CHEBOYGAN COUNTY PLANNING COMMISSION

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CHEBOYGAN COUNTY PLANNING COMMISSION MEETING & PUBLIC HEARING
WEDNESDAY, SEPTEMBER 6, 2017 AT 7:00 P.M.
ROOM 135 – COMMISSIONER'S ROOM - CHEBOYGAN COUNTY BUILDING

PRESENT: Bartlett, Freese, Kavanaugh, Borowicz, Croft, Ostwald, Lyon, Churchill, Jazdzyk

ABSENT: None

STAFF: Scott McNeil

GUESTS: Eric Boyd, Karen Johnson, Cal Gouine, John Moore, Bob Lyon, Rachel Osborn, Russell Crawford, Cheryl Crawford, Carl Muscott, Mark Jacobs, Jennifer Jacobs, Timothy Freeman, Amy Keenan, Terry Keenan, Tom O'Hare

The meeting was called to order by Chairperson Croft at 7:00pm.

PLEDGE OF ALLEGIANCE
Chairperson Croft led the Pledge of Allegiance.

APPROVAL OF AGENDA
The meeting agenda was presented. **Motion** by Mr. Churchill, by Mr. Freese, to approve the agenda as presented. Motion carried unanimously.

APPROVAL OF MINUTES
The August 16, 2017 Planning Commission minutes were presented. **Motion** by Mr. Borowicz, seconded by Mr. Kavanaugh, to approve the meeting minutes as presented. Motion carried unanimously.

PUBLIC HEARING AND ACTION ON REQUESTS
Philip Campbell – Requests a Special Use Permit for a contractor's yard. (Section 9.3.20.) The property is located at 2018 M-68/33 Highway and 6201 North Walker Road, Walker Township, section 4, parcel #220-004-100-002-00, parcel #220-004-100-007-01 and part of parcel #220-004-100-007-02 and is zoned Agriculture and Forestry Management (M-AF).

Mr. McNeil stated that the applicant is seeking a special use permit for a contractor's yard in an Agriculture and Forestry Management zoning district. Mr. McNeil explained that the applicant has enough property to meet the 10 acre requirement for a contractor's yard. Mr. McNeil reviewed the requirements for a Contractor's yard. Mr. McNeil referred to the site plan and noted an area located within the trees that is 140ft. x 200ft. that will be used for the Contractor's yard. Mr. McNeil stated that there is another area to be used in the future that is 200ft. x 280ft. Mr. McNeil stated that 6ft. screening is indicated in this area and the required setbacks will be met. Mr. McNeil stated that this request is the result of enforcement. Mr. McNeil stated that on the site plan the gravel parking area is noted for personal use only and will not be used as part of the Contractor Yard area. Mr. McNeil stated that the owner's residence is on the same property as the Contractor's yard use which is a requirement.

Mr. Jazdzyk asked if the both areas noted on the site plan will be used long term for the Contractor's yard. Mr. Campbell stated the area in the trees will be used until the 200ft. x 280ft. area can be completed. Mr. Jazdzyk asked if the equipment can be kept in this area or will the area in the trees also be needed. Mr. Campbell stated that in the future, he would like to make it bigger, but this is adequate for now. Mr. Jazdzyk asked what would deem the 200ft. x 280ft. area ready to use. Mr. Jazdzyk asked if only a fence is needed to make the area ready. Mr. Campbell stated that gravel is also needed. Mr. Jazdzyk stated that the gravel parking area is now being used for personal use. Mr. Jazdzyk asked what happens now as a result of this designation. Mr. Campbell stated that this will stay personal use. Discussion was held.

Mr. Freese asked if Brent Shank (Cheboygan County Road Commission) will require curb and gutter. Mr. McNeil stated that it was deemed a commercial driveway and it appears that curb and gutter are required. Discussion was held regarding Mr. Campbell contacting the Road Commission to see if curb and gutter is a requirement or if it can be waived.

Ms. Lyon stated if the operation will be open between 7:00am – 5:00pm. Mr. Campbell stated yes. Ms. Lyon asked if repair work will be done at this location. Mr. Campbell stated yes. Ms. Lyon asked if there will be additional lighting in the parking area. Mr. Campbell stated no as there is already existing lighting. Mr. McNeil asked if the repair work will take place within the designated areas for the contractor's yard. Mr. Campbell stated yes. Mr. Freese asked if the repair work will be done outside or inside the building. Mr. Campbell stated in the building. Mr. McNeil stated that it should be noted on the site plan that the building will be used as part of the operation.

Ms. Croft asked for public comment. Mr. Muscott stated that he thought that the Road Commission had a policy that all commercial driveways were to have curb and gutter. Mr. Muscott stated his concern regarding cutting slack for certain entities. Mr. Muscott stated that the small car lot at the Wigwam parking lot was required to have curb and gutter. Mr. Muscott stated that the owner has not put in the curb and gutter yet and the Road Commission will be starting enforcement on this issue. Mr. Muscott stated that Mullett Township was able to have this requirement waived. Mr. Muscott noted that this contractor's yard will have less traffic than Mullett Township will have at their public parking lot.

Mr. Jacobs stated that he and his wife are opposed to this request. Mr. Jacobs stated that he has lived on the south-west side of Mr. Campbell's parcel for 16 years and his wife has lived here for 10 years. Mr. Jacobs stated that while they have lived at this location, there haven't been any issues, and they haven't had to contact the township or Cheboygan County. Mr. Jacobs stated that in the past 6 months, they have had to contact both the township and the county due to the activity taking place at the Campbell residence. Mr. Jacobs stated that Tube Fab is also located nearby and there hasn't been any noise, commotion or excessive equipment in the 16 years that he has lived at this location. Mr. Jacobs stated that this does not appear to be just an area for storing equipment. Mr. Jacobs stated that it is a fully functioning operation for their underground utility business. Mr. Jacobs stated that numerous employees are entering and exiting at all times of the day and night including weekends. Mr. Jacobs stated that they have observed and heard maintenance being done on equipment as late as 9:45pm and as recently as 08/31/17. Mr. Jacobs stated that all three homes closest to the Campbell home (including his home) on Walker Road are listed for sale based on the constant disturbances that are taking place. Mr. Jacobs stated that the gravel proposed for personal use in front of the barn is being used as a mechanic/shop area. Mr. Jacobs stated that the gravel area is being used as a point of departure and return daily for their employee's trucks and trailers. Mr. Jacobs stated that with the number of vehicles that have entered and exited in the past several months there is damage to Walker Road as it has a chip and seal coating. Mr. Jacobs asked how this continued use will impact the road surface. Mr. Jacobs stated that the Campbell's have not followed the county ordinance. Mr. Jacobs stated that it took two notifications and a fine from the county before the Campbells submitted a special use permit application. Mr. Jacobs stated that according to Mr. Schnell, the Campbells were asked to stop any further activity until the special use permit application was reviewed. Mr. Jacobs stated that activity stopped for two weeks and then added heavy equipment, conduit, wire, employees, etc. Mr. Jacobs stated that this morning there were at least 10 trucks and several employees on the property preparing for the day. Mr. Jacobs asked if the guidelines will be followed if the special use permit is granted. Mr. Jacobs stated that he is concerned that his property value will be affected should the permit be granted. Mr. Jacobs stated that he is also concerned that the noise and traffic will escalate beyond what it is currently. Mr. Jacobs stated that this type of business activity would be better suited outside of a rural residential area and located in a commercial or an industrial park setting.

Mr. Keenan stated that he is a neighbor of Mr. Campbell. Mr. Keenan stated that he doesn't fault anyone for having a career and life. Mr. Keenan stated this business is not in compliance with the township or county expectations. Mr. Keenan stated that his concerns are that this is a major focal point for a major business activity. Mr. Keenan stated that this is blight for the neighborhood. Mr. Keenan stated that there is noise in the early and late hours related to fixing equipment. Mr. Keenan stated that he feels like he is living next to an industrial park as there is constant beeping of safety horns. Mr. Keenan explained that there is noise late in the evening when an employee returns to this location because he may have been hung up on a job on the other side of the state. Mr. Keenan stated that there are sounds throughout the day of tools and equipment being worked on. Mr. Keenan stated that other noise concerns are equipment running and test driving up and down the roads. Mr. Keenan stated that when the workers leave at the end of the day they peel rubber. Mr. Keenan stated that a friend came to his house to work and during lunch, he stated that there wasn't noise previously, but today he heard equipment banging, trucks running and work going on.

An audience member asked if hours could be restricted to help with the noise concerns.

Mr. Campbell apologized to his neighbors and asked that they let him know when there is an issue, and he will try to fix the problem.

Public comment closed.

Mr. Kavanaugh asked if Mr. Campbell will be able to control the use of the gravel parking area and the hours of operation from 7:00am - 5:00pm. Mr. Campbell stated that he will be able to control the use of the parking area and the hours of operation. Mr. Campbell stated that a good solution would be to put in an access off of M-68. Mr. Campbell stated that he would not be bothering the neighbors. Mr. Campbell stated that if an employee comes in late, he will have them go to the Afton store instead. Mr. Freese stated asked if the storage building doors facing Walker Road are the only doors on the building. Mr. Campbell stated there are doors on the back of the building and he will start using the back doors. Mr. Freese suggested closing the doors facing Walker Road as it may help reduce the noise. Mr. Freese asked if the hours of operation from 7:00am to 5:00pm will be 5 days a week or 7 days a week. Mr. Campbell stated 5 days a week and that they do not normally work on weekends. Mr. Bartlett stated that based on the public comments it appears that the hours of operation far exceeds the 7:00am – 5:00pm for 5 days a week. Mr. Bartlett stated that it sounds like the biggest problem is the traffic on Walker Road. Mr. Bartlett stated if there is an option to have an access off of M-68, it will alleviate a lot of the neighbor's concerns.

Mr. Jazdzyk stated that the gravel parking area has been used for parking and working on equipment during non-business hours. Mr. Jazdzyk stated that as this unit goes away maintenance activity will occur in the storage building. Mr. Jazdzyk stated that it will help to maintain the hours of operation, keep the doors shut and stop the activity in the gravel parking area.

Mr. Freese stated that he will be requesting that the site plan be revised to include a proposed drive off of M-68. Mr. Freese noted that this access will also have to be approved by the Road Commission.

Mr. Ostwald asked how many trucks Mr. Campbell uses. Mr. Campbell stated that he has 4 crews which mean that there are 8 vehicles. Mr. Ostwald stated that coming off of M-68 may be cost prohibitive. Discussion was held.

Motion by Mr. Bartlett, seconded by Mr. Kavanaugh, to grant the topography waiver request and minimum scale requirement waiver. Motion carried unanimously.

The Planning Commission reviewed and approved the General Findings. The Planning Commission reviewed and approved the Findings of Fact Under Section 9.3.20, Finding of Fact Under Section 18.7 and the Specific Findings of Fact Under Section 20.10. **Motion** by Mr. Kavanaugh, seconded by Mr. Bartlett, to approve the special use permit based on the General Findings, Findings of Fact Under Section 9.3.20, Finding of Fact Under Section 18.7 and the Specific Findings of Fact Under Section 20.10 with the following conditions:

1. Storage building doors on Walker Road are to be kept closed
2. Gravel parking area is for personal use only
3. Hours of operation are from 7:00am – 5:00pm, Monday – Friday
4. Submit revised site plan showing proposed drive off of M-68 with MDOT approval
5. Repair work is to be done within the repair shop

Motion carried unanimously.

Mullett Township – Requests an Amendment to a Special Use Permit for a new parking lot and other site improvements at a township park. (Section 13D.3.5.) The property is located at 1576 North Straits Highway, section 30, parcel #130-030-200-013-00. The park is zoned Lake and Stream Protection (P-LS) and Village Center Topinabee Overlay (VC-T-O). The portion of the park where the new parking lot and site improvements are to be located is in the Village Center Topinabee Overlay (VC-T-O) zoning district.

Mr. McNeil referred to the site plan and noted the location of the parking lot and stated that there will be 5 parking spaces and 1 handicap parking space. Mr. McNeil stated other amenities include the sidewalk and landscaping on the south side of the parking lot. Mr. McNeil stated that the site plan also indicates swail areas (elevations dropping 1-2 feet) and based on his site inspection he could not distinguish those swails being installed. Mr. McNeil stated that if the Planning Commission determines that the swails do not need to be installed it should be noted as a finding or noted in the motion. Mr. McNeil stated that the parcel is zoned Village Center Topinabee Overlay and a special use permit is required. Mr. McNeil stated that the improvements have been put in and this request is the result of enforcement.

Mr. Freese stated that the swails are retention ponds and if the engineer believes they should be installed then they should be required. Mr. Kavanaugh stated that he agrees with Mr. Freese. Mr. Jazdzyk stated that he doesn't believe that 1 foot will make a huge difference in a retention pond. Mr. Jazdzyk asked if it the Soil Erosion Officer could make a determination regarding the swails. Mr. Freese stated that due to the size of the impervious surface, there will be a lot more water that will run off than before. Mr. Kavanaugh stated that if the engineer believes they should be installed then they should be required.

Ms. Croft asked for public comments. Mr. Muscott stated that he saw this being built, and he assumed it was done properly, but there was no soil permit issued and the Road Commission was not aware of the project. Mr. Muscott stated that the Road Commission charged $100 for the driveway permit and a $250 fine for building without a permit. Mr. Muscott stated that the Road Commission waived the curb requirement and he encourages the Road Commission to curb around the corner to M-27 as there has been evidence of people driving across the lawn. Mr. Muscott stated that this is an ill-conceived parking lot as there are five 90 degree parking spaces and if he parks his truck he would have 9 inches on each side of the tire and the mirrors are a foot into each of the adjacent parking spaces. Mr. Muscott stated that it is important to add the swails as there is a lot of run off of the hard surface and a good portion runs onto Beeson Street. Mr. Muscott stated that neighbor at the end of Beeson Street has already complained to the township about the washout.

Mr. O'Hare stated that he is the director of the Topinabee Development Association (TBA) which is a non-profit organization with 200 dues-paying members. Mr. O'Hare stated that there were 60 people at the annual meeting in June which is a good showing for a community the size of Topinabee. Mr. O'Hare stated that they greatly appreciate the efforts of Mullett Township to improve the infrastructure and aesthetics of the community. Mr. O'Hare stated that they appreciate the efforts of the Planning Commission to address the Village Center zoning issues in Topinabee. Mr. O'Hare stated that the mission of the Topinabee Development Association is to preserve and enhance the unique historical character and charm of Topinabee while promoting future growth and development of its business district. Mr. O'Hare stated that this project has been planned for quite some time now. Mr. O'Hare stated that several years ago, the conceptual plan for improvements to the community was presented to the Planning Commission and this board passed a resolution of support. Mr. O'Hare stated that the Cheboygan County Board of Commissioners and Cheboygan County Road Commission also passed a resolution of support. Mr. O'Hare distributed a copy of the resolution and the drawing of the proposed parking lot. Mr. O'Hare hopes that the Planning Commission will approve the amendment to the special use permit. Mr. O'Hare noted Beeson Street is a road end to the lake. Mr. O'Hare stated that there have been discussions with the township and Tip of the Mitt Watershed Council regarding putting in a rain garden in the swail areas. Mr. O'Hare stated that these are currently some depressions. Mr. O'Hare stated that along the south side of the plan, there is a wide rock border that was designed to absorb the runoff coming from the impervious surface. Mr. O'Hare stated that they will be working with the township and Tip of the Mitt Watershed Council to obtain a grant for the rain garden. Mr. O'Hare stated that the estimates were much higher than what they planned and the rain garden was cut from the plan. Mr. O'Hare stated that there will also be additional landscaping and a sign on the corner. Mr. O'Hare stated that they will do what they can to support the township. Mr. O'Hare stated that he hopes the Planning Commission will approve this request.

Ms. Osborn stated that a couple of things did slip through the cracks. Ms. Osborn stated that she is meeting with Tip of the Mitt Watershed on 09/24/17 and because the township did not vote to put the rain garden in at the beginning they did not say it would never be put in. Ms. Osborn stated that they intend to put in the rain garden. Ms. Osborn stated that the rains that have come through have not done any damage to the trail. Ms. Osborn stated that they will safeguard the swail and the Tip of the Mitt Watershed will help them obtain grants to minimize their costs. Ms. Osborn asked that the Planning Commission approve this plan.

Public comment closed.

The Planning Commission reviewed and approved the General Findings. The Planning Commission reviewed and approved the Finding of Fact Under Section 18.7 and the Specific Findings of Fact Under Section 20.10. **Motion** by Mr. Borowicz, seconded by Mr. Jazdzyk, to approve the special use permit amendment based on the General Findings, Finding of Fact Under Section 18.7 and the Specific Findings of Fact Under Section 20.10 with the following conditions:

1. Rain garden be installed per engineering design
2. Soil and Sedimentation requirements be met

Motion carried unanimously.

Andrew Sweet – Requests a Site Plan Review for an accessory storage building, 51ft. x 26ft. (Section 6.2.19 Retail, specialty). The property is located at 4502 Onaway Rd., Koehler Township, section 20, parcel #172-I09-000-011-00 and is zoned Commercial Development (D-CM).

Mr. McNeil stated that this is an amendment to a site plan review that was approved in May 2012. Mr. McNeil stated that the approval was for a landscaping and garden center. Mr. McNeil stated that Mr. Sweet is seeking approval for a new storage building and display areas as indicated on the site plan. Mr. McNeil stated that there was an approval in May 2013 for a restaurant/bakery. Mr. McNeil stated that this approval remains in place although it is not operating at this time. Mr. McNeil

stated that the drive areas and parking areas remain as last approved. Mr. McNeil stated that this parcel is located in a Commercial zoning district and specialty retail is a use that requires site plan review.

Mr. Freese stated that one driveway has been eliminated. Mr. McNeil stated that was a requirement of the previous approval. Mr. Kavanaugh stated that the site is neat and clean. Discussion was held regarding an email from Brent Shank, Road Commissioner Engineer/Manager. Mr. Bartlett asked if there will be a bakery. Mr. Sweet stated that eventually there will be a bakery. Mr. Freese asked if equipment will be stored inside the fenced area or outside. Mr. Sweet explained that the equipment will be stored inside the storage building. Mr. Kavanaugh asked if Mr. Sweet has any issues with storing equipment in the building and inside the fenced area when it is not being used. Mr. Sweet stated no.

Ms. Croft asked for public comments. Mr. Muscott congratulated Mr. Sweet for taking an under-utilized corner and turning it into a viable business corner. Mr. Muscott stated it is great to see the growth on the corner.

Mr. Crawford stated that he is the Koehler Township Supervisor and he disapproves of the display area being located in the right of way. Mr. Crawford stated that trucks and trailers with wood are being parked in the right of way. Mr. Crawford stated this is not right and they should be put inside. Discussion was held regarding the right of way being 66ft. wide. Mr. Kavanaugh asked Mr. Sweet if there would be any issues with keeping these items out of the right of way. Mr. Sweet stated no.

Public comment closed.

Board held discussion. Mr. Kavanaugh stated that by keeping the equipment in the storage building and by keeping equipment and other items out of the right of way, this will be a good utilization of the corner parcel.

Motion by Mr. Freese, seconded by Mr. Borowicz, to grant the topography waiver request. Motion carried unanimously.

The Planning Commission reviewed and approved the General Findings. The Planning Commission reviewed and approved the Finding of Fact Under Section 18.7 and the Specific Findings of Fact Under Section 20.10. **Motion** by Mr. Kavanaugh, seconded by Mr. Bartlett, to approve the amended site plan based on the General Findings and the Specific Findings of Fact Under Section 20.10 with the following conditions:

1. Material to be moved off of the right of way
2. Equipment to be stored behind the fence
3. Department of Building Safety requirements be met
4. Revised site plan to be submitted to not indicate the display area

Motion carried unanimously.

UNFINISHED BUSINESS
No comments.

NEW BUSINESS
Michelle Walk, Michigan State University Extension Educator, Community Food Systems & Tourism – Agritourism Presentation
Ms. Walk stated that she is with MSU Extension and is based in Sault Ste. Marie. Ms. Walk stated she covers the Upper Peninsula and does some work state wide. Ms. Walk stated her area is community food systems such as farmer's markets and small farms that would like to sell direct to restaurants. Ms. Walk stated that the other part of her area is tourism. Ms. Walk presented information regarding agritourism (see attachment A).

STAFF REPORT
Mr. McNeil stated that at the next meeting there will be several ordinance amendments for the Planning Commission to discuss. Mr. McNeil stated that the agenda will be distributed early to allow the Planning Commission enough time to review the amendments.

PLANNING COMMISSION COMMENTS
Mr. Kavanaugh asked for an update on Triple D Disposal. Mr. McNeil stated that the 30-day warning letter has been issued and the time frame is coming to an end. Mr. McNeil stated that by standard procedure, there is a 14-day warning letter before citation.

PUBLIC COMMENTS

Mr. Muscott thanked Ms. Walk for her agritourism presentation. Mr. Muscott stated that we have vineyards, wineries and some failed agritourism businesses. Mr. Muscott stated that it is important to promote agritourism and to get zoning ahead of the game. Discussion was held.

Mr. Freeman stated he is the President of the Wolverine Volunteer Fireman's Association and he lives at a residence in Mentor Township and he holds events at his residence. Mr. Freeman stated that he would like to answer any questions that the Planning Commission may have and to dismiss the allegations that have been made falsely about him and what he does on his farm. Mr. Freeman stated that he and a few friends adopted an abandoned, hiking trail called the Lost Tamarack Pathway. Mr. Freeman stated that the DNR gave him stewardship. Mr. Freeman explained that he invites people to his home for a weekend of music, fun, friends, and family. Mr. Freeman stated that over the past five years he has resurrected an abandoned trail and made it available for public use. Mr. Freeman stated that he has encouraged the community to participate in goat hikes, horseback riding, etc. Mr. Freeman stated that when this became an issue he talked with Mr. Schnell and he was given two options. Mr. Freeman stated that one option was to change the zoning on his property. Mr. Freeman stated the second option was to ask the township board to ask for a special event permit. Mr. Freeman stated he chose to ask the township for a special event permit. Mr. Freeman stated he is a contractor and his wife is a microbiologist. Mr. Freeman stated that they hold these events to make the community a better place. Mr. Freeman stated he received permission from his township board and paid his fees for permits. Mr. Freeman stated that there are two neighbors who are not happy and have made erroneous calls to the FAA and police. Mr. Freeman stated he has sought legal counsel and is considering a slander suit again the neighbors. Mr. Freeman stated he would like to answer any of the Planning Commission's questions. Ms. Croft noted that Mr. Freeman's event use has never been discussed by the Planning Commission. Mr. Freeman stated that he did have a wedding on the farm this summer and he received township approval for the event. Mr. Freeman explained that the event was a wedding for a friend and he did not charge the friend. Discussion was held.

Mr. Jazdzyk suggested that Mr. Freeman find out what his property is zoned and what are his property rights. Mr. Jazdzyk suggested that Mr. Freeman have a discussion with Mr. McNeil or someone from the Planning Commission regarding his proposed use. Mr. Jazdzyk stated that Mr. Freeman should talk to his neighbors because even though he may be following the zoning laws, there may be something he can do to alleviate the neighbor's concerns. Mr. Freeman stated that regarding this use being a commercial endeavor, he raised $1,200 during the last event for the volunteer firefighters. Mr. Freeman stated he makes money as a builder and the energy that goes into putting on these events would never meet the value. Mr. Freeman stated he does not know what he wants to do with the property yet. Mr. Freeman stated that he has friends, family and community members that like coming to his farm and enjoying the trail. Mr. Freeman stated that in the 4 years he has held this event, there has not been any security on the farm as there wasn't a fist raised in anger and there hasn't been any issue that would require calling law enforcement.

Ms. Lyon asked how many people attend the event. Mr. Freeman stated between 300-500 people. Mr. Freeman stated that this is not a lot of people as he owns a 44-acre farm. Mr. Freeman stated that there are port-a-jons on site and water is tested as required. Mr. Freeman stated he fills out the temporary campground permit as required. Ms. Lyon asked how long the event lasts. Mr. Freeman stated his friends come from downstate on Thursday and leave on Sunday. Ms. Lyon asked how often the event is held. Mr. Freeman stated one time per summer. Discussion was held. Mr. Freeman stated that in the fall they go horseback riding on the trail to see the fall colors.

Mr. McNeil stated that it is his understanding that there have been two events taking place each year for quite a few years. Mr. McNeil stated that Mr. Schnell considers this a regular land use beyond the special event parameter that might be approved by the township. Mr. McNeil stated that Mr. Schnell has had conversations with Mr. Freeman about applying for a special use permit.

Mr. Freeman stated he lives at the top of the ridge and sound travels and there are several neighbors who have written letters of support. Mr. Freeman stated that there has not been any mention of the number of times that the event could be held before it would change the use of his property. Mr. Freeman stated that 4 events were arbitrarily picked. Mr. Freeman stated that his farm right now is very quiet and docile and he has not made any improvements to handle any kind of business activity. Mr. Freeman stated this is not his source of income and he does this as something to give back to the community.

Mr. Kavanaugh noted that Mr. Freeman's neighbors attended a Cheboygan County Board of Commissioners meeting to discuss the events being held on the property. Mr. Kavanaugh suggested that Mr. Freeman attend a Cheboygan County Board of Commissioners meeting.

ADJOURN

Motion by Mr. Kavanaugh adjourn. Motion carried. Meeting was adjourned at 9:04pm.

Charles Freese
Planning Commission Secretary

Promoting Agritourism in your Community

Cheboygan County Planning Commission
September 6, 2017

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USDA

United States Department of Agriculture • March 1998

Form AD-475A (Revised 3-98)

Outline

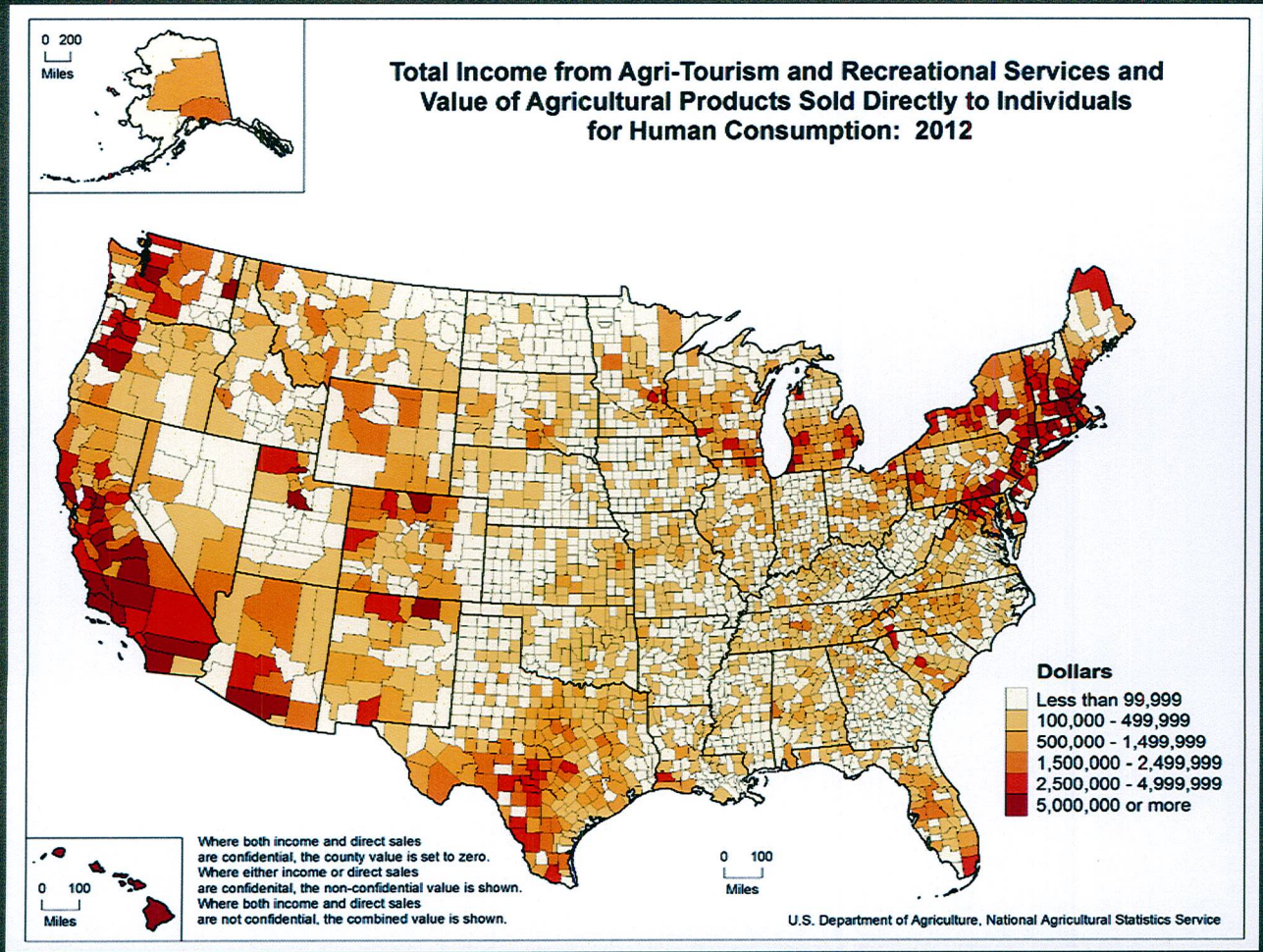
- Why Agritourism
- What is Agritourism
- Considerations

Why Agritourism

Why Agritourism

- Additional income to farms
- Diversification
- Education
- Preservation
- Increase community economic activity

Direct Sales and Agritourism



Direct Sales plus Agri-tourism & recreational services, such as farm or winery tours, hay rides, hunting, fishing, etc.

"Farm vacations offer urbanites, looking for ways to reconnect to the land, a chance to experience an almost forgotten world." USA Today

"People are looking for more than cookie-cutter vacations, and agritourism is a way to help sustain small family farmers." USA Today

Why Agritourism in MI?

Agriculture and tourism are the second and third largest industries in MI

Department of
Agriculture & Rural Development

PURE MICHIGAN®

MI ranks 2nd in the US in terms of crop diversity

Defining "Agritourism"

Defining Agritourism

- Activities that include visiting a working farm or any agricultural, horticultural or agribusiness operations to enjoy, be educated or be involved in what is happening on the locale.

AgMRC agricultural marketing resource center

Defining Agritourism

"a commercial enterprise on a working farm conducted for the enjoyment, education, and/or active involvement of the visitor, generating supplemental income for the farm"

~Vermont Farms! Association

Defining Agritourism

Agritourism defines the places where agriculture and tourism connect. Anytime a farming operation opens its doors to the public and invites visitors to enjoy their products and services--that's agritourism.

~ Michigan Agritourism Association

Agritourism

Farm Visits

Agritainment

Agrotourism

Agricultural

Tourism

Farm Tourism

Types of Agritourism

Farm Direct Sales

- Purchasing farm products at the farm
- CSA, Pick Your Own (PYO), farm stand

Education

- Classes
- Tours
- Tastings
- Farm-work experience

Entertainment

- Festivals
- Events
- Corn maze
- Petting farms

Hospitality

- Farm stays
- Ranch stays
- Outfitter services

Recreational activities

- Fishing
- Hunting
- Wildlife viewing
- Horseback riding

Off-farm Sales and Events

- Farmers markets
- Agricultural fairs
- Harvest festivals

Agritourism

- Sleigh Rides
- Hay Rides
- Pumpkin Patch
- Christmas Tree Farms
- Farm stands
- Farm markets
- Bed and Breakfast
- Festivals
- Tours
- Wineries
- Pick Your Own
- Hands On Chores
- Petting Zoo

Considerations

Considerations

- The protection of a community's natural environment and sustainable use of renewable resources is imperative in maintaining the quality of life for residents and ensuring that future generations live in healthy productive surroundings.
- Preservation of agricultural land is important to the community.

Visual Appearance

Knowledge of Staff

- About the farm
- About the farm products
- About the community

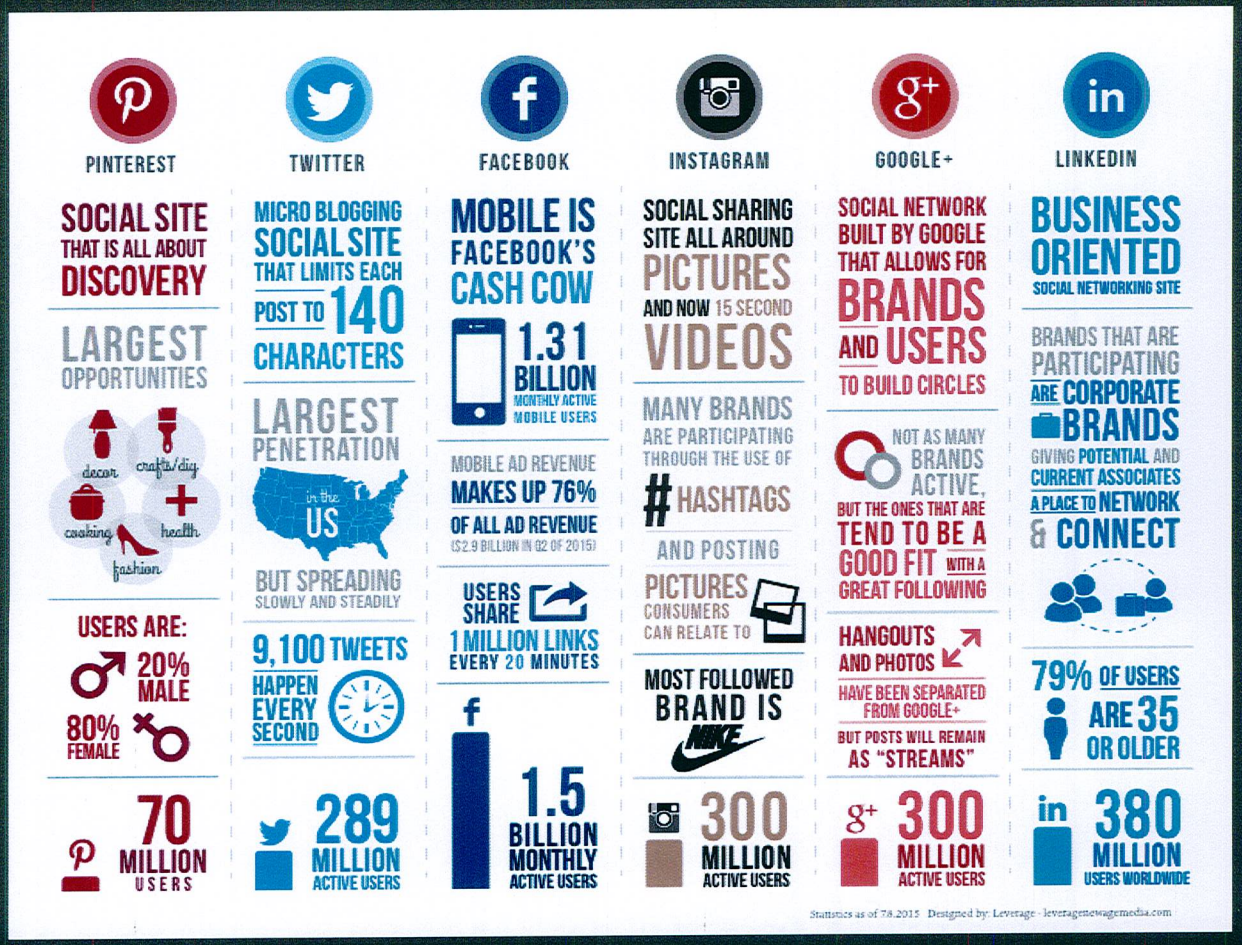
- Customer Service!

Parking

Restrooms

Concessions

Marketing


PINTEREST
SOCIAL SITE THAT IS ALL ABOUT DISCOVERY
LARGEST OPPORTUNITIES
decor
crafts/diy
cooking
health
fashion
USERS ARE:
20% MALE
80% FEMALE
70 MILLION USERS
TWITTER
MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS
LARGEST PENETRATION
in the US
BUT SPREADING SLOWLY AND STEADILY
9,100 TWEETS HAPPEN EVERY SECOND
289 MILLION ACTIVE USERS
FACEBOOK
MOBILE IS FACEBOOK'S CASH COW
1.31 BILLION MONTHLY ACTIVE MOBILE USERS
MOBILE AD REVENUE MAKES UP 76% OF ALL AD REVENUE
($2.9 BILLION IN Q2 OF 2015)
USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES
1.5 BILLION MONTHLY ACTIVE USERS
INSTAGRAM
SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS
MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF #HASHTAGS
AND POSTING PICTURES CONSUMERS CAN RELATE TO
MOST FOLLOWED BRAND IS NIKE
300 MILLION ACTIVE USERS
GOOGLE+
SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES
NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING
HANGOUTS AND PHOTOS HAVE BEEN SEPARATED FROM GOOGLE+ BUT POSTS WILL REMAIN AS "STREAMS"
300 MILLION ACTIVE USERS
LINKEDIN
BUSINESS ORIENTED SOCIAL NETWORKING SITE
BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT
79% OF USERS ARE 35 OR OLDER
380 MILLION USERS WORLDWIDE
Statistics as of 7.8.2015 Designed by: Leverage - leveragenewagemedia.com

On-Farm Signage

- Directional
- Safety
- Educational

Top Concerns According to Operators

- Marketing
- Liability
- Availability and/or cost of insurance
- Zoning
- Signage
- Safety
- Networking with other operators

NAPA
national agritourism professionals association

Considerations

- Zoning
- Permits & Licenses
- Insurance
- Tax Issues

Considerations - GAAMPS

Permitted by right:

- GAAMPS for Farm Markets – farm markets where at least 50% of the products marketed (including CSA and U-pick) are produced on and by the affiliated farm

Other entertainment/recreation activities are encouraged to be supported but not covered under the RTF Act.

Considerations - Zoning

- Permit value-added farming activities within zoning districts where active farming is present
- Special land use
- Minimum number of acres for events such as weddings

Michigan Agritourism

Experience Our Local Farm Fun

Michigan Agritourism is a nonprofit association that supports the agritourism industry through promotion, education, advocacy, problem resolution, and networking. Our goal is to keep family farms sustainable, support local economic growth, and provide rich and unique experiences for visitors to make lasting memories.

www.michiganfarmfun.com

For More Information

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