

**CHEBOYGAN COUNTY BOARD OF COMMISSIONERS
COMMITTEE OF THE WHOLE MEETING
May 22, 2012**

The regular meeting of the Cheboygan County Board of Commissioners was called to order in the Commissioners Room by Chairperson Linda Socha at 9:30 a.m.

Roll called and a quorum present.

Present: Commissioners Linda Socha, Don Horrocks, Pete Redmond, Cal Gouine, Tony Matelski, and Sue Allor

Absent: Commissioner John Wallace - excused

Commissioner Allor gave the invocation and led the Pledge of Allegiance.

This was the first meeting implementing electronic board packets on the iPads provided to the County Commissioners.

Motion by Commissioner Allor, seconded by Commissioner Horrocks, to approve the agenda as presented. Motion carried with 6 yes, 0 no and 1 absent.

CITIZENS COMMENTS – Chairman of the Cheboygan County Road Commission Ken Paquet commented on the minutes of a recent Board Appointments & Procedures Committee meeting regarding the committee's discussion of wages and benefits for elected officials for the new terms, and particular a possible decrease in wages and benefits for county road commissioners. He stated he believes the 5 member road commission board has delivered on ownership objectives. Over the last 4 years that board has dealt with budget cuts of over \$500,000, revised insurance, hired a new manager and built new a bridge over the Indian River. Upon request they attend township board meetings and serve on other local and state committees. Mr. Paquet said he feels the road commission should continue to receive the same benefits and salary as the County Board of Commissioners. Chairperson Socha said this committee is just starting on wages and the BA&P meetings are opened meetings.

Road Commission Manager Mike Roper said there was a lot of mistrust when he took over as manager and his first goal has been to eliminate that mistrust. Mr. Roper said he hopes to continue reporting to this board. Chairperson Socha suggested in the future his reports should be scheduled ahead of time to be included on the agenda.

President of the Cheboygan Economic Development Group (CEDG) Bud Darnell told the Board that later in the meeting they will see an extremely impressive program for sense of place that will bring people to this county this year. He asked for their consideration of the potential for this program, as tourism is a significant part of the economy in this community

Rob Fraser, Waverly Township resident, addressed the Board to inform them of the the National Amateur Retriever Championship to be held in the county from June 11-24. The group has been working with local lodging establishments in Indian River and Cheboygan. Mr. Fraser estimated this event will bring approximately 300-350 peopl from nearly every state in the country, including Alaska, into the county during this time and have an impact on the entire county. There will be approximately 150 trucks traveling the roads for this event. He wanted to introduce himself to the sheriff and the road commission manager to advise them of this upcoming event. Headquarters for the event are located in Indian River.

Leonard Page reported on the Northern Michigan Broadband Cooperative's recent meeting. He said a representative from the Michigan Public Service spoke to the group. He said there are many interesting projects being developed, such as a school district looking to eliminating school books and giving every student an iPad. Chairperson Socha said NLEA has been working on this too, and she told Mr. Page

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he will be advised when the county broadband committee meets. The good news is there may be some technology breakthrough on the horizon.

SCHEDULED VISITORS/DEPARTMENT HEAD REPORTS

Sheriff Clarmont presented and reviewed the 2011 Annual Sheriff Department Report. He said actual expenditures in 2011 totaled \$3,038,182 compared to \$3,157,983 budgeted expenditures, and total revenue generated was \$491,362. He reviewed the Jail Division revenues which totaled \$196,328; and total grant monies received of \$295,034. Jail Statistics show inmate days totaling 26,488. He reported Community Corrections Service Programs resulted in an annual savings of \$172,329 in 2011. Chairperson Socha commended the Sheriff and his staff for the fiscal responsibility they have shown.

Community Development Director Steve Schnell updated the board on the sense of place project, and briefly outlined the process which was awarded a USDA grant. He said today Don Lewis of Northern Lights Creative Marketing will review the plan that was developed. Mr. Schnell said the in-kind match required by the grant totaled \$52,000, and was exceeded by just over \$3700. The mission of the Sense of Place Project is to introduce our area and its recreational assets to (1) a new generation of tourists, (2) those looking to retire in a northern paradise and, (3) entrepreneurs seeking a perfect location for their businesses.

Mr. Lewis said they have been working with the communities of Aloha, Cheboygan, Indian River, Mackinaw City, Topinabee and Wolverine. The tourism branding project has been a three-fold effort: 1) Create the Marketing Brands; 2) Develop a Marketing Plan; and 3) Assist the EDC in Identifying Funding Sources. The brand development phase of the project is complete and the websites are under development. The brands developed included a county-wide band "*Michigan's Great Up North – Land of Endless Discovery*". Mr. Lewis reviewed the identified funding sources. Suggested Funding Source Contributions: Area Tourism Bureaus - \$50,000; Corporate Sponsorship - \$20,000; Public Sponsorship - \$50,000; Service Organizations - \$10,000; Annual Magazine - \$5,000; Merchandising - \$5,000, Total Annual - \$140,000. The Marketing Plan presented targets demographics based on lifestyle, ages and genders, passion interests, and geography and recommends the establishment of a community-wide marketing and place-making alliance, which Mr. Lewis said is a critical element for success and sustainability of the project. The Media Mix presented in the marketing plan includes cable television advertising, various social media networks, special interest websites, a market agency and billboard advertising, with a total annual cost of \$140,000. General discussion held. Administrator Lawson said the county logo is definitely county property and the others, with the exception of Indian River's and Cheboygan's, may be at this time as well. He said the county will have to get the domain and make the logo secure. Chairperson Socha said this is a great plan, but this is to be a marketing plan for community centers. She said she wants to make it clear that the county is not going to fund this. Also, she said the EDC has no staff and cannot be depended upon to take the lead on this. Mr. Lewis said he agrees that the communities have to lead this if it is going to be sustainable and they have to believe in it. There will be a meeting of the Great Up North Alliance on June 19, 2012 at 10 a.m. at the Tuscarora Township Hall.

ADMINISTRATOR'S REPORT – Administrator Lawson's written reported included information on the Health Access Committee; the Animal Shelter Project; Phase One County Building Improvements; and Building/Court Audio-Video Project.

NEW BUSINESS

Finance Director Kari Kortz explained that in lieu of replacing the fuel dock service pier at the County Marina, the Harbormaster requested an emergency repair roughly estimated at \$3,700, which is not included in the current operational budget. A budget adjustment to raise the Fund Equity revenue line item and the Repairs and Maintenance-Dock expenditure line item by \$4,000 is necessary. Administrator Lawson said since the marina is getting older there will be fairly serious maintenance issues arising. He said a facility plan will be developed and funding sources studied.

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Motion by Commissioner Horrocks, seconded by Commissioner Redmond, to approve the budget adjustment to Raise Revenues and Expenditures for \$4,000 in the line items provided. Motion carried with 6 yes, 0 no and 1 absent.

CITIZENS COMMENTS – None

BOARD MEMBER COMMENTS – None

Motion by Commissioner Allor, seconded by Commissioner Horrocks, to go into closed session pursuant to Section 8(h) of the Open Meetings Act, being MCL 15.268(h), to consider the written memo from our attorney dated May 11, 2012, which is exempt from disclosure by Section 13(1)(g) of the Michigan Freedom of Information Act, being MCL 15.243(1)(g), since this memo is subject to the attorney-client privilege. A roll call vote was taken. Motion carried with 6 yes, 0 no and 1 absent.

Went into Closed Session at 11:50 a.m.; Returned to Open Session at 1:25 p.m.

Motion by Commissioner Redmond, seconded by Commissioner Horrocks, to allow Civil Counsel to proceed with the case evaluation as discussed and authorized in closed session with power to act. A roll call vote was taken. Motion carried with 6 yes, 0 no and 1 absent.

BOARD MATTERS FOR DISCUSSION

Administrator Lawson reviewed and explained the preliminary budget documents which included many of the department goals and objectives. He said moving forward at some point before the next budget cycle, the Board of Commissioners will be asked to approve this document. After which the document will be placed on the County's website. He said project specific items will change, but many, such as customer service, will continue annually. An organization that is transparent on all realms is what we are trying to establish. In the organization transparency he has sent out memos to everyone in the organization, not just department heads, to educate them on certain things going on. It will take a dedicated effort to educate the people on what we are trying to do with this document. Much discussion was held. Administrator Lawson said the document allows department's to possibly propose changes, but items would still have to be brought to the board for formal approval. He said objectives that can be met must be set. The board will have time to review the document and this will be placed on the agenda again when any questions can be answered.

Chairperson Socha talked about the Community Development Department spreading itself too thin. She was concerned with the amount of EDC projects that were incorporated into the goals and objectives of the Community Development Department., and noted that Economic Development is not the main focus for Community Development. The main focus with the name change to Community Development was to oversee Construction Code, Planning, Zoning, and Permitting to streamline the process. Lengthy discussion held on the Community Development Department's goals and objectives that relate to the County EDC. Administrator Lawson said in communications regarding the EDC there was a lack of understanding of this Board's policy directives. Administrator Lawson said regarding broadband, he perceives we should look at Connect Michigan, the state has given a nonprofit group a contract to assess broadband within counties at the end of this project a document will be available. He asked the board allow him time to report back on the Sense of Place. He said we currently own the primary webpage for the Great Up North site. The Great Up North domain site has to be purchased to protect that name. Chairperson Socha said the board realizes the county is weak on website development. Administrator Lawson said the other sites should be handed over to those communities.

Commissioner Allor reported on the situation following the recent appointment to the North Country Community Mental Health Board recommended by the Board Appointments & Procedures committee which was approved by this board at the last meeting. She said this was done based on the rule book that she was given by North Country when she was first appointed to that Board which she did not know at that time was outdated, New rules were published in 2009 that do not allow this appointment. She said since Cheboygan County did not follow the rules it appears we may lose that third seat on North Country's Board and it would rotate to the next county in line. Currently Cheboygan and Kalkaska have 3 seats the other 4 counties each have 2 seats. Commissioner Horrocks said Mr. Boyd

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was a veteran and has contacted him regarding not getting reappointed. Commissioner Redmond said the Board Appointments & Procedures committee will discuss this at their next meeting on May 30, 2012.

Commissioner Redmond said Bud Darnell told him that the Black River School has been sold and will be turned into a call center with 200 employees.

Motion by Commissioner Matelski, seconded by Commissioner Allor, to adjourn to the call of the Chair. Meeting adjourned at 4:10 p.m.

Mary Ellen Tryban
Cheboygan County Clerk/Register

Linda Socha
Chairperson