) 12 months	<ul style="list-style-type: none"> • DPS

		3.1.1 (d) Develop a joint goals statement with each prioritized partner		
3.2 Increase community engagement	<p>3.2.1 Support events that promote social engagement, intergenerational connectivity, and diversity in the community</p> <p>3.2.2 Support community engagement in city governance, development, and partnerships</p>	<p>3.2.1 (a) Host a “Meet and Greet” with other local governments (focus groups, panels)</p> <p>3.2.1 (b) Host city-sponsored welcoming event/activity to promote the city to the region</p> <p>3.2.2 (a) Conduct annual state-of-the-city survey and address input in city communications</p> <p>3.2.2 (b) Promote volunteerism on local commissions, boards, and activities</p>	<p>3.2.1 (a) 12+months</p> <p>3.2.1(b) 12+months</p> <p>3.2.2 (a) 6 months</p> <p>3.2.2.(b) 6 months-ongoing</p>	

Goal #1: Intentionally Pursue Economic Development				2023 Q2	2023 Q3	2023 Q4	2024 Q1	2024 Q2	2024 Q3	2024 Q4
	Objective 1.1 Strengthen branding									
		Activity 1.1.1 Develop a brand identity								
			Task 1.1.1 (a) Review the existing King media report and analysis							
			Task 1.1.1 (b) Conduct brand analysis of visioning							
			Task 1.1.1 (c) Agree on messaging around the brand							
	Objective 1.2 Focus on strategic growth									
		Activity 1.2.1 Identify growth/development segments (industry and business)								
			Task 1.2.1 (a) Conduct an asset/gap analysis that includes above and below-ground infrastructure (sewer, electric, physical building, and land space)							
		Activity 1.2.2 Explore incentives and barrier reductions								
			Task 1.2.2 (a) Conduct a review of city codes and provide a prioritized list							
			Task 1.2.2 (b) Review all incentives (425 agreement, tax abatements)							
		Activity 1.2.3 Establish metrics to measure achievement								
			Task 1.2.3 (a) Develop metrics							
	Objective 1.3 Produce targeted marketing									
		Activity 1.3.1 Produce segment-specific material								
			Task 1.3.1 (a) Create materials specific to the identified segments							
			Task 1.3.1 (b) Develop communications plan for distribution of materials/outreach							
	Objective 1.4 Facilitate business development for local developers and business owners									
		Activity 1.4.1 Become a business development hub								
			1.4.1 (a) Support a small business incubator							
			1.4.1 (b) Develop a youth entrepreneurship program							
			1.4.1 (c) Connect local businesses to education resources and tools							

Goal #2: Elevate Placemaking Opportunities										
	Objective 2.1 Strengthen wayfinding									
		Activity 2.1.1 Develop a wayfinding improvement plan								
			Task 2.1.1 (a) Define needs for improved signage, both directional and aesthetic							
			Task 2.1.1 (b) Identify and utilize partnerships with police, road commissions, state agencies, and others							
			Task 2.1.1 (c) Improve signage and wayfinding throughout the city							
	Objective 2.2 Develop resident awareness									
		Activity 2.2.1 Enhance engagement between the city, residents, and businesses								
			Task 2.2.1 (a) Evaluate the user-friendliness and platforms for communicating city event information							
			Task 2.2.1 (b) Identify demographic groups that need to communicate and be communicated with							
			Task 2.2.1 (c) Develop a system for gathering event information and sharing it with residents							
			Task 2.2.1 (d) Implement enhanced communications platform							
Goal #3: Strengthen Community Bonds										
	Objective 3.1 Focus on intergovernmental partnerships									
		Activity 3.1.1 Prioritize partnership list								
			Task 3.1.1 (a) Appoint a partner-representative							
			Task 3.1.1 (b) Add report-out to monthly meetings							
			Task 3.1.1 (c) Develop consistent meeting schedules							
			Task 3.1.1 (d) Develop a joint goals statement with each prioritized partner							
	Objective 3.2 Increase community engagement									
		Activity 3.2.1 Support events that promote social engagement, intergenerational connectivity, and diversity in the community								
			Task 3.2.1 (a) Host a “Meet and Greet” with other local governments (focus groups, panels)							
			Task 3.2.1 (b) Host city-sponsored welcoming event event/activity to promote the city to the region							
		Activity 3.2.2 Support community engagement in city governance, development, and partnerships								
			Task 3.2.2 (a) Conduct annual state-of-the-city survey and address input in city communications							
			Task 3.2.2 (b) Promote volunteerism on local commissions, boards, and activities							